Propaganda

- information, esp. of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.

- information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.
Propaganda War

¬ Press and arts censored to control public opinion
¬ To justify involvement in WWI
¬ To recruit soldiers
¬ To raise money/supplies
¬ To urge conservation
¬ Exaggerated atrocities of enemies
Common Propaganda Techniques

- Demonization: portraying the enemy as evil
- Emotional Appeals: playing on people’s emotions to promote a cause
- Patriotic Appeals: using patriotic symbols to appeal to people’s national pride
- Half-truths or Lies: twisting the truth or deceiving people
- Catchy slogans: using memorable phrases to gain support
- Visual symbols
- Humor or caricatures
Example:
Poster A

IRISHMEN
AVENGE THE LUSITANIA

JOIN AN IRISH REGIMENT
TO-DAY.
BRITISH EMPIRE UNION
ONCE A GERMAN - ALWAYS A GERMAN!
1914 TO 1918
NEVER AGAIN!
REMEMBER!

Every German employed means a British Worker idle.
Every German article sold means a British article unsold.
BRITISH EMPIRE UNION: 346 STRAND, LONDON, W.C.2
Are **YOU** in this?
Poster D

Pershing's Crusaders

Auspices of the United States Government

The First Official American War Picture taken by U.S. Signal Corps and Navy Photographers