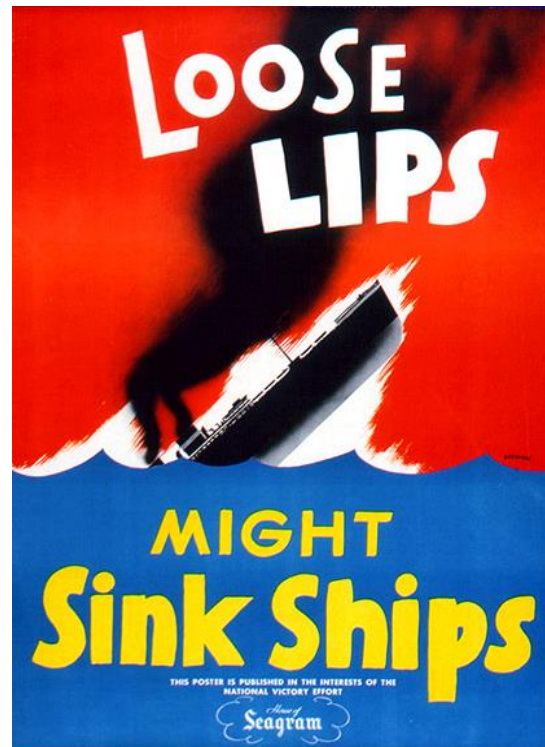




World War 2



Propaganda on the Home Front

What is Propaganda?

Main Entry: pro·pa·gan·da

Pronunciation: \,prä-pə-'gan-də, ,prō-\

Function: *noun*

- **2:** the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person
- **3:** ideas, facts, or allegations spread deliberately to further one's cause or to damage an opposing cause; *also* : a public action having such an effect

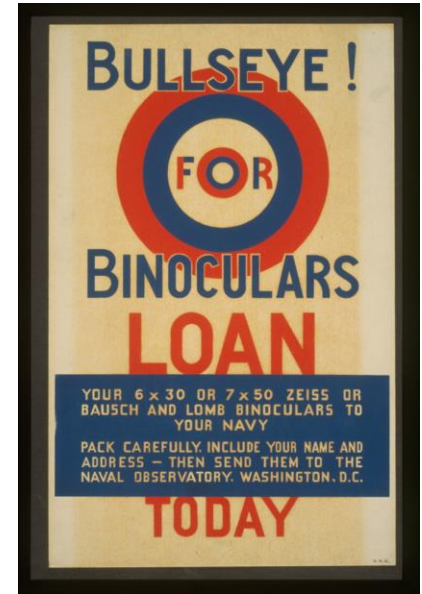
<http://www.merriam-webster.com/dictionary/propaganda>

Purpose of Propaganda

- deliberately spread one's cause or to damage an opposing cause
- appeal to one's emotions
- influence people's opinions

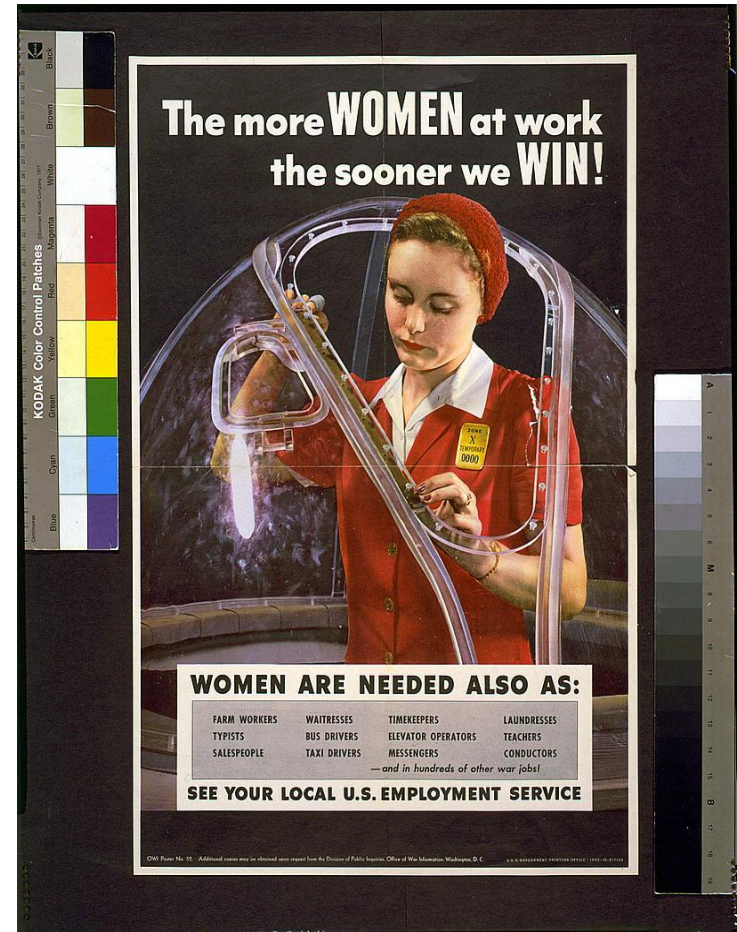
Categories of World War 2 Propaganda Posters

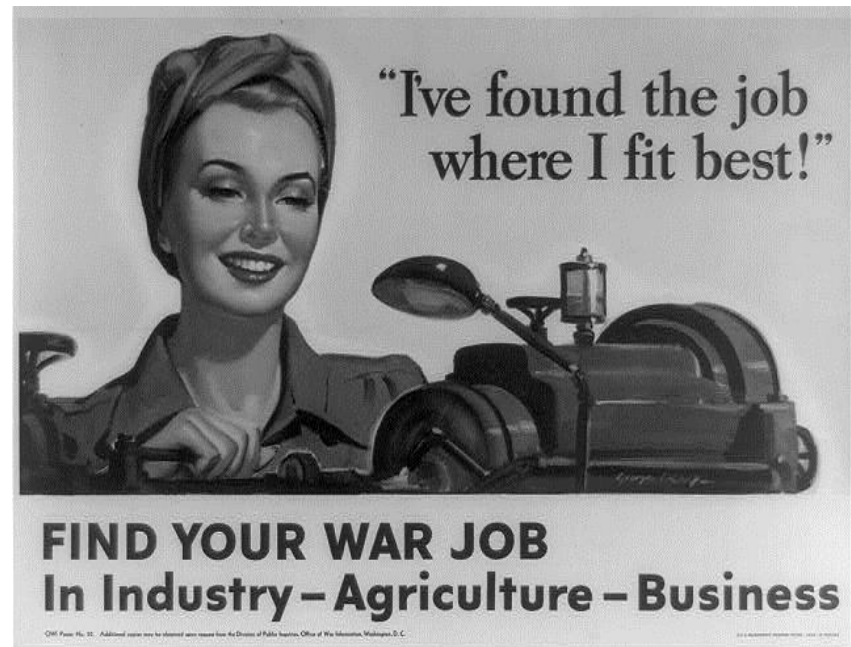
- Female Workers
- National Security
- Citizen Participation



Female Workers

- Rosie was the symbol of the female factory worker. With so many men away at war, women were forced into the work force. Rosie was a symbol of strength of Civil Service jobs (such as secretaries).





National Security

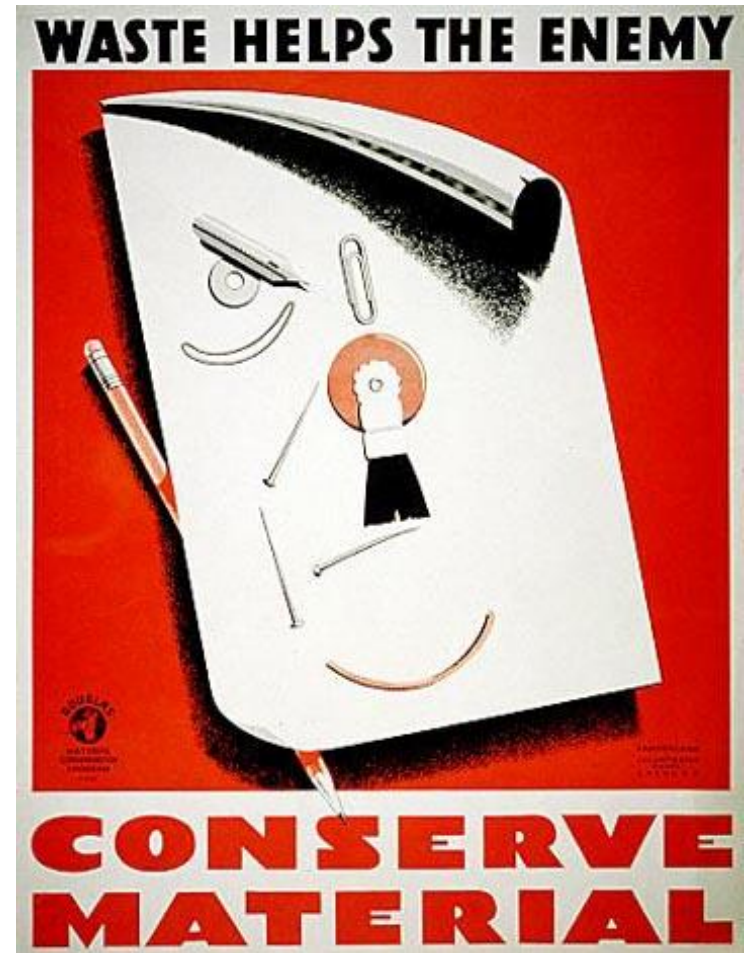
- Some of the more interesting, and frightening, posters were the ones encouraging the people to be aware of breaching National Security.
- The purpose of these posters was to tell people that they had to work to keep the country safe.





Citizen Participation

- A third category of war propaganda posters were ones encouraging average people to participate in the war by making good decisions at home.
- Families existed on food rations and cut back on gasoline consumption as well so that the government would be able to devote as much money as possible to the war effort.





Additional Propaganda Techniques

Appeal to Fear

Oversimplification

Appeal to Authority

Common Man

Bandwagon

Stereotyping

Direct Order

Scapegoating

Obtain Disapproval

Virtue Words

Intentional Vagueness

War Propaganda

- Emotional and compelling, the propaganda posters and other media used during World War II stressed such topics as production, conservation of resources and raw materials, and protecting home and loved ones.
- The poster message had to be instantly understandable, and poster images had to reinforce text, and vice versa.