**Propaganda Posters**

Propaganda – systemic efforts through different forms of media to convince others of a set of beliefs or opinions, usually by distorting or exaggerating the facts.

Propaganda posters were used to recruit soldiers and other to join the war effort: Posters encouraged Canadians to enlist, to get a war job, to contribute money to the war effort, and to hate the enemy.

Posters had to be simple and direct in order to get their message across. They had to appeal to people’s emotions.

In general there were 2 types if messages: positive and negative. Positive posters encouraged people to be a part of the group doing good things for their country. Negative posters played on people’s fears and encouraged a “good guys” (us) versus the “bad guys” (them) point of view. Often posters were outright racist.

Examine one of the posters and answer the following questions:

1. Which poster did you select? ­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Describe the object/images in the poster?

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3. What is the purpose of the poster?

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4. Is the poster effective? Support your answer; note the use of text and visuals.

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5. Who is the target audience?

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6. Would the poster be acceptable in Canadian society today? Explain your answer.

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