World War Two Posters

During World War One, posters were the most common way for governments to communicate messages to the public. During World War Two, there were billboards, radios and motion pictures. However, posters remained a common form of government propaganda. Why?

- Posters reach everywhere (most high traffic areas)
 - school
 - Work
 - stores
- Anyone could make it (not all make movies, radio broadcasts or billboards)

In the United States, for example, there were competitions and contests to create appealing propaganda posters.

World War Two Propaganda Poster Assignment

TASK: Create a WWI Propaganda Poster. Although not required, feel free to borrow ideas from the propaganda examples provided. Consider captions, thought bubbles, or nametags to clarify your message. Your poster should address one of the following themes:

Germany (Hitler as savior, Nazism, anti-Semitic, etc.)
Italy (Mussolini, fascism, anti-communism, etc.)
Japan (nationalism, militarism, anti-allies, etc.)

England (vilifying the enemy, military service, war bonds, etc.)

Soviet Union (protecting the fatherland, glorifying workers, anti-German, etc.)

United States (war bonds, anti-Axis, recruitment, etc.)

In a paragraph on back: 1) discuss the theme, 2) identify target audience (to whom are you trying to appeal?), and 3) describe the intended meaning

Item	i	2	3	4
Appearance	Lacking color, presentation, detail & professionalism	Lacking color, presentation, detail or professionalism	Somewhat colorful, presentable, detailed and professional	Extremely colorful, presentable, detailed and professional
Symbolic Clarity	No symbols used, difficult to understand	Easy to understand, but no symbols used	Symbols are used and are somewhat easy to understand	Symbols are used and are easy to understand
Effectiveness	No theme or target audience is evident at all	Neither theme nor target audience are clearly evident	Either theme or target audience is not clearly evident	Theme and target audience are very clearly evident
Paragraph	Accurately discusses 0 of the following: theme, audience, meaning	Accurately discusses 1 of the following: theme, audience, meaning	Accurately discusses 2 of the following: theme, audience, meaning	Accurately discusses theme, identifies audience, describes meaning

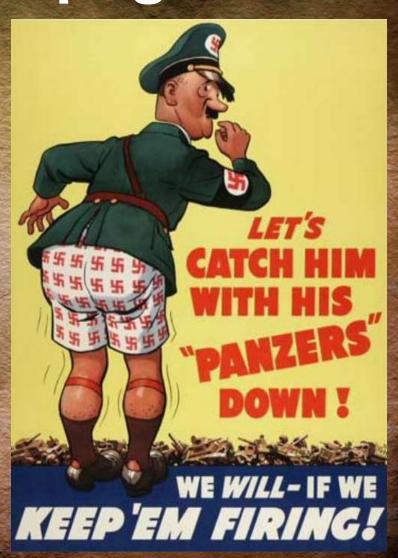


TARGET AUDIENCE:

Those on the homefront

STRATEGY:

Tries to boost morale and encourage people to carry on against Germany











TARGET AUDIENCE:

Young Men

STRATEGY:

appeals to the bravery of young men, and to pridein-country and protecting the crown



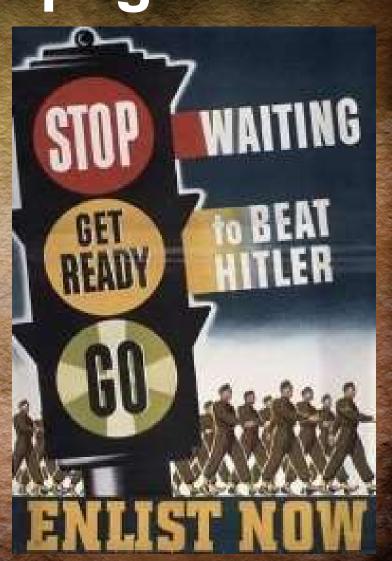




TARGET AUDIENCE: Young Men

STRATEGY:

Appeals to a hatred of the enemy (Hitler) in order to encourage enlistment into the military









TARGET AUDIENCE: Young Men

STRATEGY:

appeals to nationalism and pride-in-country







TARGET AUDIENCE:

Soldiers (or others) with military intelligence

STRATEGY:

Reminds those who have valuable war information to be discreet



Keep mumshe's not so dumb!

TALK COSTS LIVES





TARGET AUDIENCE:

Soldiers (or others) with military intelligence

STRATEGY:

Reminds those who have valuable war information to be discreet







TARGET AUDIENCE:

Women

STRATEGY:

Encourage women to join the workforce to support the war effort







TARGET AUDIENCE:

Housewives

STRATEGY:

Encourages housewives to bring in valuable materials to be turned into weapons of war







TARGET AUDIENCE:

Residents of London

STRATEGY:

Promotes the British fireguard as a defense against German bombing





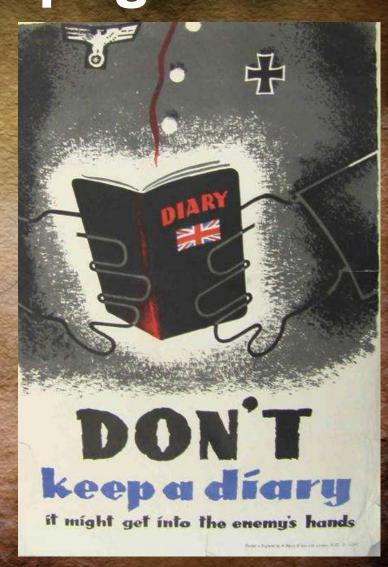


TARGET AUDIENCE:

Military personnel

STRATEGY:

Reminds soldiers/sailors that their written diaries might compromise the war effort if they are killed or captured









TARGET AUDIENCE: Young Men

STRATEGY:

Appeal to heroism and honor by stating, "blood does not lie"



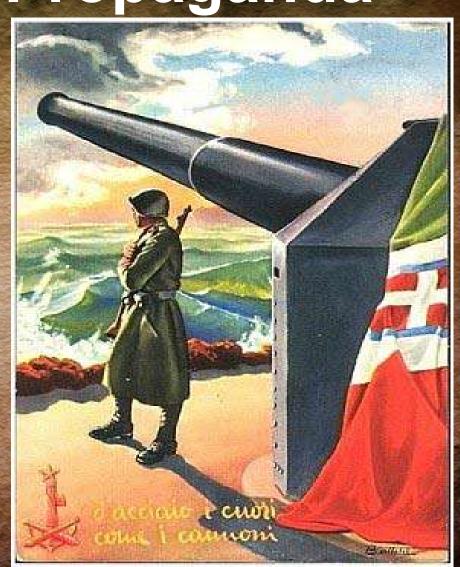
TARGET AUDIENCE: Young men

STRATEGY:

"Enlist in the Italian Legion" appeals to bravery and sacrifice for the sake of the country



"We have steel hearts in common"



"Every day the battle brings us closer to our goal"





The Italian woman, with her waivers and her sacrifices march together to combat"



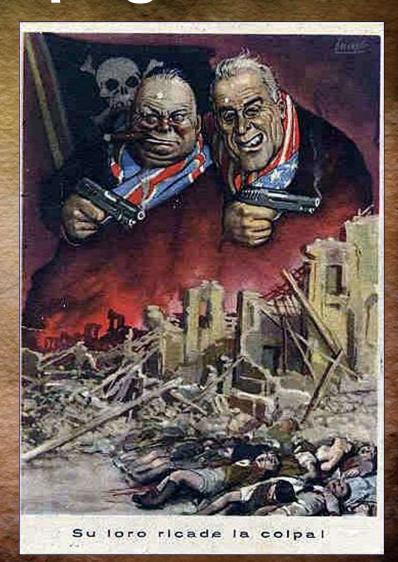
TARGET AUDIENCE: Young men

STRATEGY:

Appeal to pride and nationalism as an Italian soldier takes on scores of enemies



"Blame it on them"



TARGET AUDIENCE:

Italians with pride/envy STRATEGY:

This poster shows
England as a dominant
colonizer eating the
world. This is mocked
as the "British Peace."



TARGET AUDIENCE:

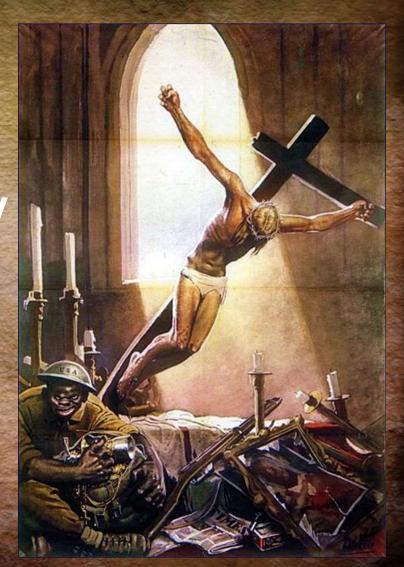
"Inhumane crimes of the gangster pilots beaming forever..."



TARGET AUDIENCE:

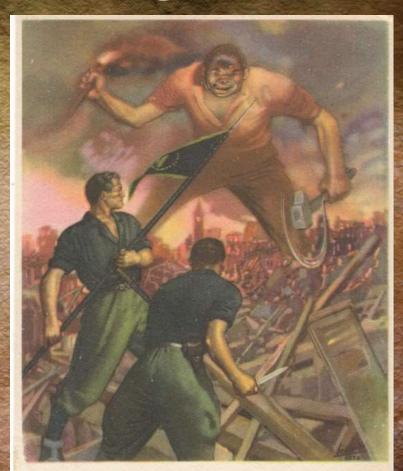
Those who value Italian and Catholic relics/history STRATEGY:

Demonize Americans in general and African-American soldiers in particular as thieves.



TARGET AUDIENCE: Young Men

Vilify Russia as barbaric, ogre-like communists coming to destroy Italy



UN SOLO PERICOLO MINACCIA LA NOSTRA CULTURA, LA NOSTRA INTE-GRITÀ E LA NOSTRA CIVILTÀ; E QUESTO PERICOLO È IL BOLSCEVISMO.

Dall'Intervista concessa all'Invisto speciale del "VOLKISCHER BEOBACHTER., Roland Strunk - 18-Gennalo-1937-XV

Munolin







TARGET AUDIENCE:

Soldiers

STRATEGY:

Glorifies the war as comparable to the iconic samurai from Japanese history in order to recruit soldiers









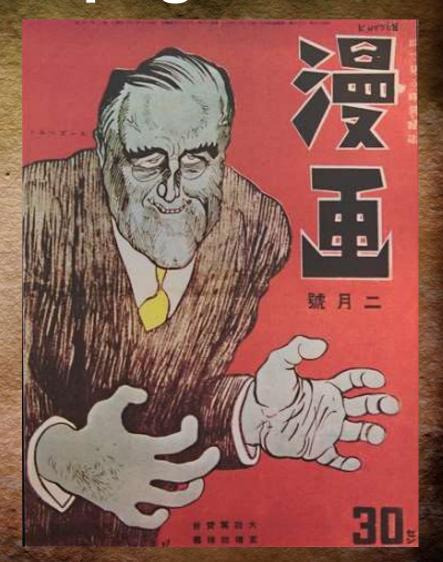


TARGET AUDIENCE:

Japanese citizens

STRATEGY:

Make Franklin D. Roosevelt look like "Franklin-stein"







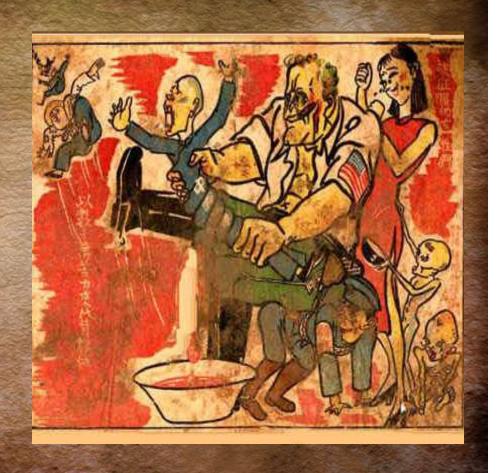




TARGET AUDIENCE:

Japanese Citizens STRATEGY:

Portray FDR as a bloodthirsty tyrant











TARGET AUDIENCE:

Japanese soldiers

STRATEGY:

Portray FDR (U.S.) and Churchill (G.B.) as evil octopi











TARGET AUDIENCE:

Japanese citizens

STRATEGY:

Make General MacArthur look like a bombing baby-killer











TARGET AUDIENCE:

Japanese Men

STRATEGY:

Appeal to nationalism and pride











TARGET AUDIENCE:

All Japanese

STRATEGY:

Paint a vision of peace under Japanese rule











TARGET AUDIENCE:

All Japanese

STRATEGY:

Glorify a high-ranking officer











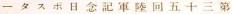
TARGET AUDIENCE:

Japanese Men

STRATEGY:

Glorify military service













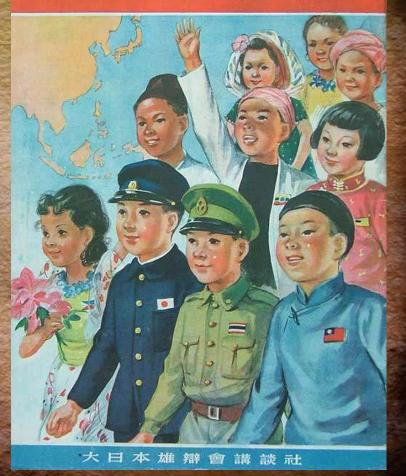
TARGET AUDIENCE:

All Japanese

STRATEGY:

Paint a picture of Asian peace under Japanese rule

ダイトウアギッセンゲン









TARGET AUDIENCE:

Russian Men

STRATEGY:

Glorify military service







TARGET AUDIENCE:

All Russians

STRATEGY:

Show the Soviets with their allies (U.S. and G.B) stabbing at a swastika-shaped Hitler







TARGET AUDIENCE: All Russians

STRATEGY:

Shows a soldier stabbing the betraying Hitler







TARGET AUDIENCE: All Russians

STRATEGY:

Show Stalin at the head of a vast army to boost morale







TARGET AUDIENCE: All Russians

STRATEGY:

Show the team effort of women and men working on the homefront to support sailors and soldiers







TARGET AUDIENCE: Workforce

STRATEGY:

Glorify workers as aiding the war effort







TARGET AUDIENCE:

Women

STRATEGY:

Glorifying women as heroic working to aid the war effort







TARGET AUDIENCE:

Russian Men

STRATEGY:

Demonizing Nazis as traitors (wolves in sheep's clothing)









Women and men

STRATEGY:

Showing nurses as vital to the war effort







TARGET AUDIENCE:

Women

STRATEGY:

Glorifying women workers on farms (harvesting wheat) and in factories (making guns)







TARGET AUDIENCE:

Women

STRATEGY:

Glorifying women workers (who help develop tanks)













"European Wealth is the victory"







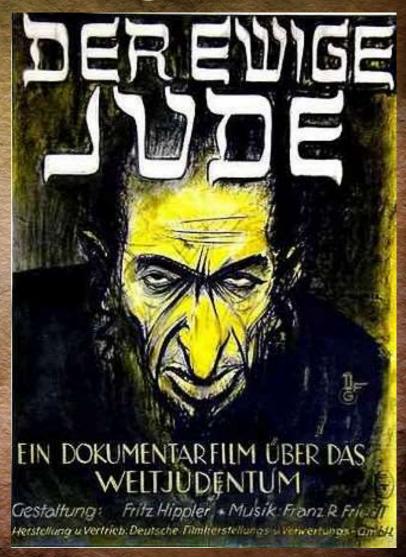




TARGET AUDIENCE:

All Germans
STRATEGY:

To vilify the Jewish community











TARGET AUDIENCE:

Working Men STRATEGY:

Glorify workers as vital to the economic recovery and/or war effort



Heute = Arbeit-Freude-Zucht-Volkskameradschaft

Jarum Deine Stimme dem Führer!









TARGET AUDIENCE:

German Youth

STRATEGY:

Feature happy future Nazis











TARGET AUDIENCE:

All Germans

STRATEGY:

Suggest that the Jews hide behind the efforts of the Allies











"One struggle...
One victory..."











TARGET AUDIENCE:

All Germans STRATEGY:

To suggest that British Prime Minister Winston Churchill is really a Jew in disguise











"As we fight, you work for the victorious"



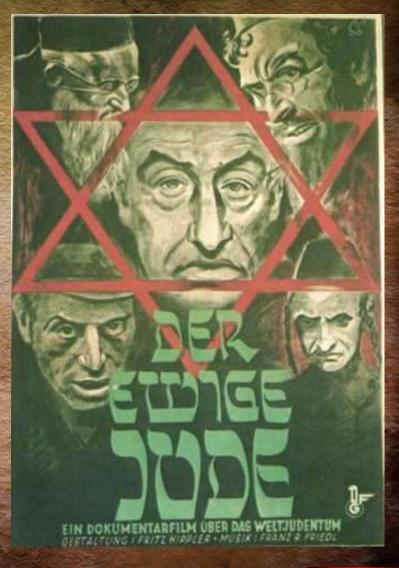








Ad for the documentary film, "The eternal Jew"











"The leader (father), the virtuous"









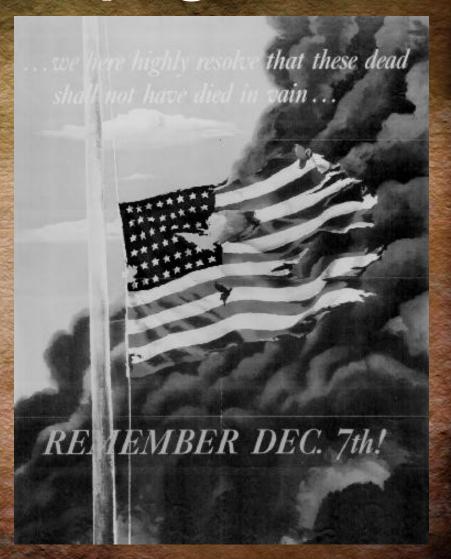


Theme #1

Demonizing Axis Powers (stereotypes, vilifying leaders, highlighting atrocities, etc.)

















TARGET AUDIENCE:

STRATEGY:

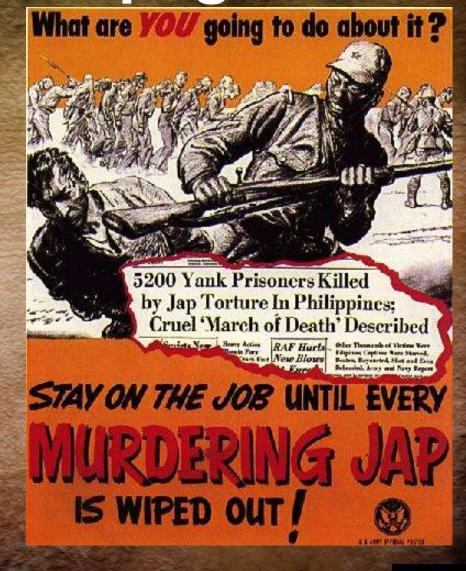


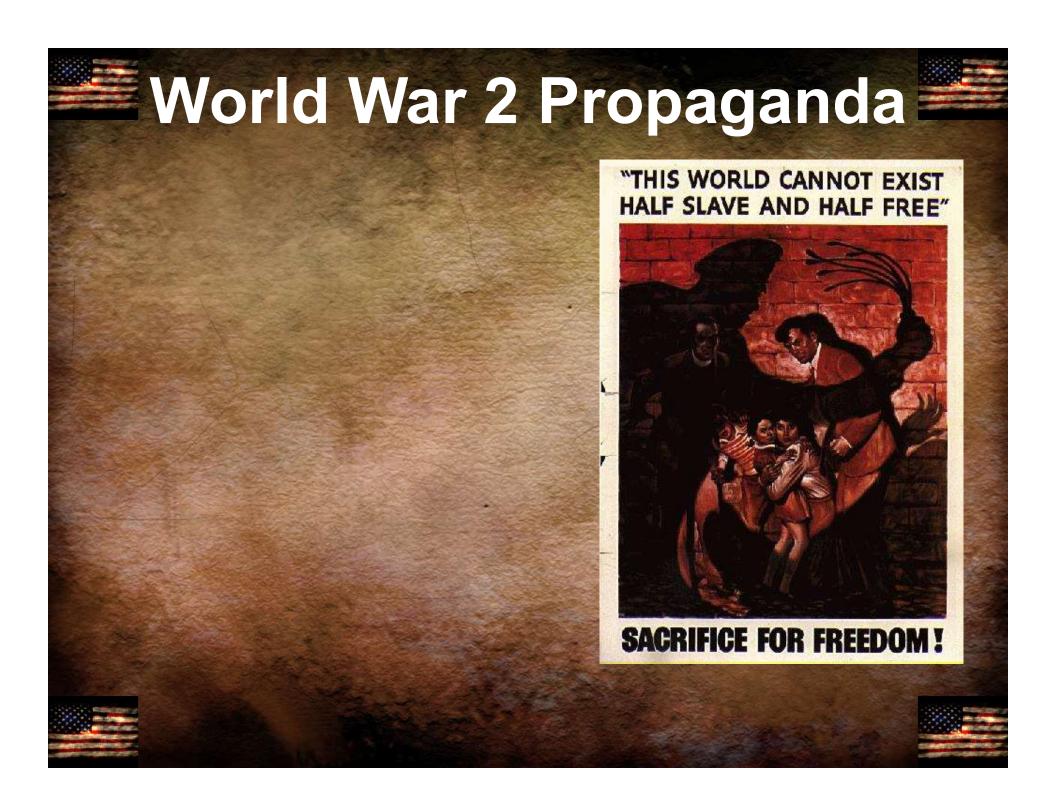














Ten years ago:

THE NAZIS BURNED THESE BOOKS



... but free Americans CAN STILL READ THEM





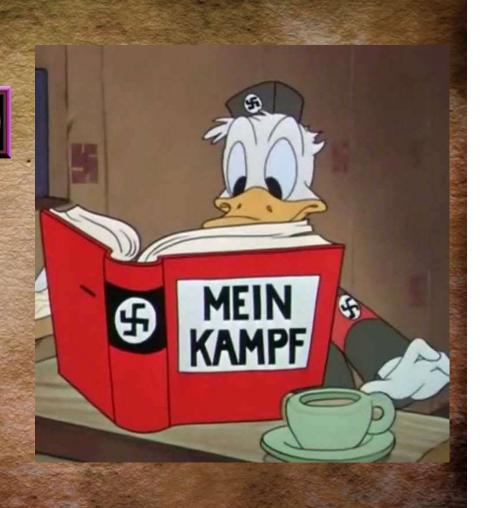






https://www.youtube.com/watch?v
=kzH1iaKVsBM

Disney's "DER FUEHRER'S FACE" (1942)





Theme #2

War-bonds (investing financially in the war, government bonds, etc.)

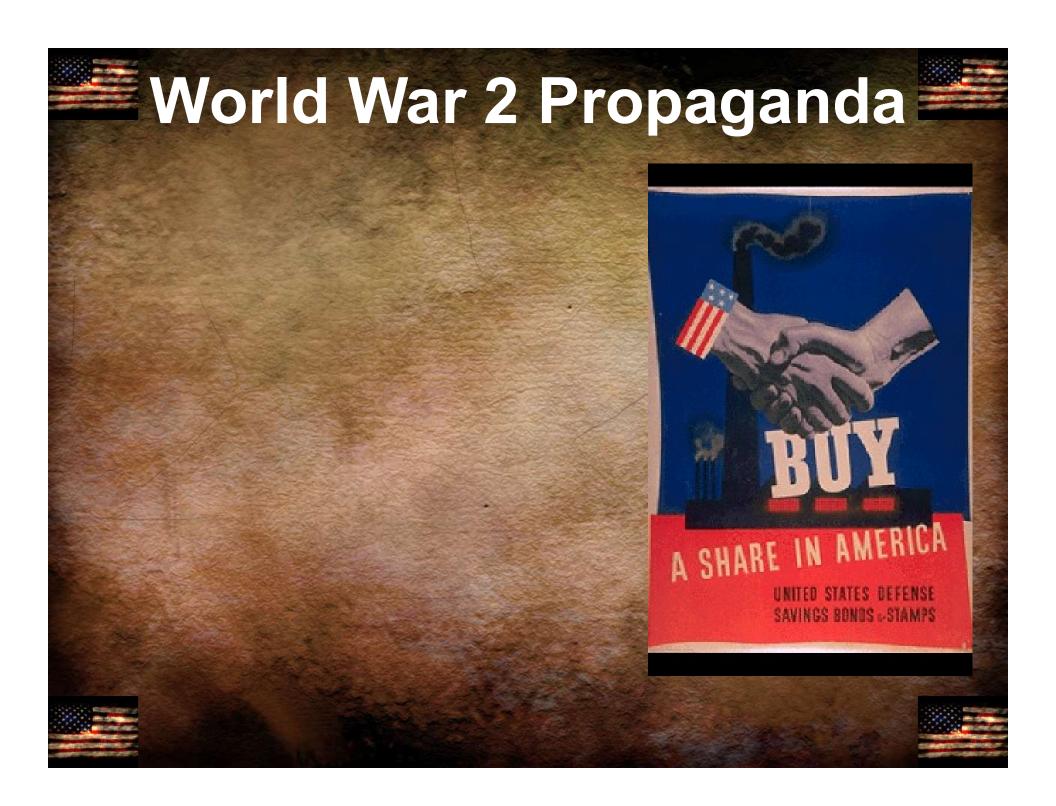


Buy WAR BONDS













BUY WAR BONDS











Looney Tunes "THE DUCKTATORS" (1942)



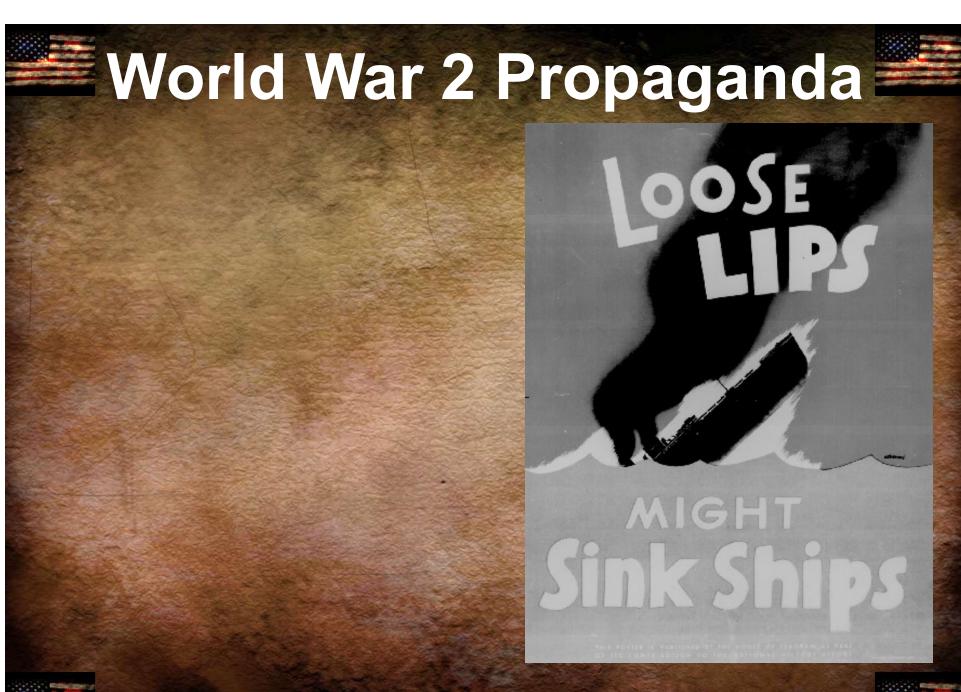
Theme #3

Secrecy
(loose lips sink ships, careless talk, spy paranoia, etc.)











Theme #4

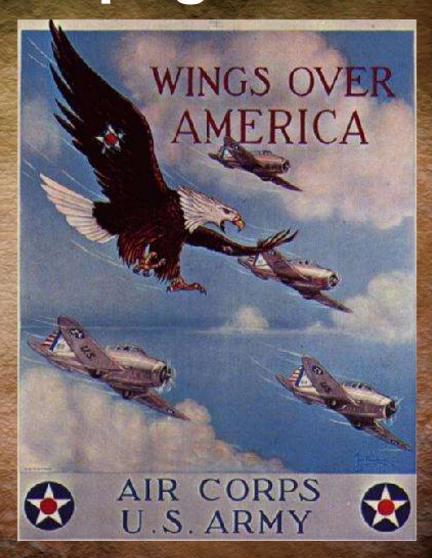
Joining the Armed Forces (army, navy, marines, air force, Red Cross nursing, etc.)



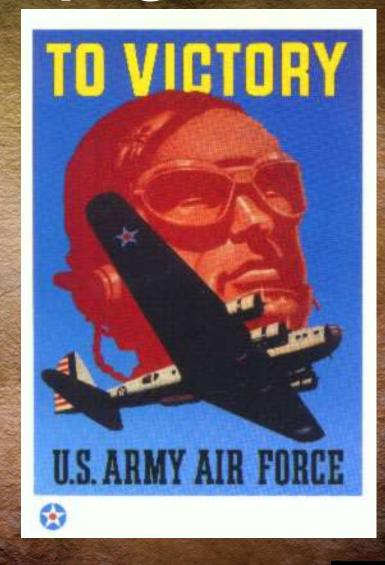












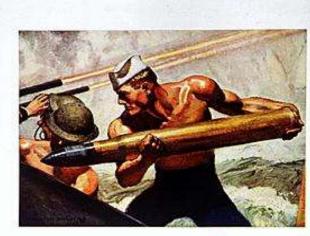












Man the MANY





GO TO THE NEAREST RECRUITING STATION OF THE ARMED SERVICE OF YOUR CHOICE



Theme #5

Saving for the War Effort (ride-sharing, saving oil, saving metals, growing food, etc.)





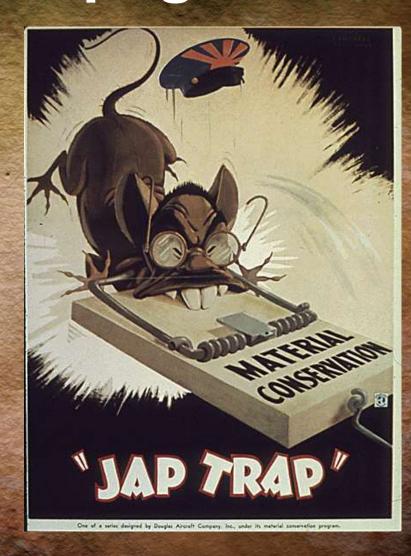




World War 2 Propaganda Work on a farm... this Summer JOIN THE U.S. (ROP CORPS











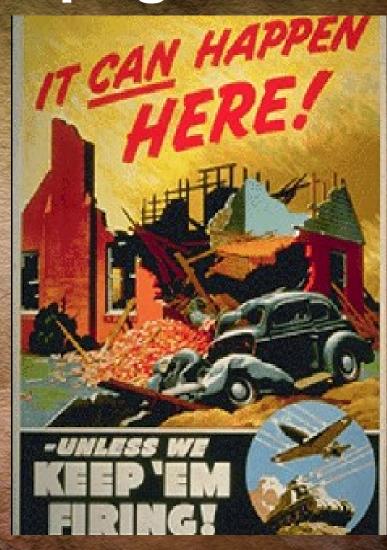






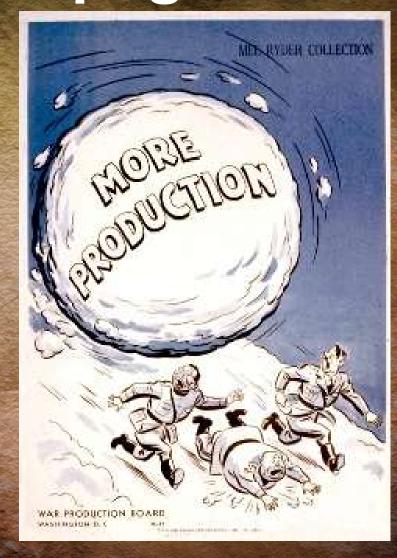


Theme #6
Effort from the Homefront
(non-idleness, factory work,
women in the workforce, etc.)



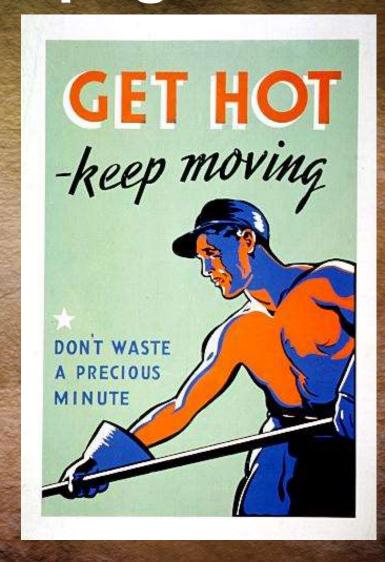


















World War 2 Propaganda YOU'RE DARN'TOOTIN' VE'LL KEEP EM SHOOTIN



VICTORY WAITS ON YOUR FINGERS-



KEEP'EM FLYING, MISS U.S.A.

UNCLE SAM NEEDS STENOGRAPHERS! * GET CIVIL SERVICE INFORMATION AT YOUR LOCAL POST OFFICE U.S. CIVIL SERVICE COMMISSION, WASHINGTON, D.C.











