

## Honest WWI Propaganda Poster

During WWI the Canadian government created propaganda posters to gain support for the war effort. These posters were meant to promote the purchase of war bonds, ration food, shame non-supporters and help increase enlistment. Most of the posters of this time played to patriotic feelings and romantic notions of war, but the realities of WWI were very different.

As you know, or should know, that enlistment and certain areas of support of the war began to decline throughout WWI, This is partially because the real condition of warfare in Europe was being discovered by Canadians which made some Canadian reluctant to enlist.

**Your task is to create an *honest* propaganda poster illustrating the realities of this war to potential enlisters and make them aware of the conditions that they may face**

The point of this assignment is not to say that the war effort in Europe was not that something that was needed but to *help educate and highlight* the conditions that Canadian soldiers had to bravely face during WWI

### You will be evaluated on

- Your ability to cover the topics of warfare in WWI and the conditions that Canadians faced
- Your ability to portray and present these conditions in a well-designed, educative, and creative poster
- Your ability to include some techniques commonly used in propaganda posters

### Written Component:

In addition to your poster, you will also submit a paragraph explaining the message (topic/issue/theme) of your poster and the visual elements and propaganda techniques of your poster's design.

Examples on course website: <http://mrwoosocialstudies.weebly.com/>

Go to SS10/11 → WWI → Scroll down



## Common Techniques in Propaganda Posters

1. **Demonization:** This is when the artist portrays an individual as a demon or some form of a monster.
2. **Emotional Appeal:** This is when the viewer's emotions are being used in order to have them agree with the message.  
Ex: Poster showing that thousands have died by the hands of the Germans.
3. **Patriotic Appeal:** This is when the artist appeals to the love of one's country. Usually has a country's flag or some form of representation for that country. Ex: Canadian Flag or Canadian soldier.
4. **Name Calling:** This is when the artist calls other group of people by derogatory names.
5. **Appeal to Fear:** It seeks to build support and unites a group of people by instilling fear in the general population. For example, scaring Canadian into believing that the war has to be fought otherwise they will be invaded by monstrous Germans.
6. **Catchy Slogan:** The artist uses phrases or words in order to grab the viewer's attention. These slogans are also very easy to remember and have a very clear message. It also plays on the prejudice or racism that exists against these people. Ex: *Remember Ypres!*
7. **Bandwagon:** When the audience is told that everyone else is doing it. It makes the audience (Canadians) want to be a part of the crowd and to not feel left out. Ex: poster saying that victory is inevitable, so you should join and support the cause to be on the winning side.

## Group members:

/20

Aspect	Not Yet Meeting (C-/I)	Minimally Meeting (C, C+)	Fully Meeting (B-, B)	Exceeding (A)
/15	0-3	3	4	5
Project completion & content  /5 x 2	Components are missing, information and/or illustration are severely limited or inaccurate  None or poorly used propaganda techniques	The suggested information and issues have been briefly but accurately answered, and touched on, and there is at least one illustration  Moderate and or poorly used propaganda techniques	All the components , issues and content are present, information has been thoroughly and accurately addressed and there are several good illustrations  Some use and well done propaganda techniques	Everything key issues have been done accurately and to a very thorough degree, and even more info has been added.  Great use of visuals and illustrations  Varied and very well done and use of propaganda techniques
Assignment/Poster appearance  /5	Titles, heading, text or pictures are messy, crooked, ripped...	Titles, headings, text or pictures are too simple or lack colour, too small to read from afar	Titles, headings, text or pictures are done to satisfactory and/or moderate level but lack visual 'pop' to stand out and catch people's attention	Titles, headings, text or pictures are neat, darkly coloured to 'pop' and can be read from afar. Layout looks appealing and interesting through colour, borders...  Stands out and catches the public's attention

## Paragraph Rubric

1	2 Poor	3 Satisfactory	4 Good	5 Excellent
Did not meet most of the requirements  Lacks details  Poorly constructed	Paragraph lacks well written, descriptive, constructive sentences and language  Limited in detail related of detail related to explaining the message of your poster and the visual elements and propaganda techniques of your poster's design is included  Lacks creative  Critical thinking and analysis is not evident	Paragraph is somewhat well written with somewhat descriptive and constructive sentences and language  Some amount of detail related to explaining the message of your poster and the visual elements and propaganda techniques of your poster's design is included Somewhat creative  Critical thinking and analysis is somewhat evident	Paragraph is well written with descriptive and constructive sentences and language  A fair amount of detail related to explaining the message of your poster and the visual elements and propaganda techniques of your poster's design is included  Creative  Critical thinking and analysis is fairly evident	Paragraph is very well written with descriptive and well constructive sentences and language  Great amount of detail related to explaining the message (topic/issue/theme) of your poster and the visual elements and propaganda techniques of your poster's design is included  Very creative  Critical thinking and analysis is very evident