

World War II Propaganda

Modified from :

www.upa.pdx.edu/IMS/currentprojects/TAHv3/TAH1_Units/PPTS/Women%20and%20WII%20Propaganda.ppt

Propaganda

- Definition: information that is spread for the purpose of promoting some cause
- In WWII, propaganda was used more than any other time this world has seen. With new technological inventions such as photography, radio and film, manipulative messages bombarded everyday life in an attempt to persuade a person to believe in a specific cause.



Radio Propaganda - The text translates: **"All Germany hears the Führer on the People's Receiver."**

The Nazis, eager to encourage radio listening, developed an inexpensive radio receiver to make it possible for many people to hear Nazi propaganda.

Recruitment

- Beginning early on in the war and continuing until its end, countries used **propaganda to persuade young men to join the military.**
- The various forms of propaganda **glorified the war** effort and used short catchy phrases that were easy to understand and hard to forget. Why?



United States – Uncle Sam: I Want You!



Russia – Look familiar?



SS Recruiting Posters



"Enlist now!"

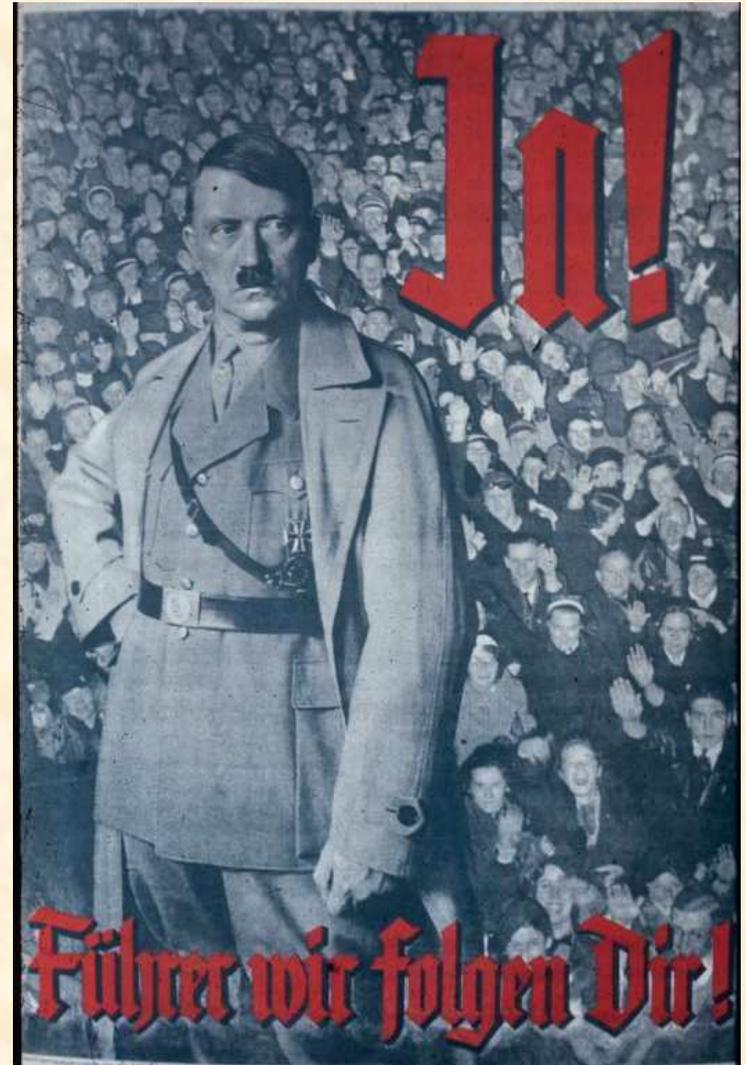
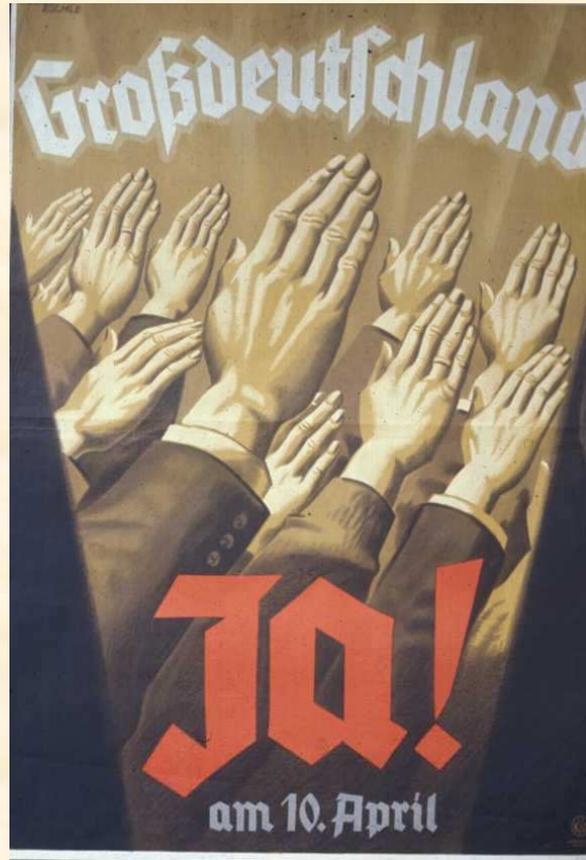
Nazi Propaganda

Since the beginning of the War, the *Reichspropagandaleitung* (Nazi Party's central propaganda office) had produced:

- more than **2** million brochures
- more than **7** million posters
- more than **60** million newspapers, wall posters, leaflets, etc.

It carried out:

- about **30,000** slide shows
- about **45,000** film evenings every month
- about **200,000** meetings and public or factory mass meetings



Simple

– Meant to be easily remembered, notice how short the slogan is. Middle has religious parallels. They're doing the salute to Hitler, but it seems as though they're saluting "The Light" or "Truth" or even God, connecting Hitler with God or, at least ordained by God.

Women's Roles in Germany

-The Germans worked to gather as much old material for the war effort as possible. This poster is for a 1943 clothing drive. The text translates as: "Get rid of old cloth and shoes!"





Hitler is Building

The caption: "Hitler is building. Help him. Buy German goods."

How does this person reflect German values?

Facial

Expression/Structure?

Body Composition?

Aryan race?



Germany is Free!

-This poster is from the mid-1930's. The caption: "Germany is free!"

Hitler eventually becomes dictator, and that's not free, so what did Germany break free of?



Treaty of Versailles (Germany alone against the world) - This visual from the mid-1930's shows Germany in white, with the 100,000-man army permitted by the Treaty of Versailles, surrounded by heavily armed neighbors.

Religion in Propaganda



Religion can be a very powerful and persuasive tool used for propaganda. Examine the following pictures and think about how each country portrays God on their side.

No One Shall Go Hungry

-The Winter Aid (*Winterhilfswerk*) was the Nazi Party charity. Each year there was a drive to solicit donations to help the needy. The text translates as: "No one shall go hungry! No one shall be cold!"

Does anything seem religious about this?



Don't Give, Sacrifice

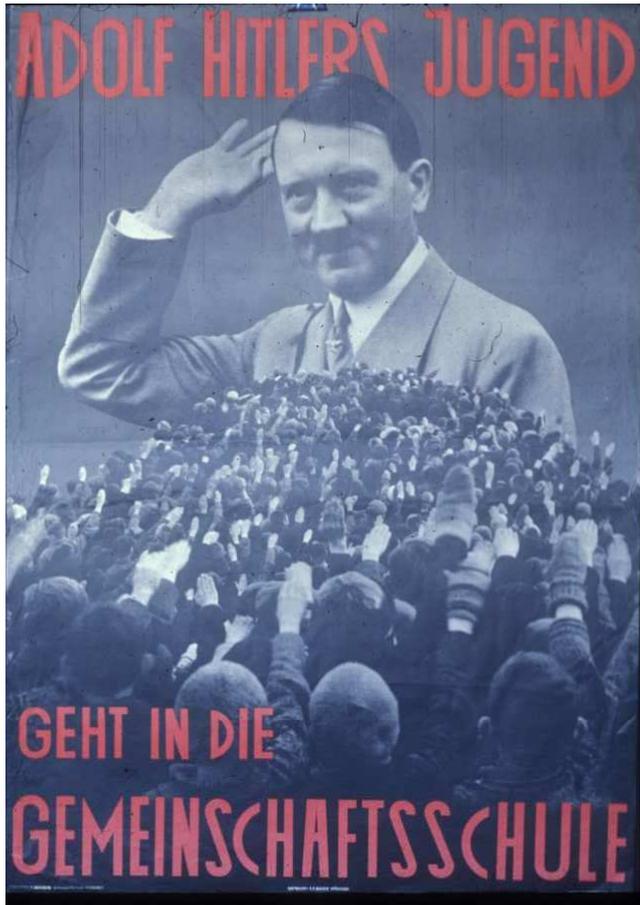
-This poster encouraged sacrificial contributions to the Winter Aid. The text translates: "Don't give. Sacrifice."

The Germans were Christian, what seems Christian about this?



Religion

- This poster makes the most direct Christian/Angelic comparison. It looks to be an eagle (or angle) hovering against the light of heaven over an idealized Hitler. The text: "Long live Germany!."



Youth Fuhrer

- The text of this 1940 poster reads: "**Youth Serves the Führer. All 10-year-olds into the Hitler Youth.**" Membership in the Hitler Youth had become mandatory in 1936.

Education

- This poster promoted education. The caption: "**Adolf Hitler's youth attends community schools.**"



Ze Scouts!



60 000^{RM}

kostet dieser Erbkrankte
die Volksgemeinschaft
auf Lebenszeit

*Volksgenosse
das ist auch
Dein Geld*

Lesen Sie

**NEUES
VOLK**

Die Monatshefte des Rassenpolitischen Amtes der NSDAP

Against Handicap

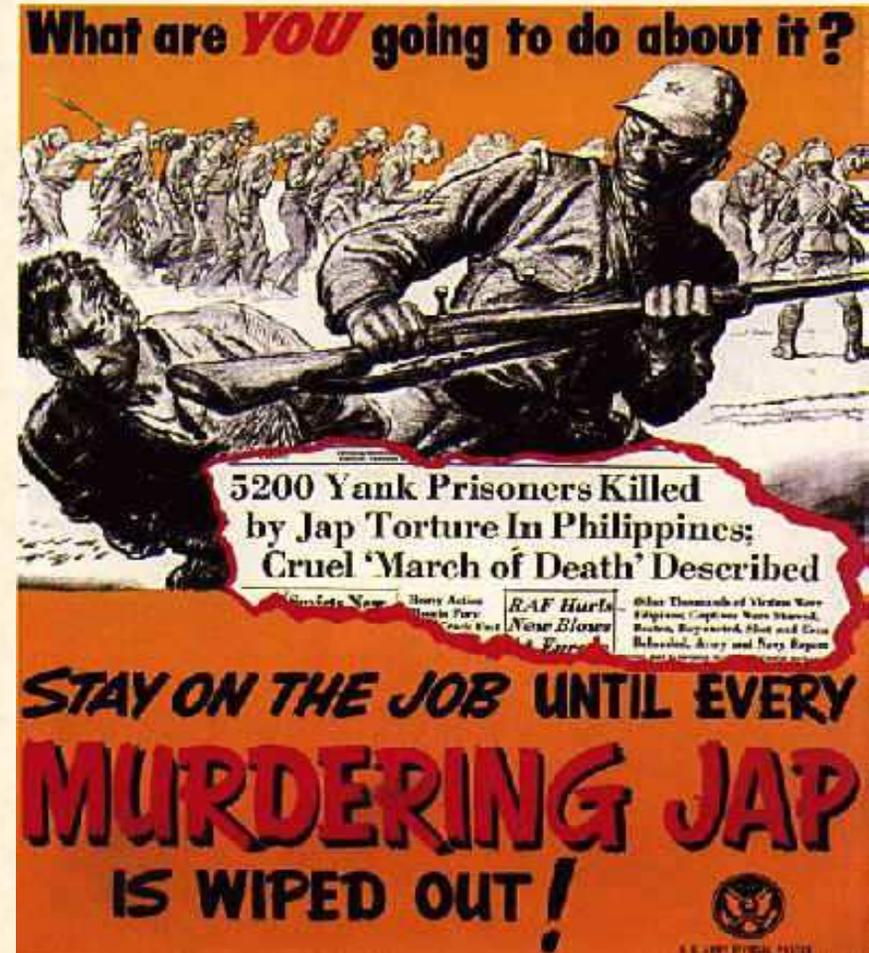
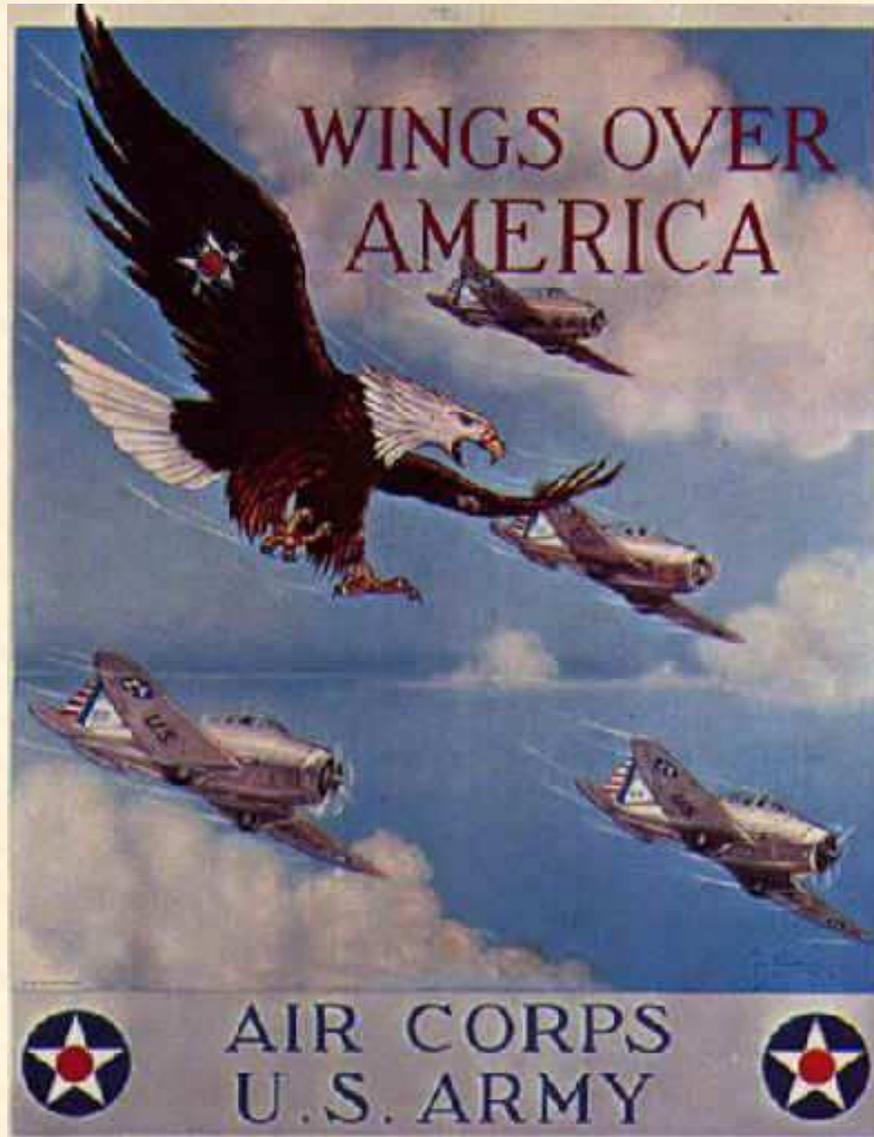
"This genetically ill person will cost our people's community 60,000 marks over his lifetime. Citizens, that is your money. Read *Neues Volk*, the monthly of the racial policy office of the NSDAP."

United States Propaganda

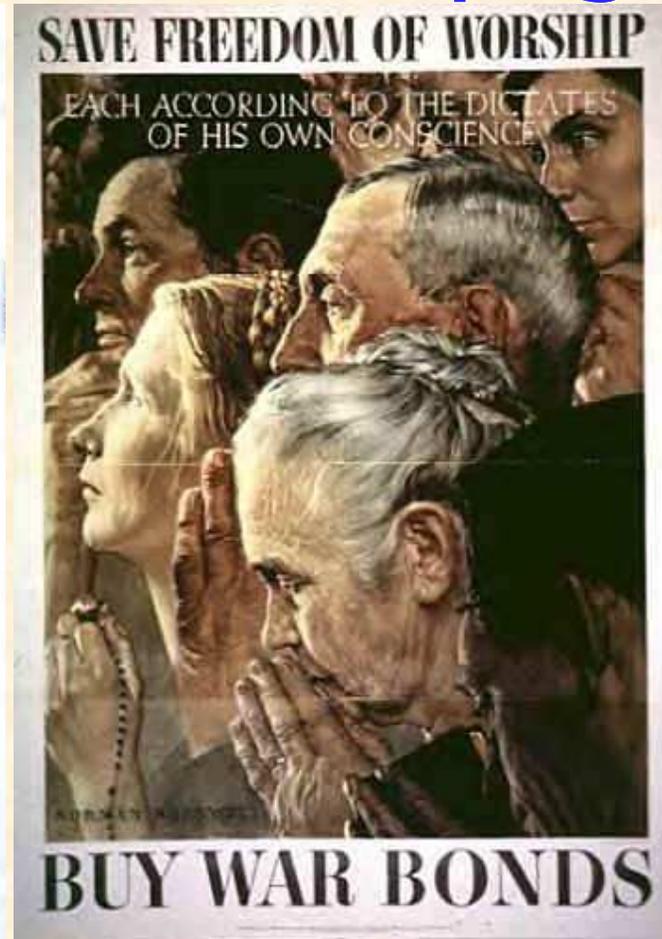


Patriotic/Recruitment

Very Bold



U.S. Homefront Propaganda



When the United States finally entered the war, it was Total War. Everyone was affected and as many resources possible went to the war effort.

Buy War Bonds!

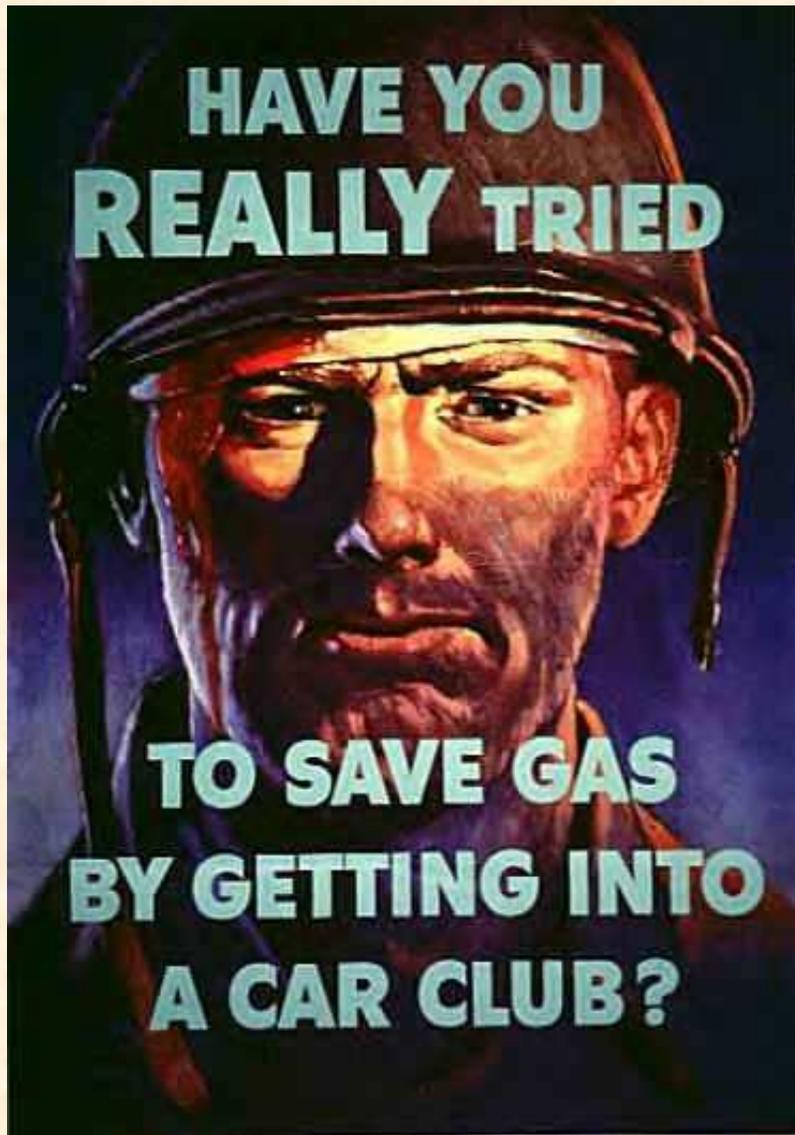


What is being symbolized here?

Think about how fear can be used in propaganda.

Notice the two unknowing kids and the oldest who seems to be looking at something up in the sky.

Saving Gas



Racial Unification



It is important for any government in war that all the people be united in the war effort. Even black people and women were targeted by propaganda in the United States. How might this create lasting effects after the war?

More Homefront Propaganda



War Bonds weren't the only way a person could help in the effort. As men left to fight, women took over the jobs in the factories. **Rosie Riveter** is one of the most popular posters ever created in the United States.

Think about what the arm symbolizes. What about her facial appearance/expression?

Women recruited for the Armed Forces



From now on it's **YOUR** job

There is a place for EVERY woman in this nurse crisis

ARMY NURSE • NAVY NURSE • WAC HOSPITAL TECHNICIAN • NURSE'S AIDE
RED CROSS INSTRUCTOR • CADET NURSE • HOME NURSING STUDENT

Go to your local Nurse Recruitment Center TODAY

WOMAN'S PLACE IN WAR

THE ARMY OF THE UNITED STATES HAS
239 KINDS OF JOBS FOR WOMEN
THE WOMEN'S ARMY CORPS

CHOOSE YOUR BRANCH

-  ARMY AIR FORCES
-  ARMY GROUND FORCES
-  ARMY SERVICE FORCES



Radio Repairing
ARMY SERVICE FORCES



WOMAN'S PLACE IN WAR

The Army of the United States
has 239 kinds of jobs for women

THE WOMEN'S ARMY CORPS

Woman's place in war!



Photographer
ARMY AIR FORCES



★ THE ARMY OF THE UNITED STATES
HAS 239 KINDS OF JOBS FOR WOMEN

Women's Army Corps



**Women . . .
our wounded
need
your care!**

YOU can help to give it...

The U. S. Army Medical Department
is calling for help — the help of **WOMEN**
— needed in Army hospitals to serve as
medical technicians, surgical technicians,
and in other important assignments

*Assignments also available at Army Air Forces,
Ground Forces, and Service Forces installations*

**Join a
hospital
company**



*For information apply at any U. S. Army Recruiting
Station or ask your local Postmaster*

W O M E N ' S A R M Y C O R P S

**VICTORY WAITS
ON YOUR FINGERS—**

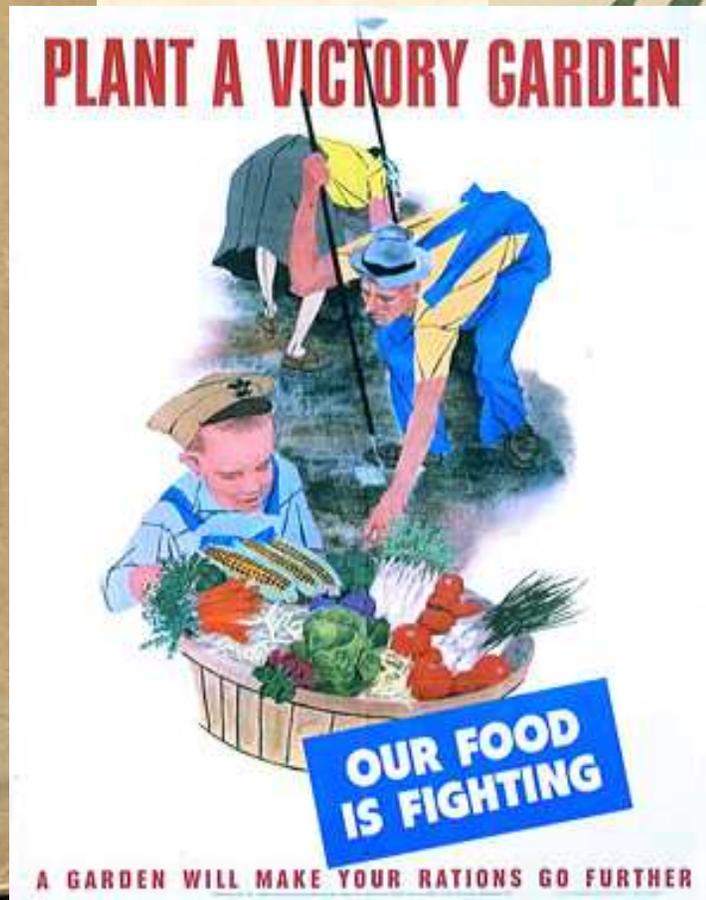
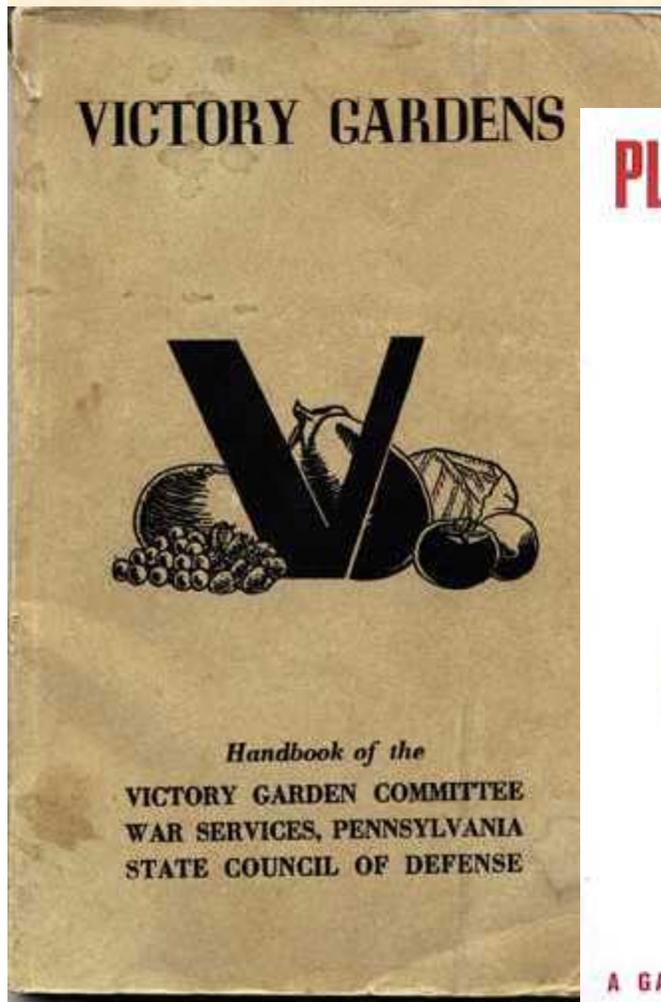


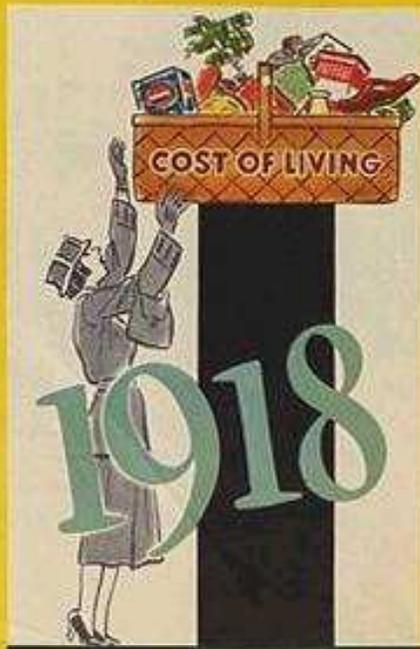
KEEP 'EM FLYING, MISS U.S.A.

UNCLE SAM NEEDS STENOGRAPHERS! • GET CIVIL SERVICE INFORMATION AT YOUR LOCAL POST OFFICE
U. S. CIVIL SERVICE COMMISSION, WASHINGTON, D. C.

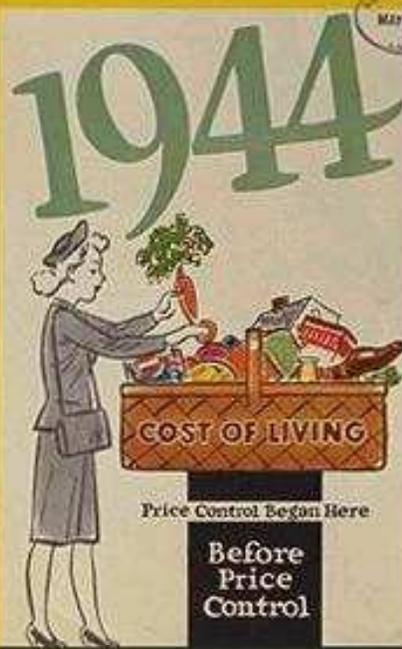
<http://www.ameshistoricalsociety.org/exhibits/events/rationing.htm>

Victory Gardens and rationing





64.6% RISE IN COST OF LIVING 53RD MONTH WORLD WAR I



RISE IN COST OF LIVING 53RD MONTH WORLD WAR II **25.9%**

Here's a war job all America may be proud of. The rise in the wartime cost of living today is less than half the World War I increase... only the patriotic cooperation of the public and businessmen with the government's price control program made this record possible... let's keep up the good work by keeping the Home Front Pledge:

"I pay no more than ceiling prices..
..I pay my ration points in full."



UNITED STATES OFFICE OF PRICE ADMINISTRATION

KEEP THE HOME FRONT PLEDGE



Pay no more than Ceiling Prices

Pay your Points in full

Guilt



**Will you give at least 10%
of your pay in War Bonds?**



Longing won't bring him back sooner...

GET A WAR JOB!

SEE YOUR U. S. EMPLOYMENT SERVICE

WAR MANPOWER COMMISSION

WOMEN!
They can't do any more
—but you can



Join the *WAC*
WOMEN'S ARMY CORPS

APPLY AT NEAREST U.S. ARMY RECRUITING STATION

PC 54-878-A-10-33M



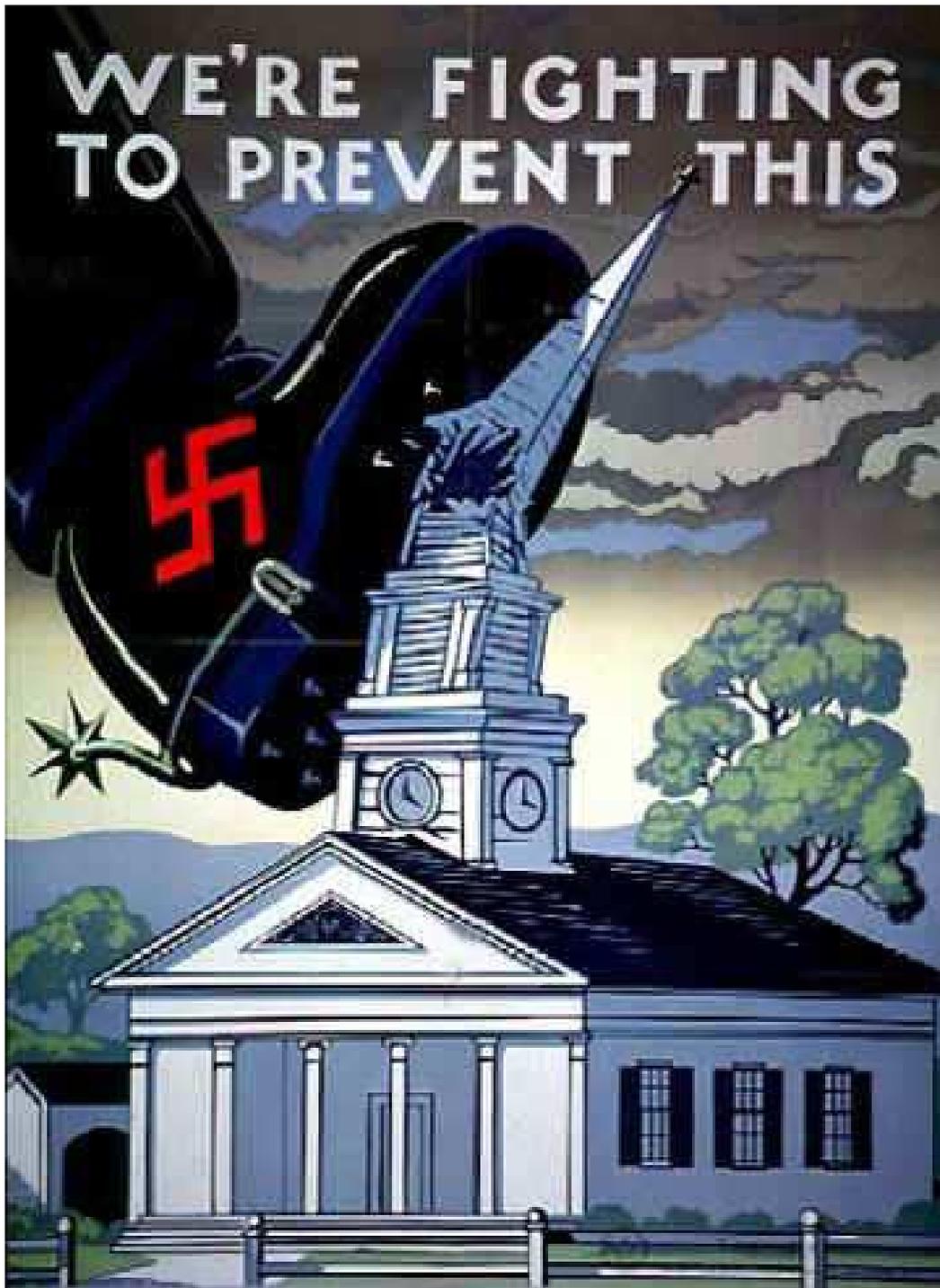
Women
in the war



WE CAN'T WIN

WITHOUT THEM

THE UNITED STATES GOVERNMENT



Interesting how every side says God is on our side. In Germany, Hitler is shown ordained by God, but in America, the portrayal is quite different. Who is right?

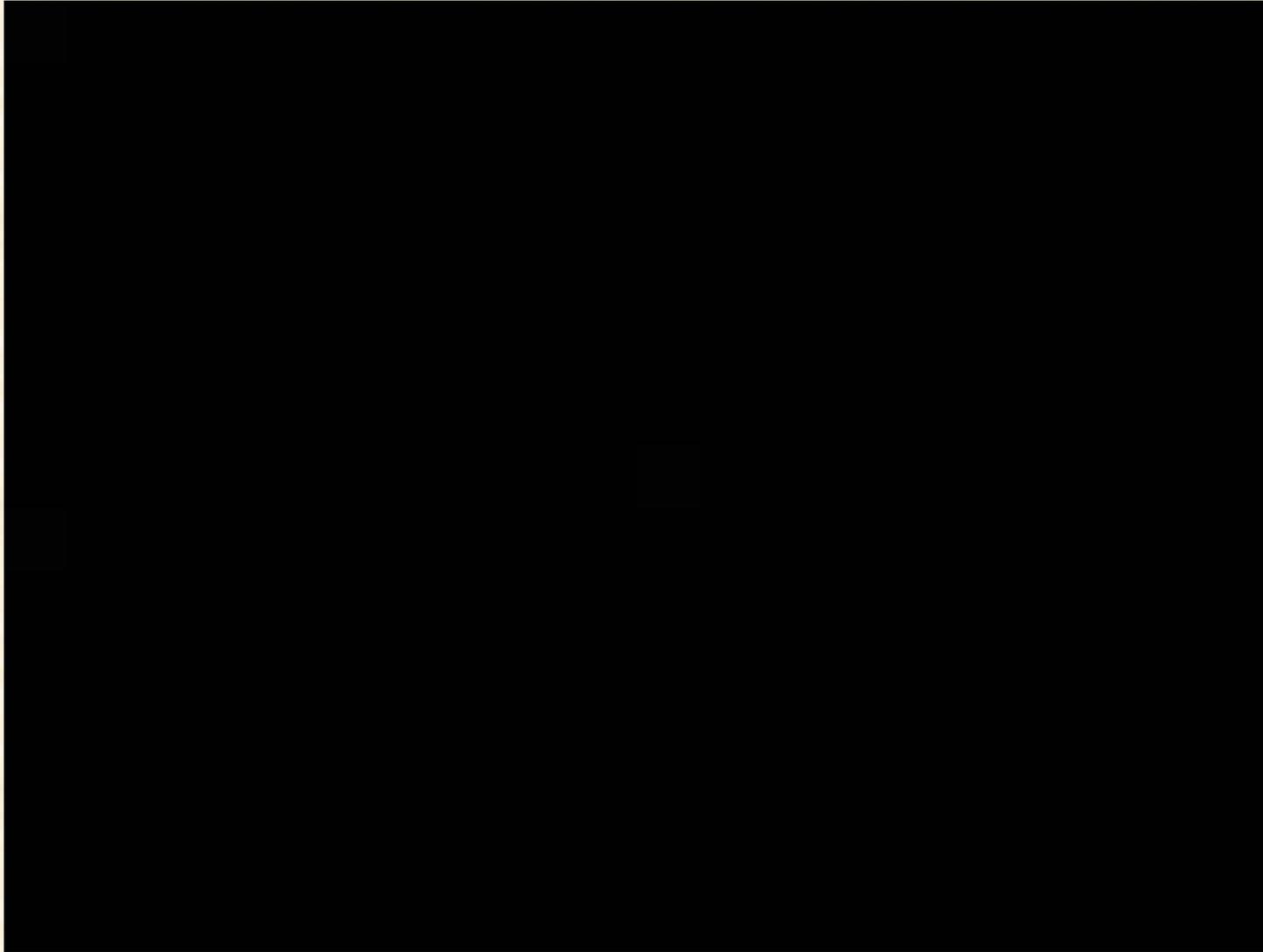


More American Religious Propaganda



Would you be more likely to fight – or even die - for a cause if you were taught to believe God was on your side?

American/Disney Propaganda



Propaganda Project

- Now you will create your own piece of propaganda using the techniques we looked at in World War II.
- You will be able to choose the country with which you have to represent in the propaganda.
- Think about the following things:
 - What message are you sending, what are you trying to get the person who will look at your work to do or think.
 - How can you portray this message in a simple, catchy way that will be easy to understand and hard to forget (i.e. slogan, artwork, etc.)
 - What forms of symbolism can you use.