

Propaganda in the First World War

M 1.1 Arbeitsblatt

Propaganda

= systematic manipulation of public opinion, generally by using symbols

Propaganda Techniques

The **name-calling technique** links a person or an idea to something negative. It tries to make us dislike something by showing it in a ridiculous or horrible way.

The **glittering generalities technique** links a person or an idea to something positive. While name calling wants us to reject and condemn somebody or something, the glittering generalities technique wants us to accept somebody or something without looking closely. It is usually connected to ideas like freedom, honour and democracy.

Military propaganda is full of **euphemisms** because war is extremely brutal. Unpleasant or terrible things are not named directly. Instead, neutral or agreeable phrases or words are used.

Transfer is a technique by which we are influenced because of a person or an idea we respect and believe in. For example, most of us respect and believe in religion and in our nation.

A **testimonial** quotes a source, no matter whether or not it is qualified to say something about the issue. The source usually is a famous or popular person.

By using the **plain-folks technique**, propaganda tries to convince us that its contents are "of the people." It makes us part of the common people and is easy to understand.

By using the **band, wagon appeal**, propaganda tries to tell us that because everyone else is doing it, we should do it, too. This technique can be quite successful because it makes us believe that we will be on the winning side if we follow the crowd.

By using the **fear appeal**, propaganda warns us that a disaster might happen if we do not act in a certain way.

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M 1.2 Arbeitsblatt/Folie



US Poster by Henry Patrick Raleigh (1918)

Tasks:

- Describe the people on the poster:
 - the woman and the child
 - the German soldier
 - the American soldier
- Describe the picture (What is happening?).
- Describe the colours.
- Explain the title.
- Name the associations (the Huns).
- Explain the subtitle.
- Try to find out who published the poster.
- Find out which propaganda techniques Raleigh used.
- Explain the function of the poster.

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M 1.3 Arbeitsblatt/Folie



FOOD WILL WIN THE WAR

You came here seeking Freedom
You must now help to preserve it

WHEAT is needed for the allies
Waste nothing



UNITED STATES FOOD ADMINISTRATION

Charles Edward Chambers, ca.1917, first version in Yiddish

Tasks:

1. Try to find out who published the poster.
2. Describe the different people on the poster.
3. Describe the setting and explain the background pictured on the poster.
4. Describe the picture (What is happening? What are the symbols?).
5. Describe the colours.
6. Explain the meaning of: "Food will win the war."
7. Explain what the United States Food Administration wants and needs.
8. Explain the second and third line of the text.
9. Find out which propaganda techniques are used.
10. Explain the function of the poster.