

World War I: Propaganda

During World War I, propaganda was used by both the Allied Powers & the Central Powers. The American government most frequently used a technique that involved the emotional senses of its people, intended to impose upon them a state of fear. On April 13, 1917, President Woodrow Wilson created a specialized propaganda agency called the Committee of Public Information (CPI) in order to aid in the war effort. The CPI took advertising to an entirely new level, taking advantage of the radio, film and the arts.

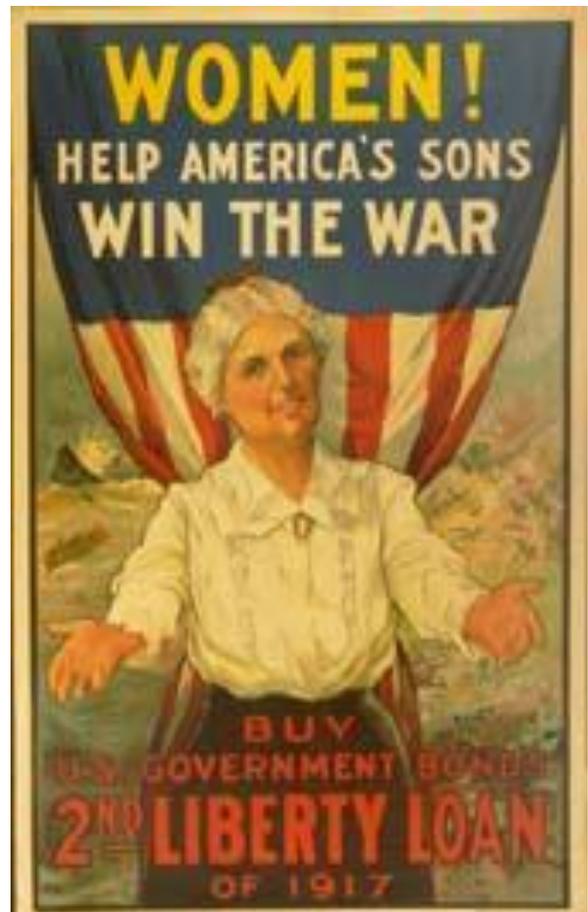
The purpose of propaganda was twofold: control public opinion and boost morale. In fact, propaganda gave most Americans the same opinion about the war. In the United States, as well as in other Allied nations propaganda generally stressed the barbarism & wickedness of the German people. Likewise, German propaganda aimed to “villainize” the Allied Powers.



Directions: Examine each propaganda poster & answer the corresponding questions in COMPLETE SENTENCES!

Poster #1

1. What do you see in this propaganda poster? Describe in detail.
2. Who is the woman supposed to represent? Why is she gesturing in that manner?
3. What do *you* think the main message of this poster is? What segment of the population do you think this poster would appeal to? Why?



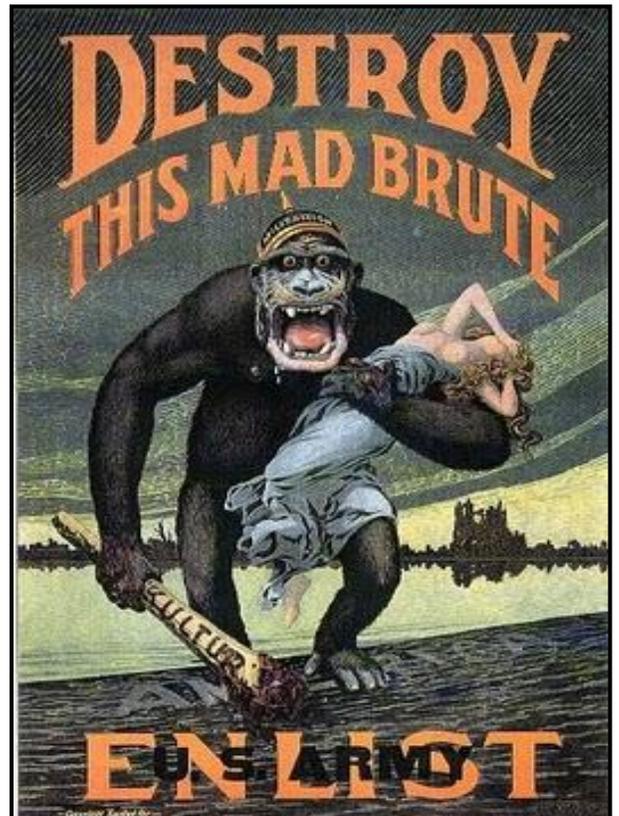
Poster #2



1. What do you see in this poster? Describe in detail?
2. Who is the “menace of the seas”? Why were they referred to that way?
3. What was the reason behind the artist’s choice to use a bloody hand and knife in this poster? What is the point of this image?

Poster #3

1. What you see in this poster? Describe in detail.
2. What does the word “BRUTE” mean? Who does the brute in this poster represent?
3. What emotions did the American government hope to appeal to by issuing this poster? Do you think this poster was effective in regards to its message?



Poster #4



1. According to this piece of propaganda what advantage does cottage cheese have over meat?
2. Who were Americans supposed to sympathize with when looking at this poster?
3. What other types of food rationing activities occurred during World War I? Do you think food rationing was an effective measure?

Poster #5

1. What country is this poster making reference to?
2. What is the American government asking its citizens to do? Why does the poster mention Uncle Sam?
3. What is a liberty loan?

