

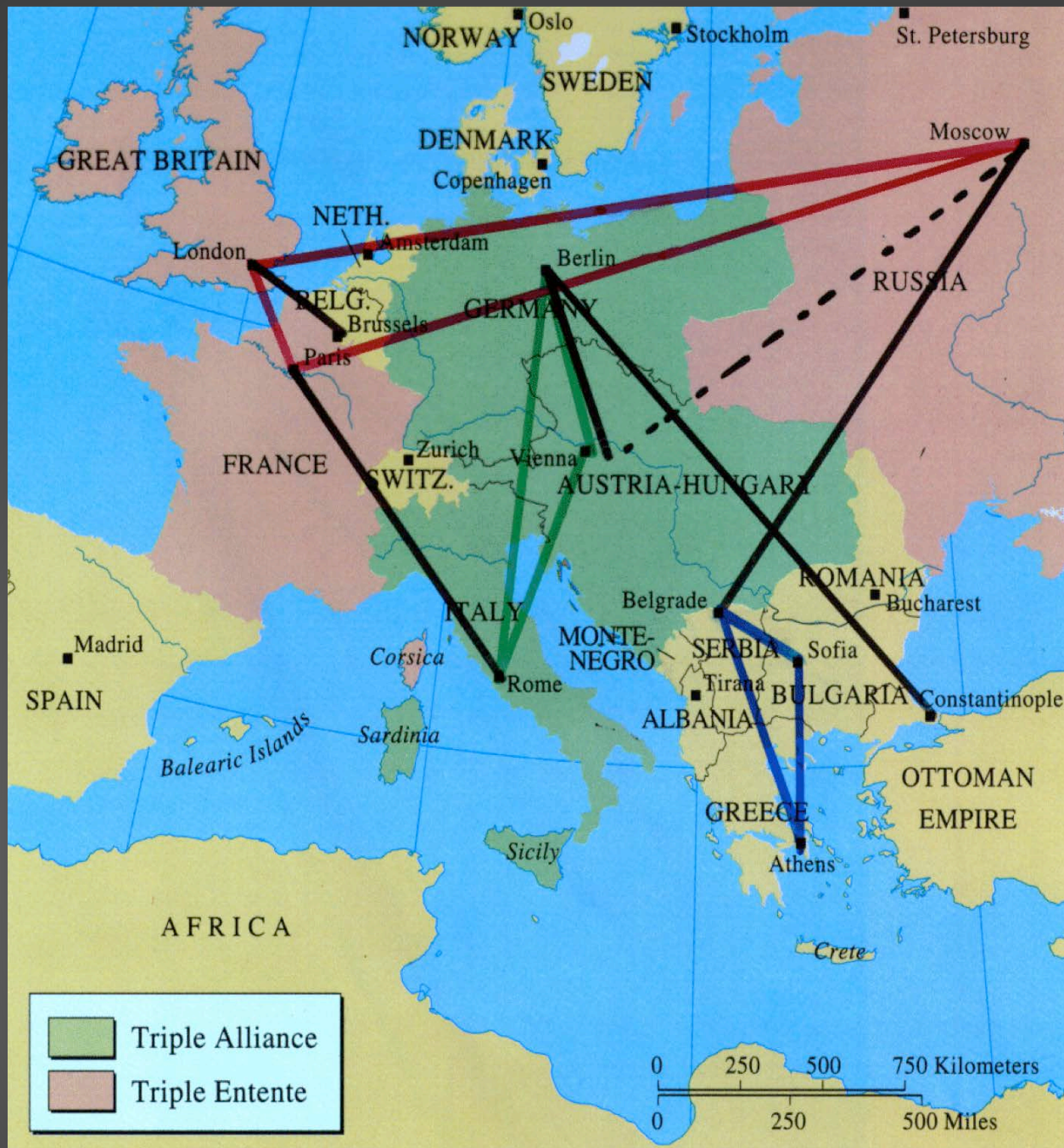
“THE WORLD’S GREATEST ADVENTURE IN ADVERTISING”

Propaganda and
World War I



► **Background:**

- **Outbreak of war in 1914**



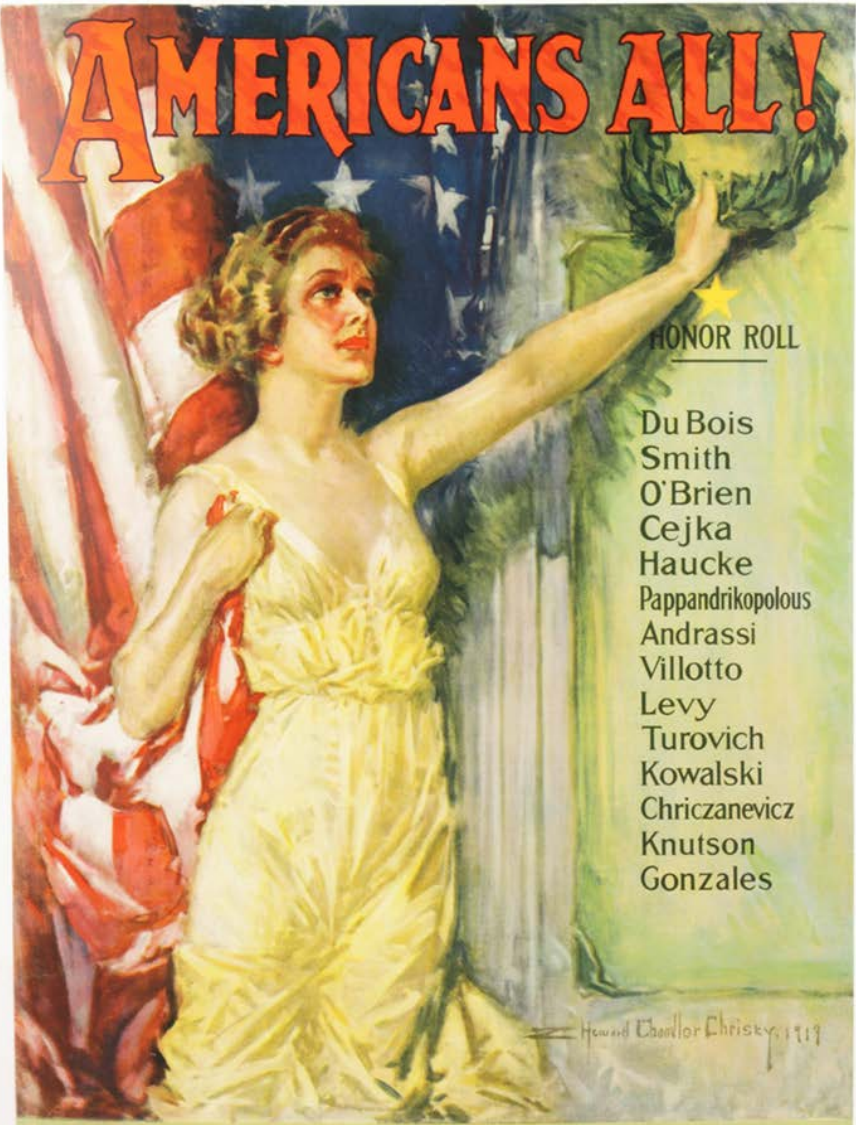


▶ **Background:**

- ▶ **Outbreak of war in 1914**
- ▶ **US Response**



AMERICANS ALL!

An oil painting of a woman with blonde hair, wearing a yellow classical-style dress, holding a laurel wreath aloft with her right arm. She is positioned in front of a large American flag. The painting is signed 'Howard Chandler Christy, 1919' in the lower right corner.

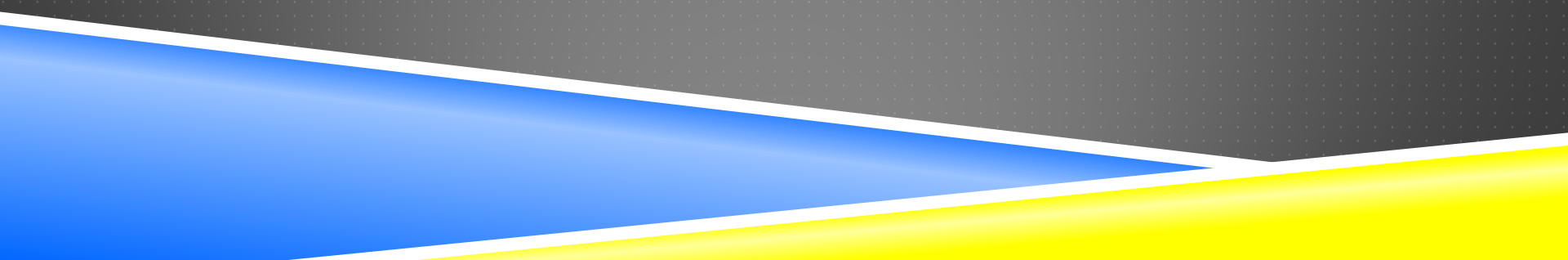
HONOR ROLL

Du Bois
Smith
O'Brien
Cejka
Haucke
Pappandrikopolous
Andrassi
Villotto
Levy
Turovich
Kowalski
Chriczanevich
Knutson
Gonzales

Victory Liberty Loan



► **Background:**

- **Outbreak of war in 1914**
 - **US Response**
 - **Origins of US Involvement**
 - **German and British Propaganda Efforts**
 - **Wilson's Answer?**
 - **Coercion and Persuasion**
 - **The Committee on Public Information (CPI)**
 - **Edward Bernays**
- 



PROPAGANDA

- ▶ Edward Bernays: “Public Relations”
- ▶ Bernays, *Propaganda* (1920)

SYMBOLISM AND PROPAGANDA

- ▶ **NATIONAL PRIDE**
- ▶ **FAMILY**
- ▶ **WOMEN**
- ▶ **SACRIFICE AND RESPONSIBILITY**
- ▶ **REVENGE**
- ▶ **DEHUMANIZATION**
- ▶ **ANTI-WAR PROPAGANDA**

NATIONAL PRIDE

NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



NATIONAL PRIDE



Geh' o Soldat! und deine Pflicht erfülle!
Christus, der gute Hirt — bewachet seine Herden —
O Herr! Zukomme uns Dein Reich und gescheh' Dein Wille
Wie in dem Himmel, also auch auf Erden.

NATIONAL PRIDE



FAMILY

FAMILY



FAMILY



FAMILY



FAMILY



FAMILY



FAMILY



FAMILY

- ▶ **Four Minute Men Poem: “It’s Duty, Boy”**

WOMEN

WOMEN



WOMEN



WOMEN



WOMEN



WOMEN



**"THE SWORD IS DRAWN
THE NAVY UPHOLDS IT!"**

U.S. NAVY RECRUITING STATION

115 Flatbush Avenue
Brooklyn

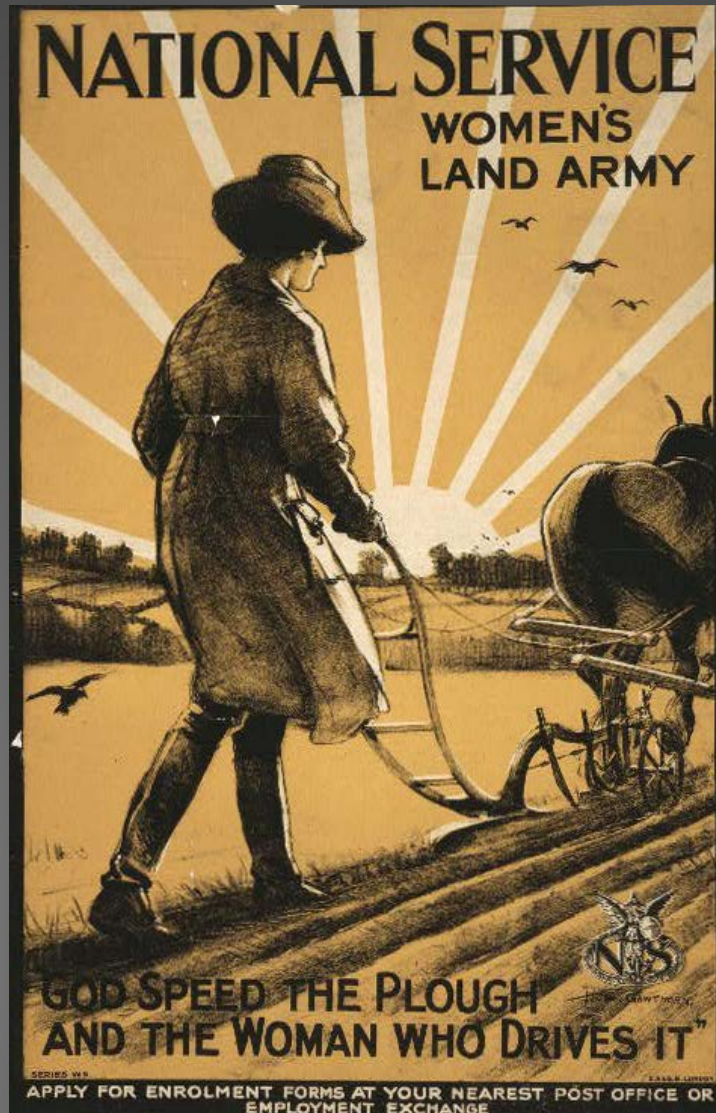
WOMEN



WOMEN

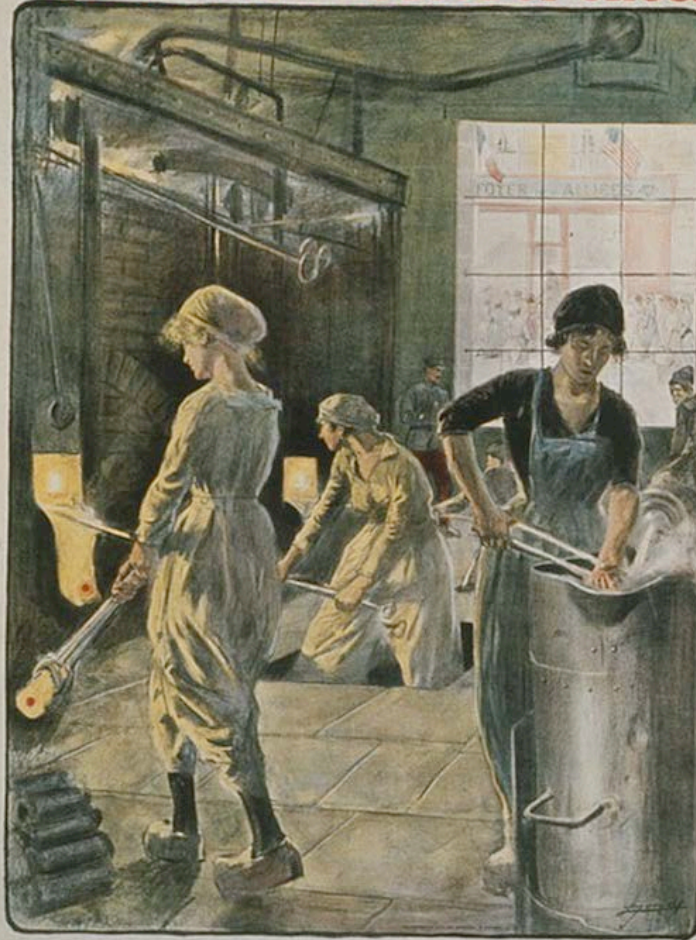


WOMEN



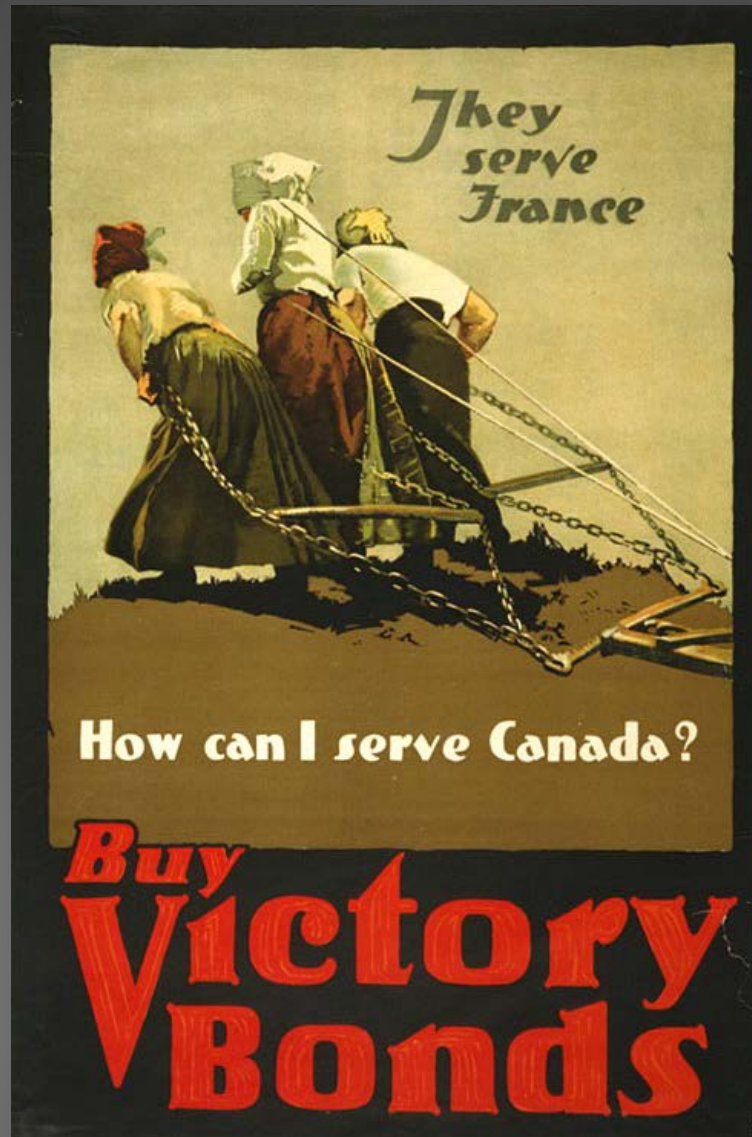
WOMEN

FOUR YEARS IN THE FIGHT
The Women of France
We Owe Them Houses of Cheer



UNITED WAR WORK CAMPAIGN

WOMEN



WOMEN



WOMEN

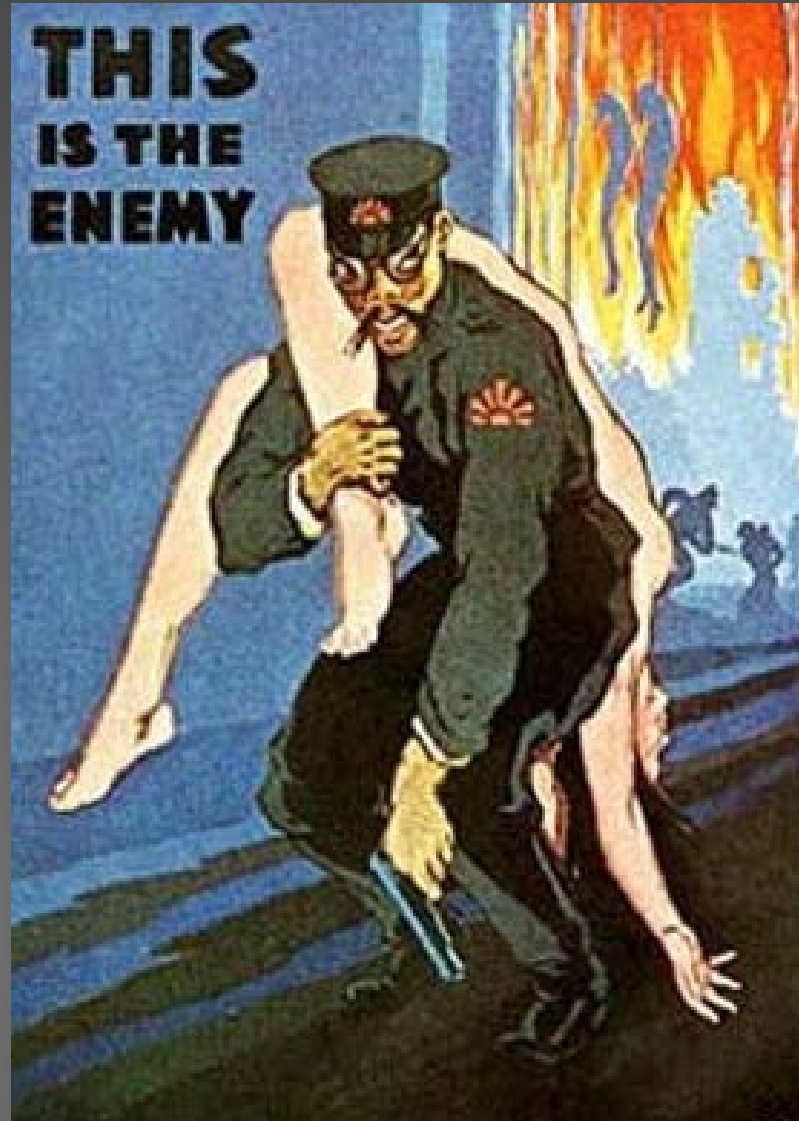


The Government
asks you to do your
Xmas Shopping Early
DO IT NOW

WOMEN



WOMEN



WOMEN

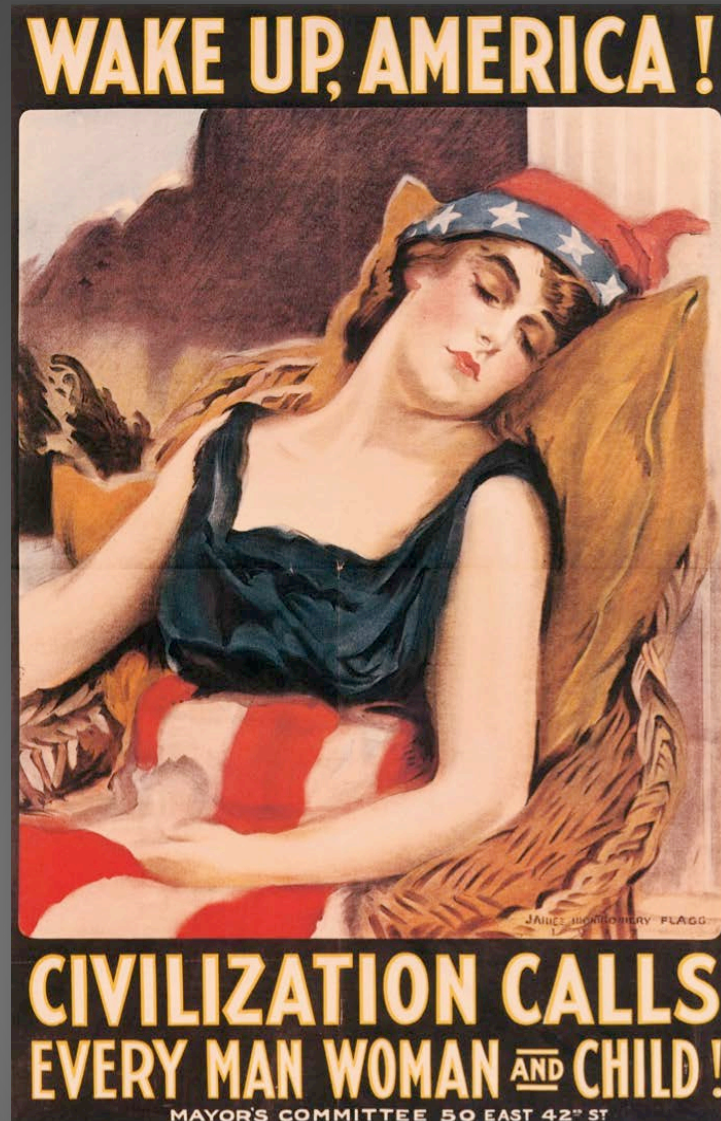


SACRIFICE AND RESPONSIBILITY

SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



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



UNITED STATES FOOD ADMINISTRATION



שפייז וועט געווינען דיא קריגעג!

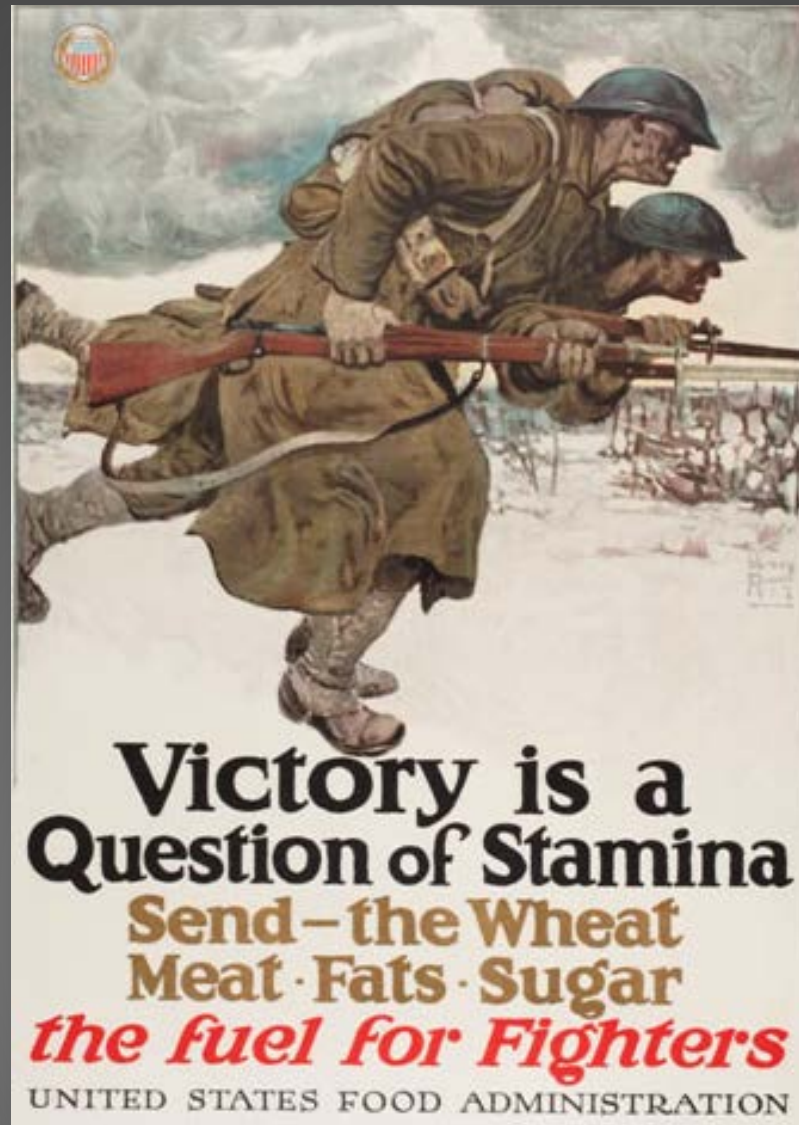
איזר קומט אהער צו געפינען פרייהייט.
יעצט מוזט איזר העלפען זיא צו בעשיצען
מיר מוזען דיא עלליים פערזארגען מיט ווייץ.

לאזט קיין זאך ניט גיין אין ניוועיץ



יוניטעד סטייטס שפייז פערזאולטונג.

SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY

EAT MORE COTTAGE CHEESE



**ONE
POUND**

**SUPPLIES
MORE PROTEIN
THAN**



One pound of beef, or



One pound of pork, or



One pound of lamb, or



One pound of veal, or



One pound of fowl

YOU'LL NEED LESS MEAT

A Postal Card Will Bring Recipes
for using this meat substitute
U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.

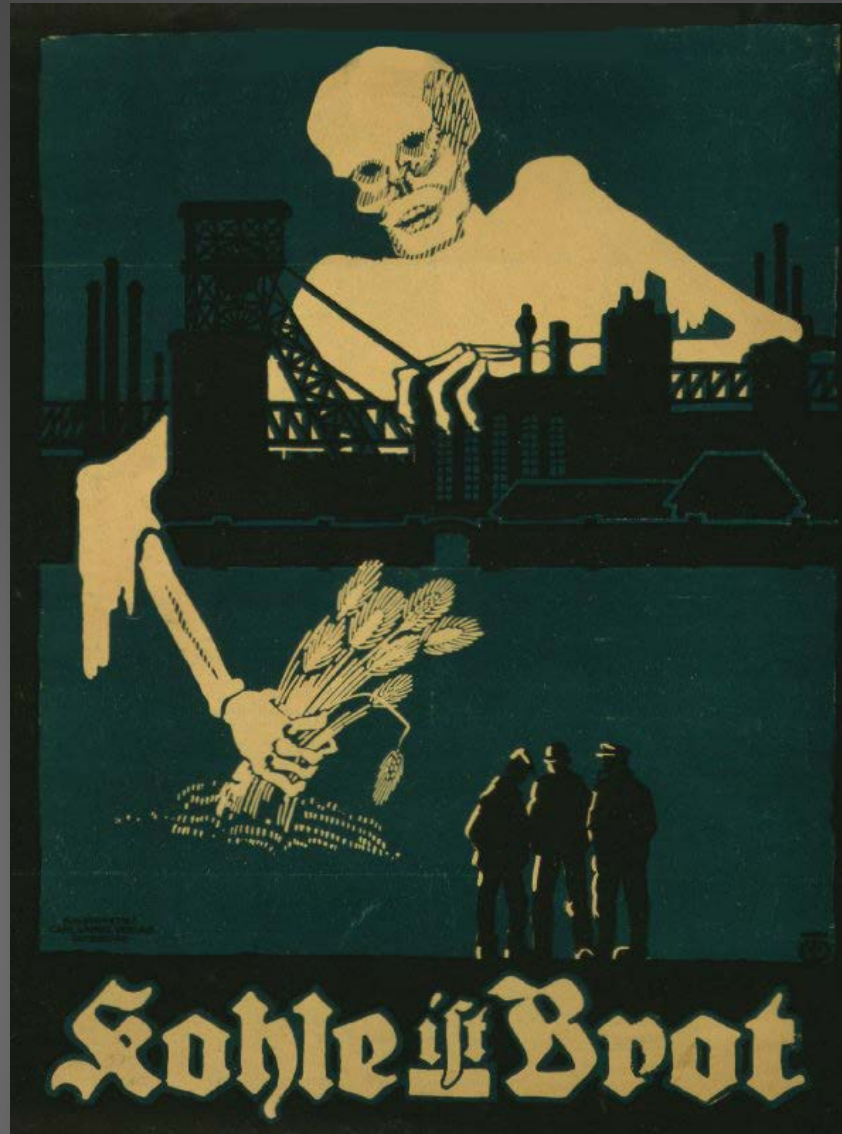
**COTTAGE CHEESE
OR MEAT**

?

**ASK YOUR
POCKETBOOK**

!

SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY



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SACRIFICE AND RESPONSIBILITY



SACRIFICE AND RESPONSIBILITY





CONFIDENTIAL

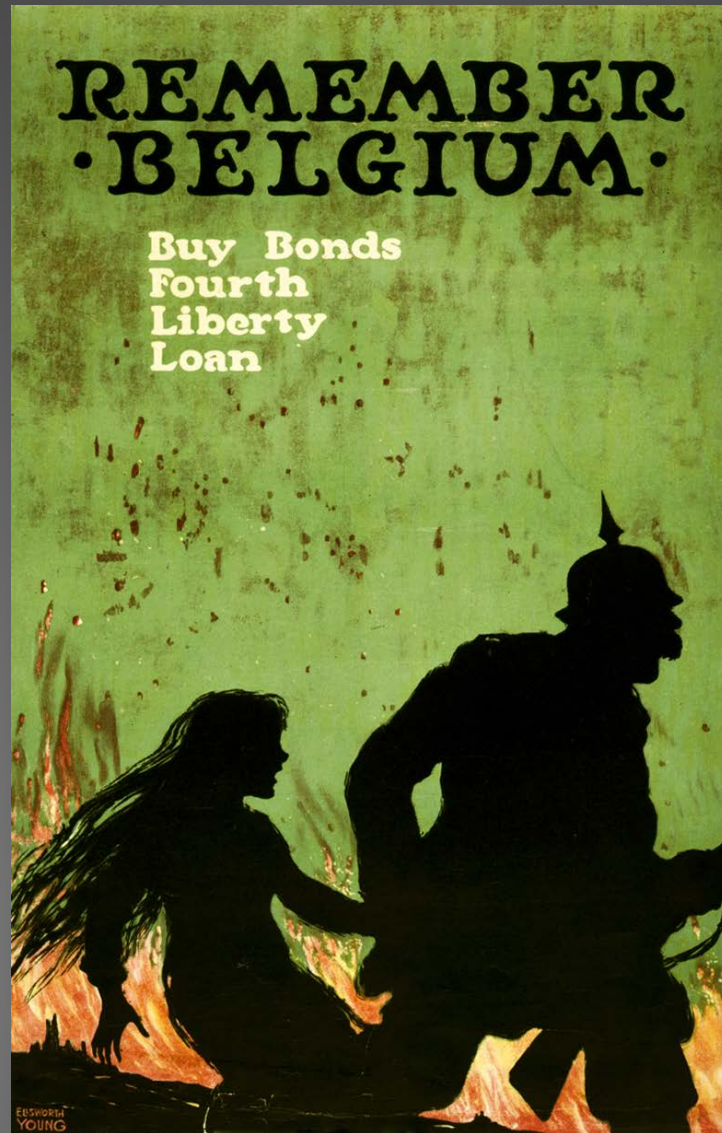
CONFIDENTIAL

SACRIFICE AND RESPONSIBILITY

- ▶ Four Minute Men Poem:
 - ▶ “Attention, Mr. Farmer Man”
- ▶ Four Minute Men Speech:
 - ▶ “Billions and Endless Billions”

REVENGE

REVENGE



REVENGE

SUNDAY, NOVEMBER 5, 1917



The RAPE of BELGIUM

AS witnessed by Hugh Gibson, First Secretary of our Legation in Brussels, when the Germans broke through Belgium.

His personal diary—the day to day history of all that he saw—can be given you now that the seal of diplomatic neutrality is broken.

The opening instalment appeared in yesterday's Sunday Tribune—a new chapter will be published daily and Sunday for about six weeks. Read to-day's (yesterday's if you can still get a copy), and to make sure of reading all of it leave an order with your newsdealer now.

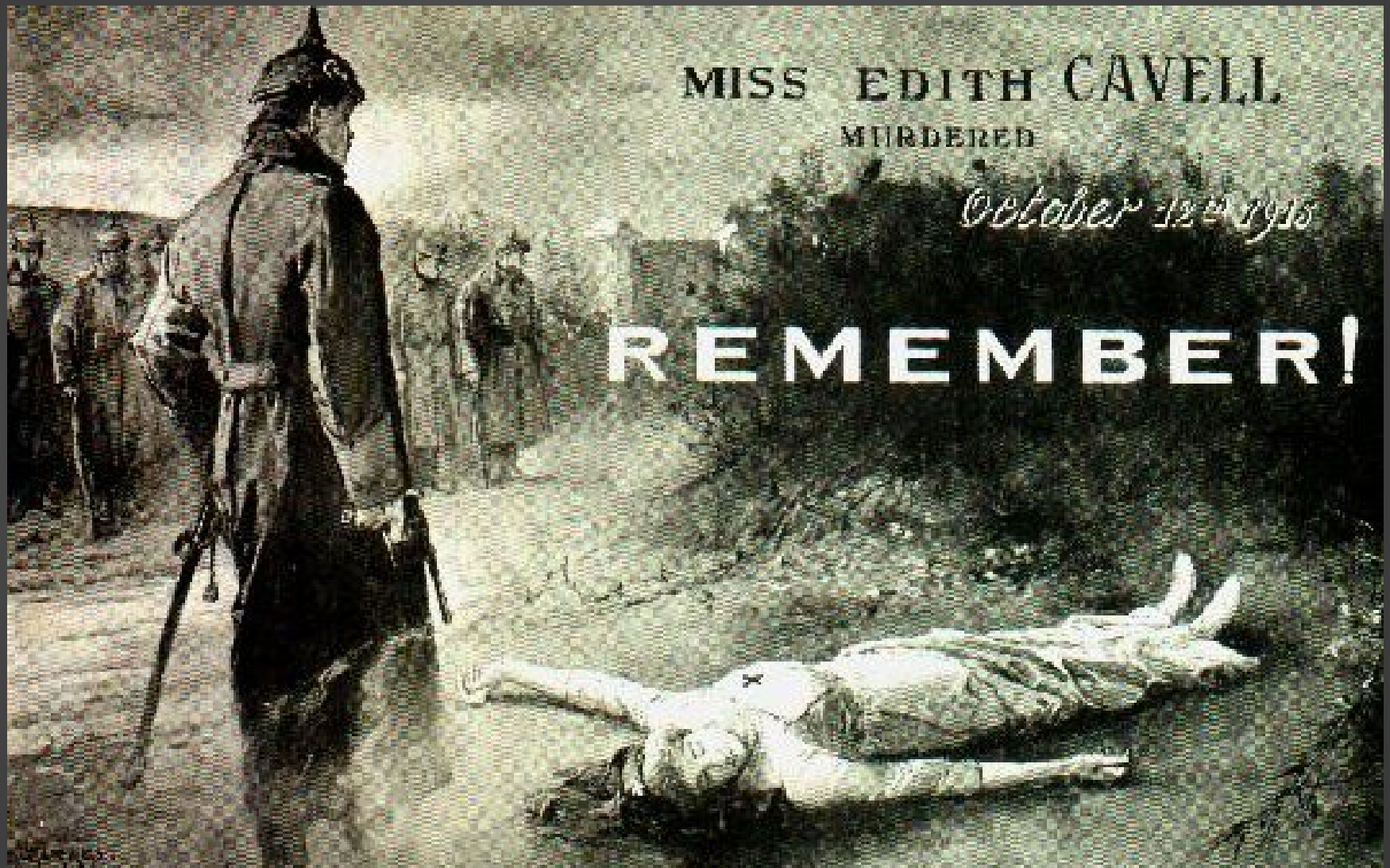
—NOTE—

This remarkable story will appear daily and Sunday in The Tribune over a period of about six weeks. The Tribune's Circulation Department will receive subscriptions for the length of the story, and will mail the Daily and Sunday Tribune during its run for the special price of \$1.25. This is a real opportunity. Notify us to-day!

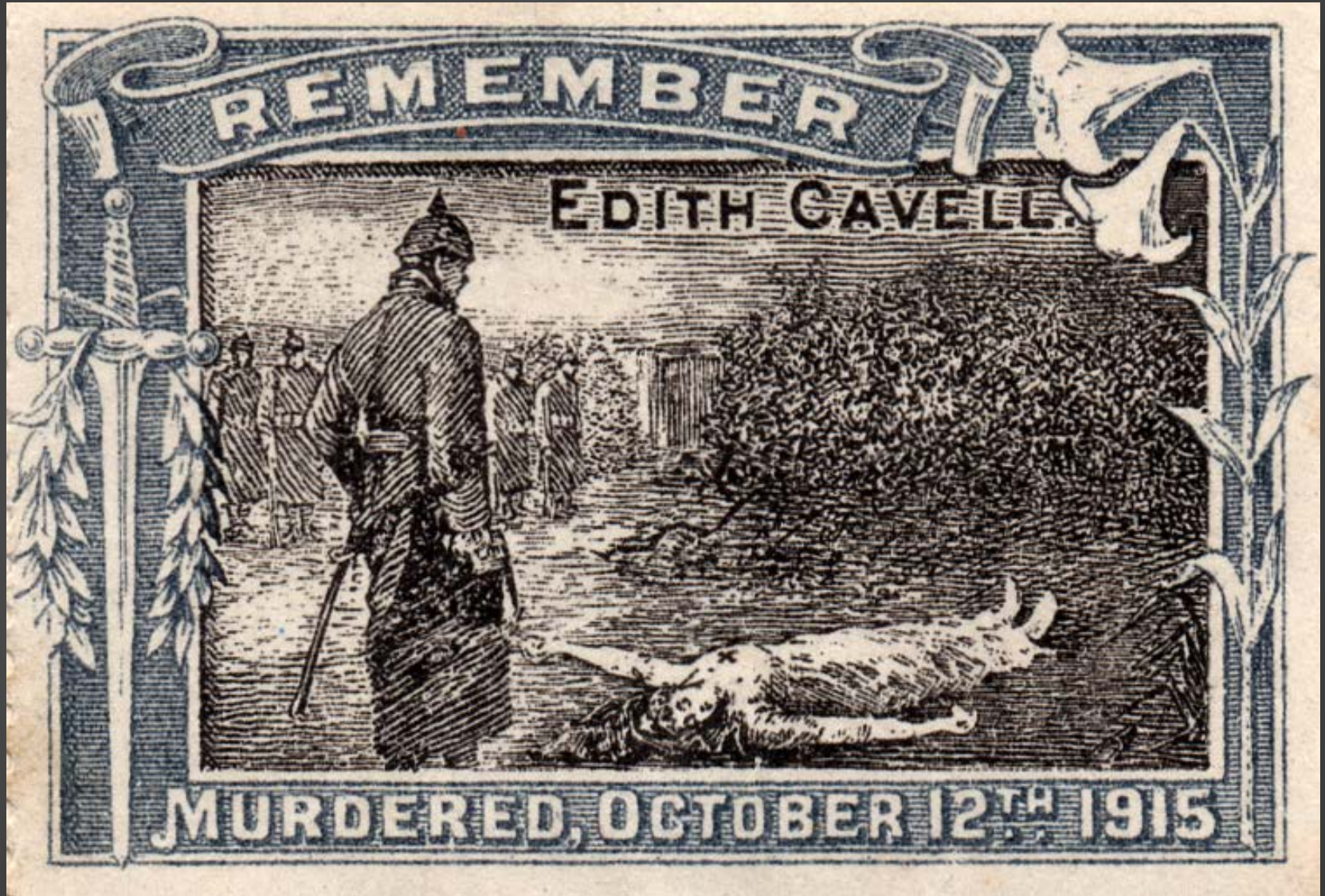
REVENGE



REVENGE



REVENGE



REVENGE



REVENGE



REVENGE

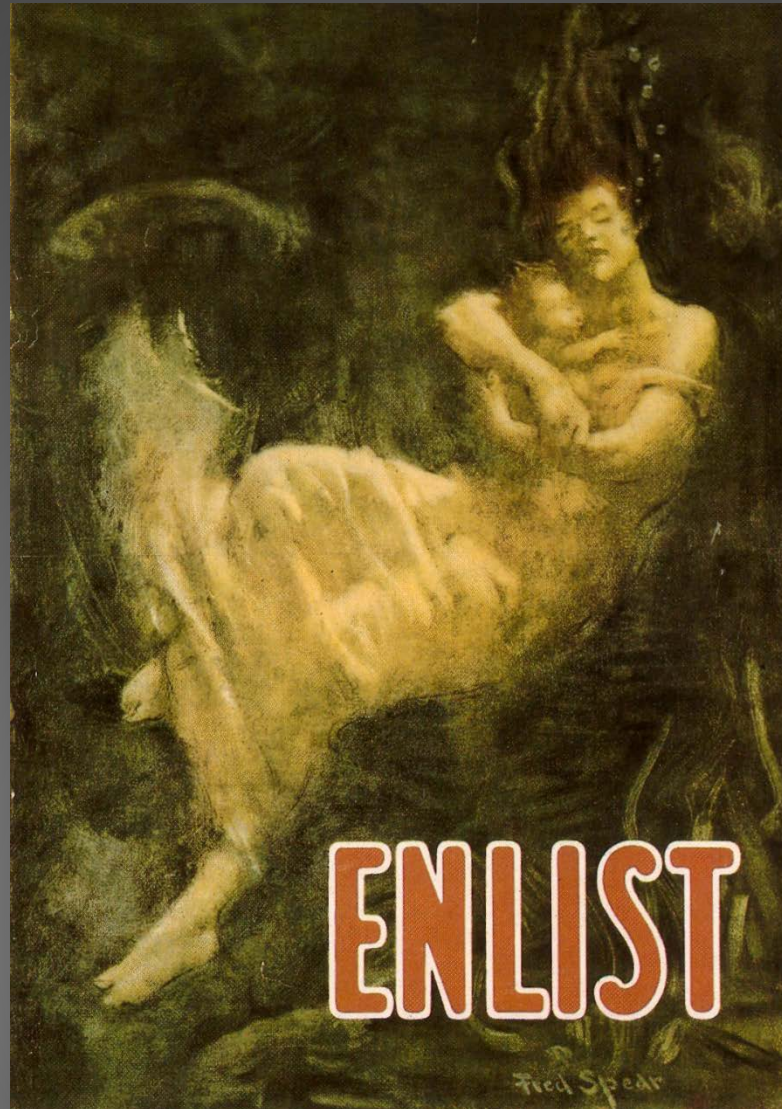


REVENGE

TAKE UP THE
SWORD OF JUSTICE



REVENGE



REVENGE



Chums

"When I really began to admire You, my friend, was when you pulled that Lusitania job. When You did that, I said to myself—'There's a man after my own heart!'"

REVENGE



DEHUMANIZATION

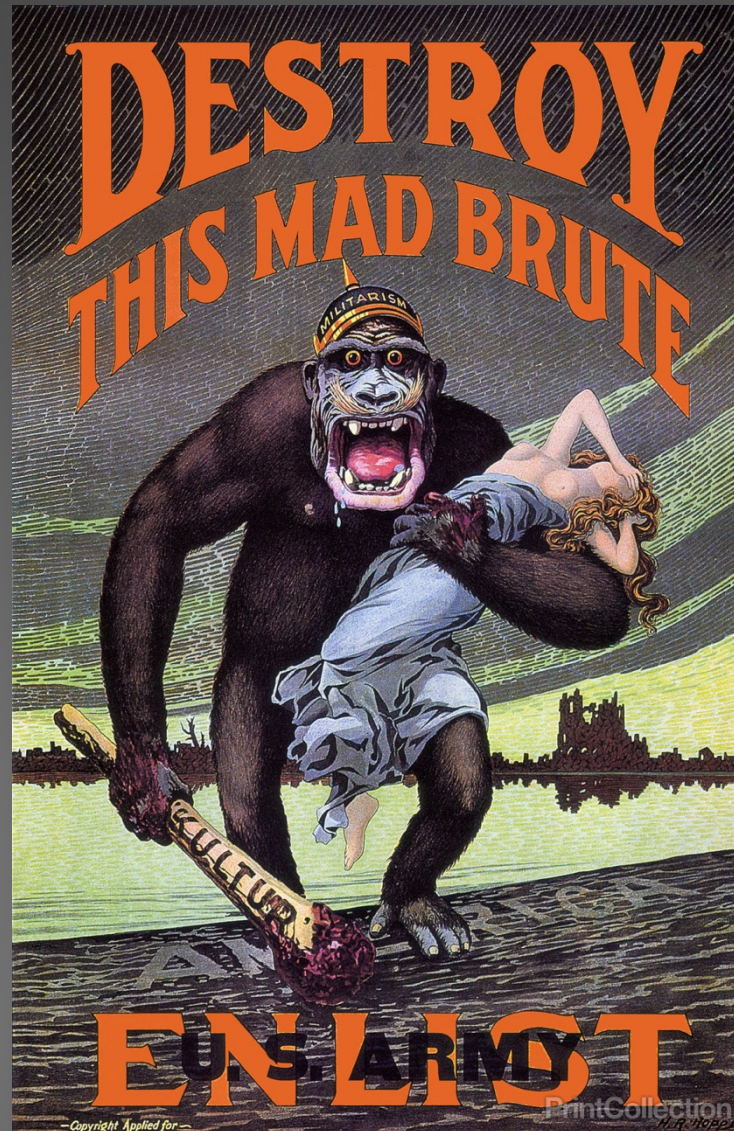
DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION



A British commentary on the Japanese soldier.

How Tough Are the Japanese?

They are not tougher than other soldiers, says a veteran observer, but brutality is part of their fighting equipment.

DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION



L'ENTENTE CORDIALE ♥
1915

DEHUMANIZATION

8

Louseous Japanicas

The first serious outbreak of this lice epidemic was officially noted on December 7, 1941, at Honolulu, T. H. To the Marine Corps, especially trained in combating this type of pestilence, was assigned the gigantic task of extermination. Extensive experiments on Guadalcanal, Tarawa, and Saipan have shown that this louse inhabits coral atolls in the South Pacific, particularly pill boxes, palm trees, caves, swamps and jungles.



Flame throwers, mortars, grenades and bayonets have proven to be an effective remedy. But before a complete cure may be effected the origin of the plague, the breeding grounds around the Tokyo area, must be completely annihilated.

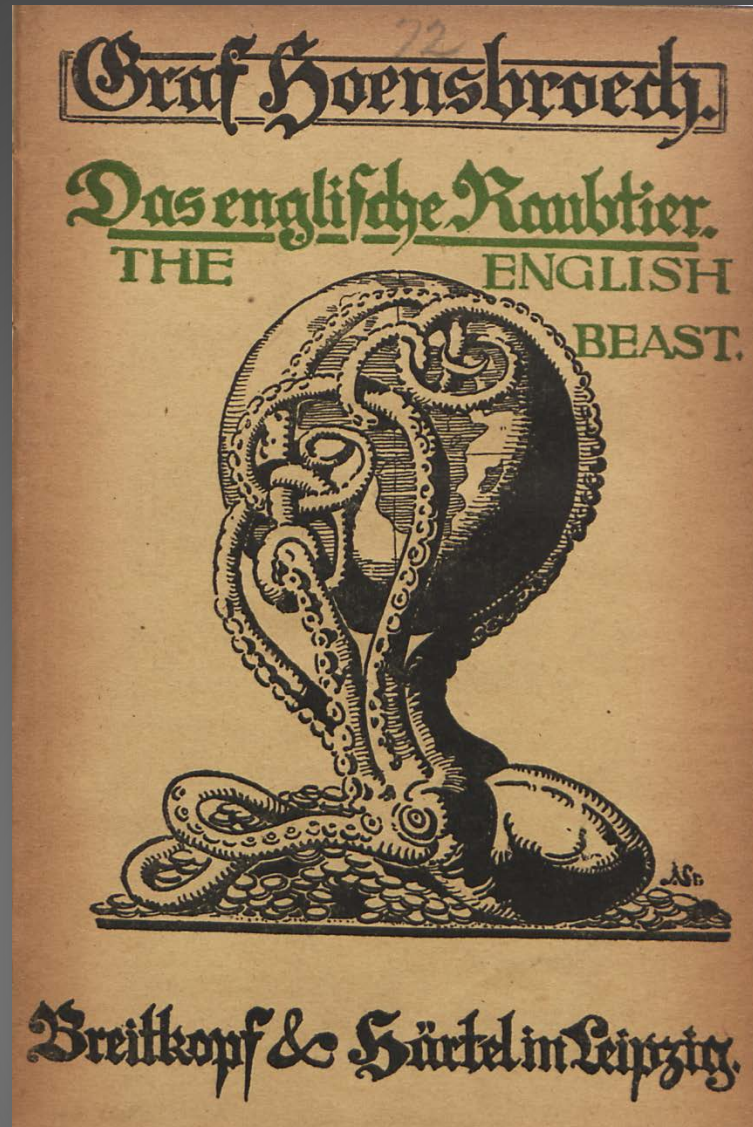
DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION



DEHUMANIZATION

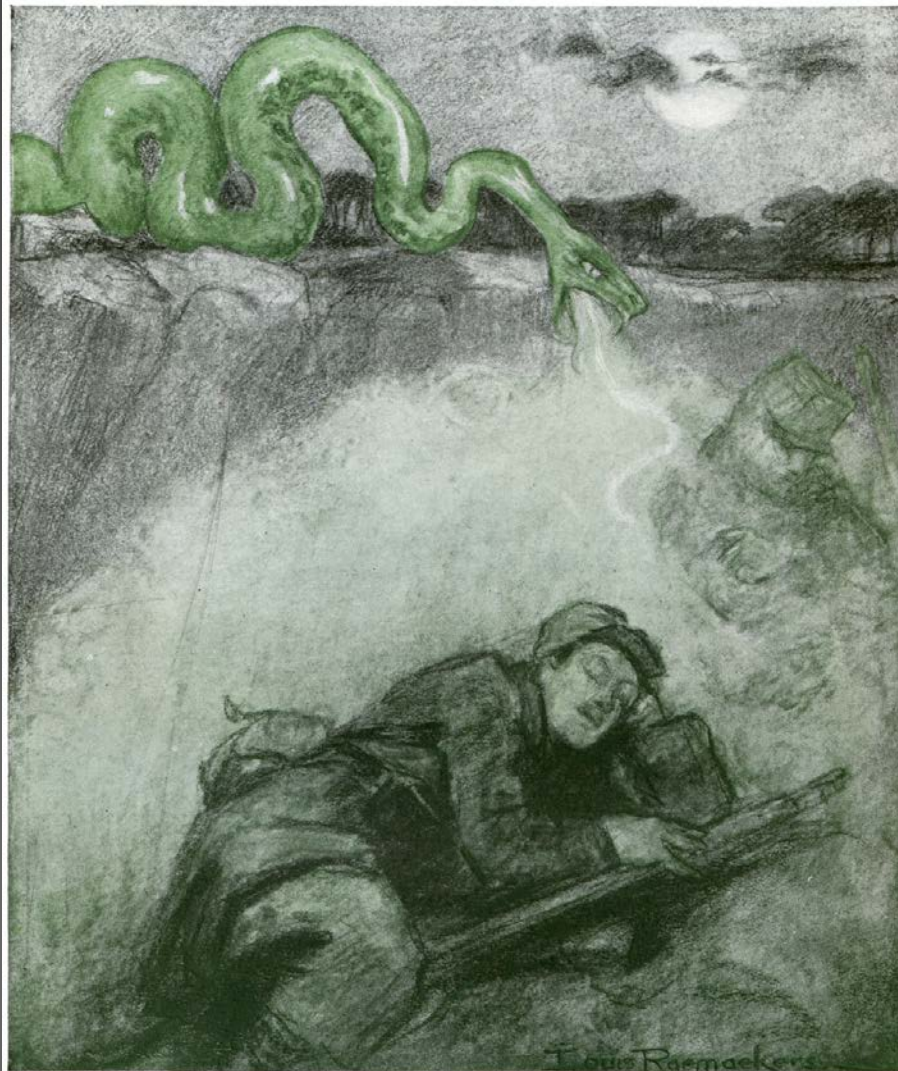


ANTI-WAR PROPAGANDA

ANTI-WAR PROPAGANDA



ANTI-WAR PROPAGANDA

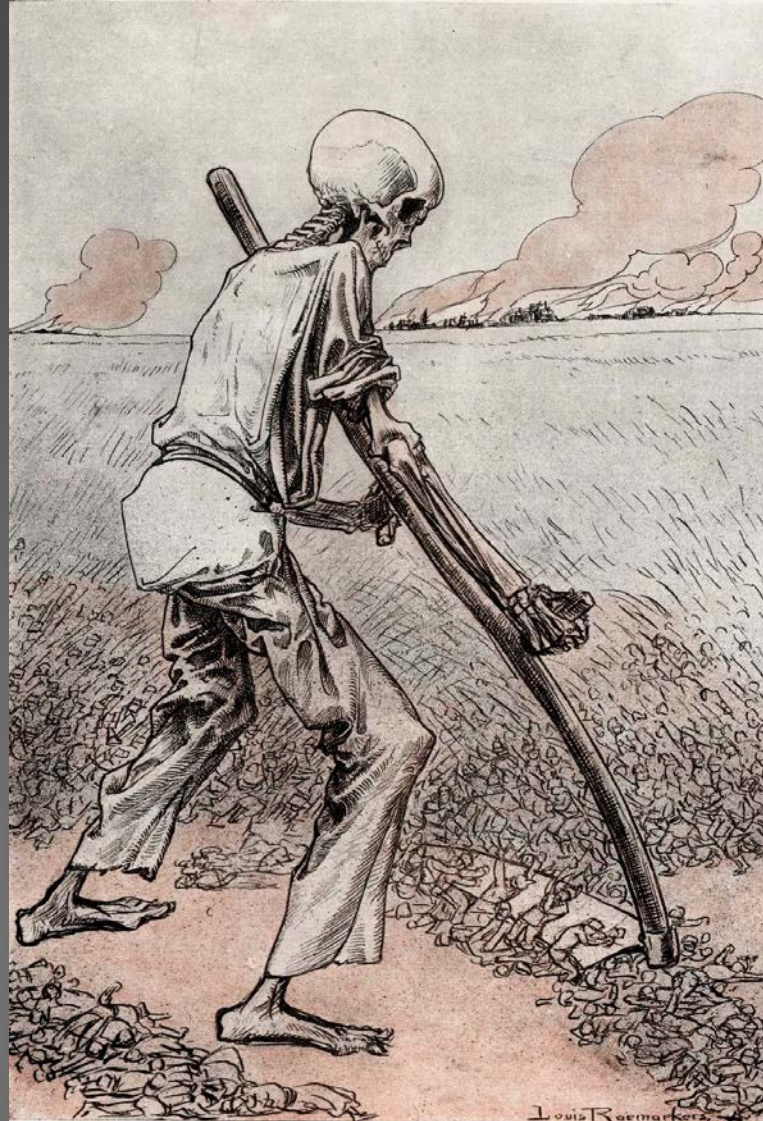


THE GAS FIEND

ANTI-WAR PROPAGANDA



ANTI-WAR PROPAGANDA



ANTI-WAR PROPAGANDA

THE COLORS



Gold and green are the fields in peace



Red are the fields in war



Black are the fields when the cannons cease



And white forevermore

McGuffey

CONCLUSION