

Media Literacy: Propaganda Posters

MEDIA ACTIVITY

The U.S. government hired scholars, businesspeople, psychologists, and artists to develop sophisticated techniques that would increase public support for the war. Many of these techniques are now used in modern-day advertising.

Directions: Cut out a print ad and attach it to this page. Write down the name of the product and company. Then use the chart to identify the overall message, emotional appeals, and symbols. Think about

- what kind of design elements (line, color, shape, texture) are used in the ad
- what, if any, propaganda techniques you see in the ad
- the kinds of images that are used in the ad (positive, negative, or neutral)
- how the print ad makes you feel, compared to the emotions conveyed by the posters

Product and Company Advertised: _____

Overall Message
Emotional Appeals
Symbols
Other Techniques