L.O: to understand how propaganda encouraged soldiers to join up at the start of the war

S.C:
I know what propaganda is.
I understand why many young men chose to join the war.
I can study propaganda and say why it is persuasive.
I can use persuasion to create my own poster to encourage men to join up
What is propaganda?
What is propaganda?

Propaganda is the spreading of information to help a cause. The information may not always be true, and is often exaggerated.

Governments or political leaders often use propaganda to try to persuade the public to vote for them. In WW1, it was used to persuade soldiers to join the war effort.
Watch the video showing soldiers explaining why they enlisted.

When the war first broke out, the government asked for volunteers to join the war. Millions of men joined up, in 'pals' battalions where groups of men from the same area would be sent to fight together. This encouraged groups of friends or brothers to join up together.

At this point, war was seen as an adventure, and for many poor working class men, was the only chance they might get to visit other countries.

However, once the army starting losing men, conscription was introduced to keep troop numbers up.
You will see some posters which were created to encourage young men to join up.

For each poster, consider:
- How does the choice of words persuade you to join up?
- What do the pictures show that is persuasive?
- How would you feel if you were a young man of fighting age and you saw the posters?
Here's YOUR chance
IT'S MEN WE WANT
BRITONS

"WANTS YOU"

JOIN YOUR COUNTRY’S ARMY!
GOD SAVE THE KING

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“FALL IN”

ANSWER NOW IN YOUR COUNTRY’S HOUR OF NEED
Hold up your end!

War Fund Week
One Hundred Million Dollars
WHY AREN'T YOU IN KHAKI?
YOU'LL BE WANTED.
ENLIST AT ONCE.
COME LAD
SLIP ACROSS AND HELP
IF ENGLAND FALLS YOU FALL!
Every Man of you must go, as We, too, Must Go!

SIR RIDER HAGGARD in St. John, August, 1914
TALKING POINT

If you were a young man in 1914, would you have signed up?

Would you feel pressured to join up?

What do you think would happen if you didn't join up?

Discuss with a family member.
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You will make a propaganda poster to persuade young men to join the war.

Think of a phrase you could use, a picture that goes with it and any other persuasive language you could include.