**You’re the Propagandist!** Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DUE:

You’ve been hired by the WPA to create a propaganda poster or commercial\* to gain support for WWII.

**Remember:**

Propaganda is a form of communication aimed towards **influencing the attitude of the community toward some cause or position**. Propaganda statements may be partly false and partly true. It is **purposeful persuasion** that attempts to influence the **emotions, attitudes, opinions, and actions** of specified target audiences. Propaganda is generally an appeal to **emotion**, not intellect.

*Some ideas- salvaging materials for war, women needed for factories, recruiting soldiers, defeating enemies, victory gardens…*

\* The commercial is an advanced option. For this option you may work with a partner (max=3), but you will have to develop a script, film your commercial and edit as a team. Your grade will be shared as well. **This option is only available for students who consistently demonstrate responsibility in completing homework, classwork, and previous projects AND for students willing to work a little at home and/or during lunch**.

**Fill out this plan sheet before your start working on your poster.**

What is your objective? \_\_\_recruit soldiers \_\_\_recruit support from the homefront

**IF YOU CHOSE TO RECRUIT SOLDIERS, fill out the following:**

* Why should someone join the military? Which branch specifically (army, navy, marines, medics etc)?
* How will people view them if they join?
* How will people view them if they don’t join?
* What traits do soldiers/medics need to possess?
* How will their sacrifice be rewarded?
* Anything else to consider?

**IF YOU CHOSE TO RECRUIT HOMEFRONT SUPPORT, fill out the following:**

* How did people need to feel in order to best support the USA in times of war?
* How should they think about the war and the people who fought in it?
* How should citizens act in times of war?
* What should citizens be expected to sacrifice or give up in war time? Where did those resources go instead?
* What/who did they need to trust and believe in?

**EVERYONE MUST FILL OUT THIS PART:**

Who is the **target audience**? Be specific. (ex: don’t just say “Americans”, say “American moms” or “American teens” etc)

What do I want my audience to **understand** about the War?

What do I want my audience **to do** after they view my propaganda?

What propaganda **technique(s)** will I use? Will I use an original slogan?

What **emotions** do I want my audience to feel when they view my propaganda?

What **wording** or phrases will I use?

What **images** or symbols will I use?

**Project Rubric:**

Plan sheet complete and turned in on time \_\_\_\_ 30 points

Piece of propaganda complete and turned in on time \_\_\_\_ 20 points

Obvious propaganda objective \_\_\_\_ 25 points

Obvious propaganda technique \_\_\_\_ 25 points