

# Propaganda Posters of World War One



# What does Propaganda mean?

- Propaganda is information that is spread for the purpose of promoting a cause or belief
- In World War One propaganda posters were used to:-
  - ✓ Recruit men to join the army;
  - ✓ Recruit women to work in the factories and in the Women's Land Army;
  - ✓ Encourage people to save food & not to waste it;
  - ✓ Keep morale high.

# Why are WW1 Propaganda Posters important?

- For historians today, propaganda posters of World War One reveal the values and attitudes of the people at the time;
- They tell us something about the feelings in Britain during World War One.

# Why were propaganda posters needed during World War One?

- When Britain declared war in August 1914 it had only a small professional army, the British Expeditionary Force (BEF);
- The BEF desperately needed men to join up and fight;
- At that time, most people did not own radios and TV had not yet been invented;
- The easiest way for the government to communicate with the people was through posters stuck up on walls in all the towns and cities.
- Posters became the “weapon on the wall.”

# How were men encouraged to join the army?

Men were made to feel that they had a place in the country's effort to protect itself. On the other hand, they were made to feel unmanly and cowardly for staying at home.







*Follow me!*



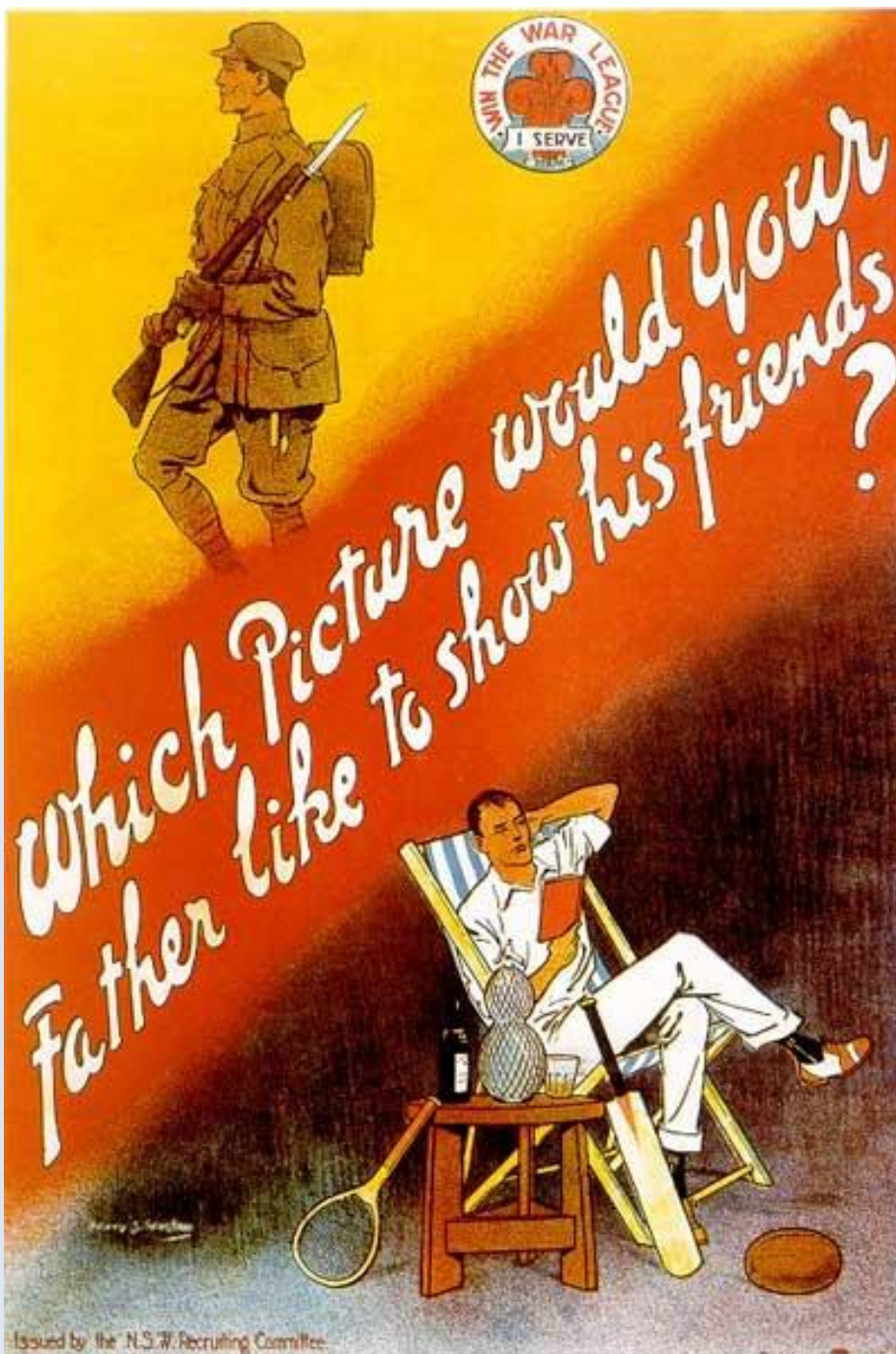
**YOUR COUNTRY  
NEEDS YOU**

**BE READY!**



**JOIN NOW**







**WHY AREN'T**

**YOU**

**IN KHAKE?**

**YOU'LL BE WANTED.  
ENLIST AT ONCE.**

**SURELY YOU WILL  
FIGHT FOR YOUR**



**AND**



**COME ALONG, BOYS,  
BEFORE IT IS TOO LATE**

# How were women and families used to encourage men to join the army?

- Women were encouraged to pressurise their husbands, boyfriends, sons and brothers to join up – men were made to feel guilty for not 'doing their bit'.



# WOMEN OF BRITAIN SAY - "GO!"



*Daddy, what did YOU do in the Great War?*



# How were women encouraged to work in the factories or to work on the land?

- When the men joined the war, the women were needed to fill the job vacancies caused by the lack of men;
- There was a massive need for women in the factories, to produce the weapons, ammunition and uniforms needed for the soldiers;
- There was a major food shortage and women were desperately needed to grow food for the people of Britain and the soldiers in France – the 'Land Army'.



Posters encouraged everyone to do their bit, not just by joining the army...

- By making the best of what they had, and not wasting food;
- Keeping up morale.



# WASTE NOT-WANT NOT



## PREPARE FOR WINTER



Save  
Perishable Foods  
by  
Preserving Now

# Food

- 1 - buy it with thought
- 2 - cook it with care
- 3 - serve just enough
- 4 - save what will keep
- 5 - eat what would spoil
- 6 - home-grown is best

*don't waste it*

COMMITTEE OF PUBLIC SAFETY, DEPARTMENT OF FOOD ADMINISTRATION, UNITED STATES GOVERNMENT







**keep'em  
smiling!**

**help**

**War Camp  
Community Service**



*"morale is winning the war"*

UNITED WAR WORK CAMPAIGN

**PACK UP YOUR TROUBLES  
IN YOUR OLD KIT BAG  
AND  
SMILE! SMILE!! SMILE!!!**





# Task

- Your task is to produce a World War One Propaganda Poster;
- Remember to focus on one of the key reasons for why propaganda posters were produced:-
  - ✓ To recruit men to join the army;
  - ✓ To recruit women to work in the factories and in the Women's Land Army;
  - ✓ To encourage people to save food and not to waste;
  - ✓ To keep morale high

- You can use this reference sheet for your ideas – it contains all the posters shown in this presentation.
- Use any medium that you want to – pencils, crayons, felt tips, paints or even digital art.
- Show us your work on Seesaw when it's done!

