

THE WAR ON THE WALLS

PROPAGANDA: /prə-pə-gan-də/,n. (Latin, *propaganda*-- for propagating the faith)

1. : the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person.
2. : 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

RHETORIC: / re-tə-rik/ n. (Middle English *rethorik*, from Anglo-French *rethorique*, from Latin *rhetorica*, from Greek *rhētorikē*, literally, art of oratory)

1. the art of speaking or writing effectively: as a: the study of principles and rules of composition formulated by critics of ancient times b: the study of writing or speaking as a means of communication or persuasion
2. a: skill in the effective use of speech b: a type or mode of language or speech ; *also* : insincere or grandiloquent language

Common Propaganda Rhetorical Techniques:

1. Noble Cause
2. Duty
3. Nationalism or Patriotism
4. Generalizations or Stereotypes
5. Demonizing or Name Calling
6. Common Enemy
7. Doublespeak
8. Fear
9. Big Lie/Disinformation/Information Control
10. Repetition

EFFECTIVE PROPAGANDA IS... **SIMPLE, TO THE POINT** and

EMOTIONAL

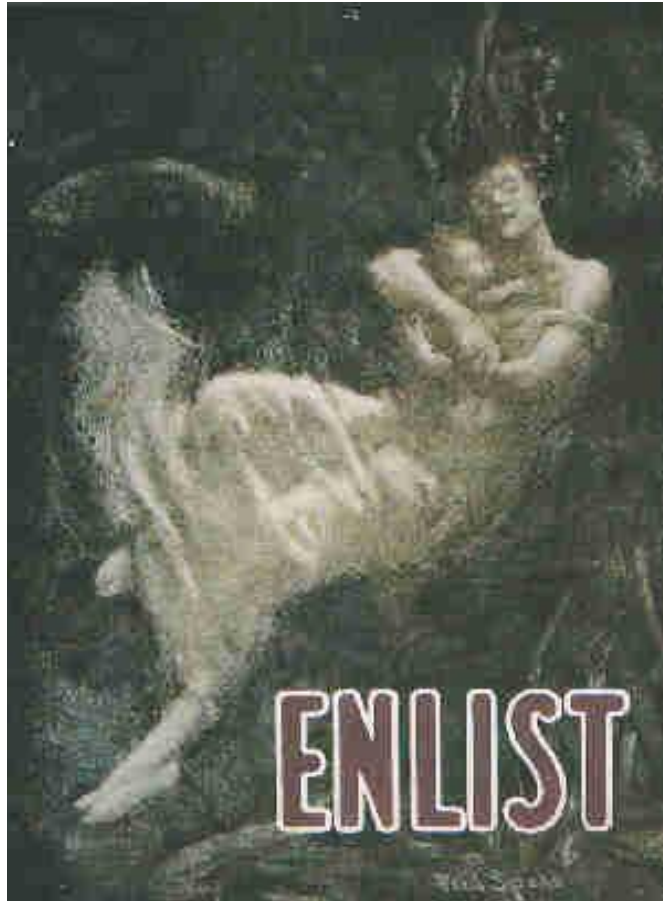
For further examples GO TO: *THE WAR ON THE WALLS*

<http://exhibitions.library.temple.edu/ww1/essays.htm>

WORLD WAR I

PROPAGANDA POSTER GALLERY

After making your gallery Note sheet (Follow Mr. Holm's Oral Directions), analyze and evaluate 16 posters using the following criteria:



CRITERIA

- Identify Nation
- Message
- Image

- Technique
- Your Grade of Effectiveness

SAMPLE

- * United States
- * ENLIST!
- * Madonna Image Sinking
Post Lusitania
- * Noble Cause/Duty
- * A

WORLD WAR I

PROPAGANDA POSTER

FOR _____:

Create your own WWI propaganda poster. You can copy and paste art from the internet, or Photo Shop the Art Work, but the design must be original. If you are an artist yourself...stay away from the computer and paint, or draw your work.

The Poster must...

- Be on an 8 ½ sheet of Computer paper or larger
- Contain an easily identifiable technique of propaganda
- *Demand* a desired action
- Use strong **EMOTIONAL** rhetoric
- Clearly show the target audience (British laborers, American Men)
- Show at least three WWI visual characteristics (Spiked Helmet, Lusitania, Union Jack)



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