

Media Literacy: Propaganda Posters

VIEWING GUIDE

Propaganda is an important tool used to influence public opinion. During World War II, artists designed propaganda posters to raise money, encourage productivity and conservation of resources, create negative images of the enemy, and boost morale.

Directions: Examine the three propaganda posters. Then describe how each poster uses the persuasive techniques listed in the first column of the chart to convey their message to their audience.

Persuasive Techniques	"Back Them Up!"	"When You Ride Alone You Ride with Hitler"	"Don't Let That Shadow Touch Them"
Overall Message			
Emotional Appeals			
Symbols			
How is the message directed to the individual?			