Lesson Plan
Deciphering Propaganda Posters of World War I
Middle Grades through High School Grades
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Summary:
This lesson plan will describe the different types of tools used in creating propaganda. By analyzing WWI posters, the students will gain a sense of these tools and be able to utilize this knowledge to create their own modern poster for the U.S. involvement in Iraq.

Time allotted:
Two-three 60 minutes class periods.

Directions: On the first day, the students are to learn the different types of tools used. The following is a list to be given to them. Discuss what each means and ask if they can think of any examples in today’s commercials or widely seen posters.

1. **Name Calling.** Bad names are the most prolific forms of propaganda, especially when you are trying to diminish an opponent as "liberal" or "most liberal" or "ultra-conservative" or "extremist" or "hypocritical."

2. **Glittering Generalities.** This device requires "virtue words" that describe ideals that no one could argue against, a strategy often referred to as "motherhood and apple pie."

3. **The Transfer.** Used both for and against causes, this strategy transfers the authority or status of one person or institution onto another.

4. **The Testimonial.** In politics these are often called "endorsements." These come not just from politicians, but from celebrities — athletes and entertainers — who shed their blessings on a candidate or a cause.

5. **Plain Folks.** Crucial in political propaganda, the supporter of a candidate or a cause must persuade the audience that the chosen one, no matter how wealthy, is a man of the people, or a loving mother, or the kind of person you'd want to share a beer with. Look for homey words like "town," "village," "farm," "diner," "bar," "train," "folks," "coal mine," "kitchen table."

6. **The Band Wagon.** This is the "everyone is doing it" technique. Look for words like "journey" and "battle" and "movement" and "march" and "mandate for change."

Now, after learning and discussing these, view the following WWI posters and have the students use the techniques above to analyze them.

**Assessment:** Students will create a poster related to the wars in Iraq and Afghanistan focusing on one of the propaganda techniques above.
IT CALLS YOU
YOUR COUNTRY
EVERY TRUE AMERICAN IN CHELSEA
WILL BE AT THE
CHELSEA PATRIOTIC RALLY
TUESDAY JULY 3
ST. COLUMBA'S HALL
341 West 25th Street

SPEAKERS:
Hon. FRANK J. DOWLING, Chairman
Hon. MORGAN J. O'BRIEN
Lieut. H. C. REUTERDAHL
Dr. S. E. KAVANAGH

Patriotic Song Committee represented by
MARCELLA CRAFT, SOPRANO
DAVID DISPHAM, BARITONE

ADMISSION FREE

MOTHERS! FATHERS!
PUBLIC SERVICE NEEDS YOUR BOYS

ENROLL THEM FOR NON-MILITARY, EMERGENCY WORK
IN THE PENNSYLVANIA CHURCH

UNITED STATES
BOYS' WORKING
RESERVE

LET THEM FILL THE GAPS IN INDUSTRY

PERMANENT COMMITTEE OF PUBLIC SAFETY
TOGETHER WE WIN

FOOD WILL WIN THE WAR
You came here seeking Freedom
You must now help to preserve it
WHEAT is needed for the allies
Waste nothing
HELP Deliver the Goods
DO IT NOW

Twenty sheep to equip and clothe each soldier
Boys and girls can help
Join a sheep club

Write today for full information to your County Agent or Club Leader or State Director of Extension
State Agricultural College
Help Them

Keep your War Savings Pledge

Issued by U.S. Treasury Dept.

Save your Child from Autocracy and Poverty

Buy War Savings Stamps

United States Treasury Department
UNCLE SAM'S BIRTHDAY
1776
JULY 4TH
1918

142 YEARS YOUNG
AND GOING STRONG!

DON'T LET THEM DIE
YOU CAN SAVE THEM

SEND CONTRIBUTIONS TO THE
WOMEN'S APPAREL ASSOCIATION
135 West 42 Street, New York City

WOMEN'S APPAREL UNIT
Women's Overseas Hospitals, U.S.A.