

Propaganda Objectives and Tools

Common Objectives of Wartime Propaganda

1. Recruitment of soldiers or other wartime personnel, either through a draft or voluntary enlistment
2. Financing the war effort through the sale of war bonds—loans from citizens to the government—or new taxes
3. Eliminating dissent and unifying the country behind the war effort
4. Conservation of resources—such as food, oil, and steel—necessary to wage war
5. Increase factory production of war materials

Common Tools Used in Wartime Propaganda

Demonization This tool involves portraying the enemy as purely evil, menacing, murderous, and aggressive. The propagandist attempts to remove all confusion and ambiguity about whom the public should hate. The enemy may be portrayed as a hairy beast or the devil himself. This tool becomes more powerful when the enemy can be blamed for committing atrocities against women, children, or other noncombatants.

Emotional Appeals This tool involves playing on people's emotions to promote the war effort. Since the strongest emotion is often fear, propagandists create their work based on the premise that the more frightened a person is by a communication, the more likely he or she is to take action. Thus, propagandists are careful to explain in detail the action that they want the consumer of the propaganda to carry out.

Name Calling This tool involves using loaded labels to encourage hatred of the enemy. Labels like "Commies," "Japs," and "Huns" reinforce negative stereotypes and assist propagandists in demonizing the enemy.

Patriotic Appeals This tool involves using patriotic language or symbols to appeal to people's national pride.

Half-Truths or Lies This tool involves deception or twisting the truth. The propagandist may attempt to include some element of truth in the propaganda to make an argument more persuasive. For example, blaming the enemy for complete responsibility for the war and portraying one's own country as a victim of aggression is a common propaganda tool.





Catchy Slogans This tool involves using memorable phrases to foster support for the war effort. For example, short phrases like "Remember the *Maine!*" and "Remember the Alamo!" have been very successful in motivating Americans to strongly support the use of arms against Spain and Mexico, respectively.


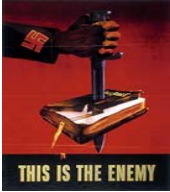



Evocative Visual Symbols This tool involves using symbols that appeal to people's emotions—like flags, statues, mothers and children, and enemy uniforms—to promote the war effort.






Humor or Caricatures This tool involves capturing the viewer's attention through the use of humor to promote the war effort. The enemy is almost always the butt of the jokes used by propagandists.






Notes on WWII Propaganda Posters

Directions: Carefully examine each propaganda poster with your partner. Discuss and record which of the objectives listed on **Student Handout #1** the poster is designed to achieve. Finally, identify and record at least two propaganda tools evident in the poster.

Poster	Objectives of Poster	Propaganda Tools Used in Poster
 <p>#1</p>		
 <p>#2</p>		
 <p>#3</p>		
 <p>#4</p>		

Poster	Objectives of Poster	Propaganda Tools Used in Poster
 <p>#5</p>		
 <p>#6</p>		
 <p>#7</p>		
 <p>#8</p>		
 <p>#9</p>		

Poster	Objectives of Poster	Propaganda Tools Used in Poster
 <p>#10</p>		
 <p>#11</p>		
 <p>#12</p>		
 <p>#13</p>		
 <p>#14</p>		

Poster	Objectives of Poster	Propaganda Tools Used in Poster
 <p>#15</p>		
 <p>#16</p>		
 <p>#17</p>		
 <p>#18</p>		
 <p>#19</p>		

OVER HERE!
Fortified against fatigue by Victory Vitamin C, every body "over here" must be armed with red-studded vigor—to dig into his war job like a Commando!

OVER THERE!
When Danger Strikes! Bodies that are well armed with Victory Vitamin C fight weakness, deadly germs, colds, infections. Wounds and cuts are more sure to heal!

OVER HERE!
For Fast Growing America today, tomorrow—and always, Vitamin C can't be stored in the body. For healthy, sturdy growth, every body needs vitamin C every day!

EVERYWHERE!
FIGHT Infections! FIGHT Fatigue!
FIGHT Weakness! FIGHT Colds!
FIGHT Absenteeism!

OVER THERE!
Because a Commando's muscles must be hard as nails—every tissue firm—every bone in his body solid and strong ... he gets Vitamin C every day!

THESE are the days!

...the days when all America must have VICTORY VITAMIN C

Under skies alive with screaming dive bombers—over seas infested with treacherous wolf packs—millions of cans of Florida Grapefruit Juice have followed our boys to the ends of the earth—to supply them with precious vitamin C.

FLORIDA CITRUS COMMISSION • Lakeland, Florida

Canned FLORIDA GRAPEFRUIT JUICE RICH IN VICTORY VITAMIN C

IT'S THE COMMANDO FRUIT!

Rich in vitamin C that Commandos get daily! 7 days a week—365 days a year—these are the days to fortify all with the Commando Fruit!

AND 3 OTHER JUICES RICH IN VITAMIN C!

Although Uncle Sam has set aside the entire supply of canned grapefruit nectar, and most of the canned orange juice, blended juice, and concentrates for the armed forces—some orange juice and blended juice is available for civilians. Two delicious juices—both rich in vitamin C!

This is one of a series of posters created and distributed by the Florida Citrus Commission (based in Lakeland, FL) during WWII. The virtues of grapefruit juice are extolled in this poster, as well as the reason why it and other citrus juices were in short supply during the war.

1) For what two reasons were people called upon to drink Florida grapefruit juice “over here?”

2) Why was grapefruit juice so important for American soldiers?

3) What do you think was/were the objective (s) of this WWII poster? (Hint: why would grapefruit juice be important to fight “fatigue” and “absenteeism?”)

How good to know
that our boys chasing Adolf's "Supermen" are armed with
"Victory Vitamin C"

Those courageous hearts across the sea—where African Sands and American Grit have clogged the wheels and grinding gears of the murderous Nazi machine—those heroic hearts have proved they can beat back the very best that a fiendish foe has to offer.

But even those boys with their fighting hearts must have ammunition to feed their bodies—just as much as their guns need shells. To fortify our fighting men with "Victory Vitamin C," countless cans of grapefruit juice are shipped to them from Home. For Florida citrus fruits have been found to be gold mines of this vitamin that's needed for strong tissues, red blood vessels and firm bone. It is a vitamin needed daily by every one—
young and old.

If you can't always get your canned grapefruit juice, at any rate it is good to know that its "Victory Vitamin C" is reaching those boys who, one of these days, will be bringing Victory home!

FLORIDA CITRUS COMMISSION • Lakeland, Florida

So rich are oranges and grapefruit in vitamin C, that Uncle Sam has set aside the entire supply of canned grapefruit sections, canned orange juice, blended juice and concentrates for the armed forces. Fortunately one of the juices—grapefruit juice—is so plentiful that a moderate amount is available for civilian use.

Canned Florida Grapefruit Juice
RICH IN "VICTORY VITAMIN C"

This is another in a series of WWII posters created and circulated by the Florida Citrus Commission (Lakeland, FL). Two American soldiers are depicted here disabling a German tank.

1) In explaining to civilians why they may be unable to purchase Florida grapefruit juice, what objective (s) do you think that the creators of this poster had in mind?

2) What visual tools are employed?

...between dogfights he guzzled grapefruit juice...

Eighty-four pages in their war...
from 11-45 A. M. until 12:30 P. M.
—forty-five action-packed minutes.

Fight Way Through Air.
Sweaty, bearded pilots, guzzling
canned grapefruit juice, load up
fighting their way through dove and
and twenty Jap Zero fighters are and
evading seven anti-aircraft fire and
the remains of the Shokaku and...

*—so don't feel too bad about
missing your glass this morning!*

Our pilots guzzled canned grapefruit juice between dog-
fights with the Japs? You bet your life they did! That
newspaper clipping on the left is no advertisement; it's a
true eyewitness story of our slugging airmen knocking
clouds of Zeros out of Pacific skies.

Consider cans of grapefruit juice are shipped to our fight-
ing forces, to fortify their bodies with "Victory Vitamin C!"
For Florida citrus fruits are a veritable gold mine of this
vitamin needed for strong tissues, blood vessels and bone.
It's a vitamin needed daily by every one — young and old.

If you can't get canned grapefruit juice today—better
luck tomorrow. At any rate, let's be glad these days that,
on far off Pacific airfields, a supply of it—abounding in
"Victory Vitamin C"—is ready to be "guzzled between dogfights!"

FLORIDA CITRUS COMMISSION • Lakeland, Florida

*In rich oranges and grapefruit in vitamin C that Uncle Sam has set
aside most of the canned supply for the needs of the armed forces. For-
tunately one of the juicier—grapefruit juice—is so plentiful that a moderate
amount is available for civilian use.*

Canned Florida Grapefruit Juice
RICH IN "VICTORY VITAMIN C"

FOR WAR BOND

This is another WWII poster created by the Florida Citrus Commission in Lakeland, FL. In this poster, an American fighter pilot drinks from a can of Florida grapefruit juice before taking to the air again to face Japanese Zero fighter planes.

- 1) What is/are the objectives of this poster?
- 2) What are the tools that the creators utilize to show the importance of Florida grapefruit juice in the war effort?

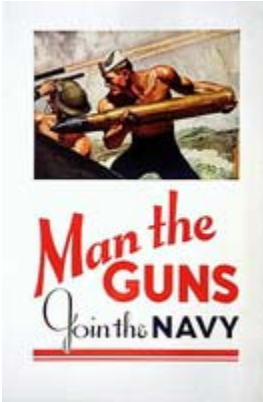


This is a WWII poster created and distributed by the Florida Citrus Commission in Lakeland, FL. A Patrol Torpedo (PT) boat is shown in combat against the Japanese Navy. The PT Boat was an 80-foot-long wooden craft that carried more firepower per pound than any other boat in the US Navy. It could accelerate from 8 to 40 knots in about 11 seconds, and was capable of reaching a top speed of roughly 48 knots. Each boat carried a fourteen-man crew, and each crewmember specialized in one or two jobs, but had a working knowledge of all duties.

- 1) Why would it be important for all crewmembers of a PT boat to have knowledge of all needed duties?
- 2) What objective (s) did the creators of this poster have in mind?
- 3) What are the tools used?

Assessment

Display the following WWII propaganda posters and have students decide what the objectives are for each, and the tools used:



1. Objective- Recruitment of soldiers
Tools- catchy slogan, evocative visual symbols

http://www.archives.gov/exhibit_hall/powers_of_persuasion/man_the_guns/images_html/man_the_guns.html



2. Objective- Conserve resources
Tools- emotional appeals, patriotic appeals, evocative visual symbols

<http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww1645-54.jpg>



3. Objective- Increased production
Tools- catchy slogan, evocative visual symbols

<http://americanhistory.si.edu/victory/9110320a.gif>

4. Which one of the following is **not** an example of objectives of wartime propaganda?
 - a. Recruitment of soldiers or other wartime personnel
 - b. Financing the war effort through the sale of war bonds
 - c. Emotional appeals
 - d. Eliminating dissent and unifying the country behind the war effort
 - e. Conservation of resources necessary to wage war
 - f. Increase factory production of war materials

5. Which one of the following is **not** a common tool used in wartime propaganda?
- a. Demonization
 - b. Emotional appeals
 - c. Name calling
 - d. Patriotic appeals
 - e. Half-truths or lies
 - f. Evocative visual symbols
 - g. Catchy slogans
 - h. Celebrity endorsement
 - i. Humor or caricatures
6. True or false. Wartime propaganda is most often based on factual information.
7. True or false. Advertising and wartime propaganda are very similar in that both attempt to get people to think, act, or feel a certain way, and both use many of the same tools to make their work effective.

Resources

WWII Propaganda Poster Websites

http://www.archives.gov/exhibit_hall/powers_of_persuasion/four_freedoms/four_freedoms.html -The National Archives "Power of Persuasion: Poster Art from World War II"

<http://www.library.northwestern.edu/govpub/collections/wwii-posters/> -Northwestern University Library's World War II Poster Collection

<http://userpages.aug.com/captbarb/posters.html> -World War II Women's Recruiting Posters

<http://www.wavethemes.org/~usa/posters.html> -Patriotic Posters in American History

<http://bss.sfsu.edu/tygiel/Hist427/1940sphotos/posters/WWIIPOSTERS.htm> -World War II Propaganda Posters

<http://americanhistory.si.edu/victory/> -Produce for Victory: Posters on the American Home Front (1941-45)

Special thanks to Bruce Graetz at the Florida Museum of History for providing all four posters from the Florida Citrus Commission.

The following are the URL's for each specific poster in this lesson:

- 1) <http://americanhistory.si.edu/victory/903773a.gif>
- 2) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww0207-03.jpg>
- 3) http://www.archives.gov/exhibit_hall/powers_of_persuasion/warning/images_html/our_homes_in_danger.html
- 4) http://www.archives.gov/exhibit_hall/powers_of_persuasion/warning/images_html/fighting_to_prevent.html
- 5) <http://bss.sfsu.edu/tygiel/Hist427/1940sphotos/posters/antijapanese.jpg>
- 6) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww1647-78.jpg>
- 7) http://www.archives.gov/exhibit_hall/powers_of_persuasion/use_it_up/images_html/waste.html
- 8) <http://www.wavethemes.org/~usa/posters-a/uncle-sam-poster-2a2.jpg>
- 9) http://www.archives.gov/exhibit_hall/powers_of_persuasion/use_it_up/images_html/ride_with_hitler.html
- 10) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww0207-76.jpg>
- 11) http://www.archives.gov/exhibit_hall/powers_of_persuasion/stamp_em_out/images_html/crack_the_axis.html
- 12) http://www.archives.gov/exhibit_hall/powers_of_persuasion/united_we_win/images_html/private_joe_louis_say_s.html
- 13) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww1646-75.jpg>
- 14) http://www.archives.gov/digital_classroom/lessons/powers_of_persuasion/images/we_can_do_it.gif
- 15) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww0207-63.jpg>
- 16) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww1646-30.jpg>
- 17) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww0207-50.jpg>
- 18) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww1645-84.jpg>
- 19) <http://www.library.northwestern.edu/govpub/collections/wwii-posters/img/ww0870-08.jpg>