



Propaganda Activity

Analyzing propaganda techniques & agendas

PROPAGANDA TECHNIQUES

Emotional Appeal

Appealing to the emotions of your audience. (i.e. fear)

Glittering Generalities

Seeks to make us approve and accept without examining evidence; being vague.

Testimonials

Famous people or figures who will appear trustworthy to your audience.

Bandwagon

"Everyone is doing it, and so should you."

Transfer

The propagandist carries over the authority, sanction, and prestige of something we respect and revere to something he would like us to accept.

Plain-folks

Speakers attempt to convince their audience that they, and their people, are like the people."

Scientific Approach

Using scientific jargon (i.e. numbers, statistics, data, etc.) to convince the audience.

Speak to Power

Giving the impression that people of wealth and prestige are on his side.

Card Stacking

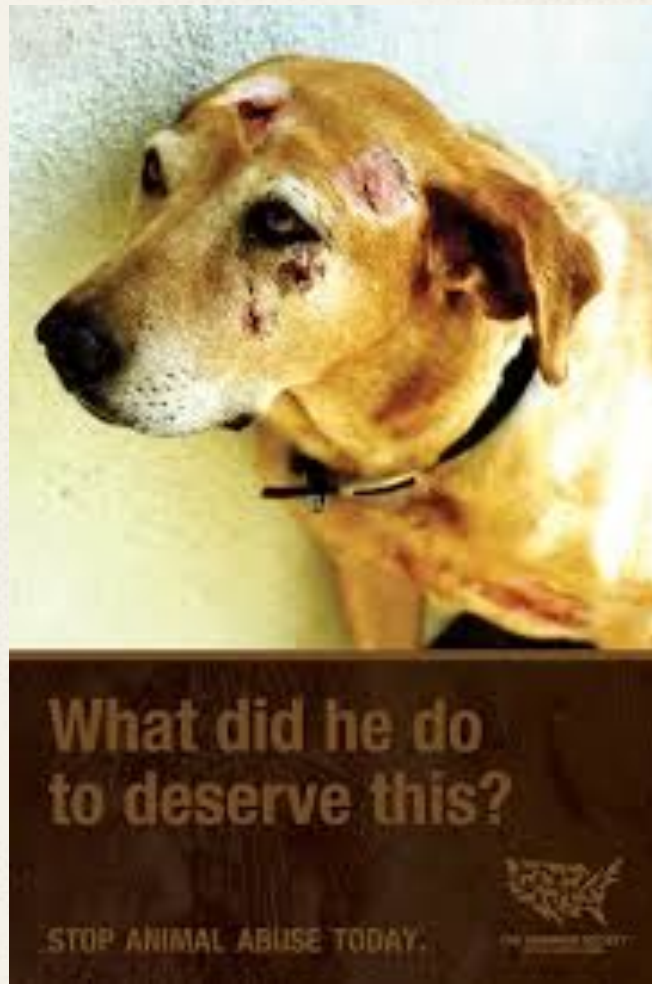
Only presenting one side of the issue/situation.

Name-calling

This technique links a person, or idea, to a negative symbol. The propagandist hopes that the audience will reject the person or idea on the basis of the negative symbol, instead of looking at the available evidence.

EMOTIONAL APPEAL

APPEALING TO THE EMOTIONS OF YOUR AUDIENCE



What did he do
to deserve this?

STOP ANIMAL ABUSE TODAY.



THE HUMANE SOCIETY

GLITTERING GENERALITIES

SEEKS TO MAKE US APPROVE AND ACCEPT WITHOUT EXAMINING THE EVIDENCE; BEING VAC

Creamy. Dreamy.
Icy. Chocolatey.

McCafé

MOCHAS


i'm lovin' it®

ICED MOCHA

AT PARTICIPATING McDONALD'S ©2013 McDonald's or its McDonald's®

TESTIMONIALS

FAMOUS PEOPLE OR FIGURES WHO APPEAR TO BE TRUSTWORTHY SPEAK TO THE AUDIENCE



BANDWAGON

“EVERYBODY’S DOING IT, AND SO SHOULD YOU!”



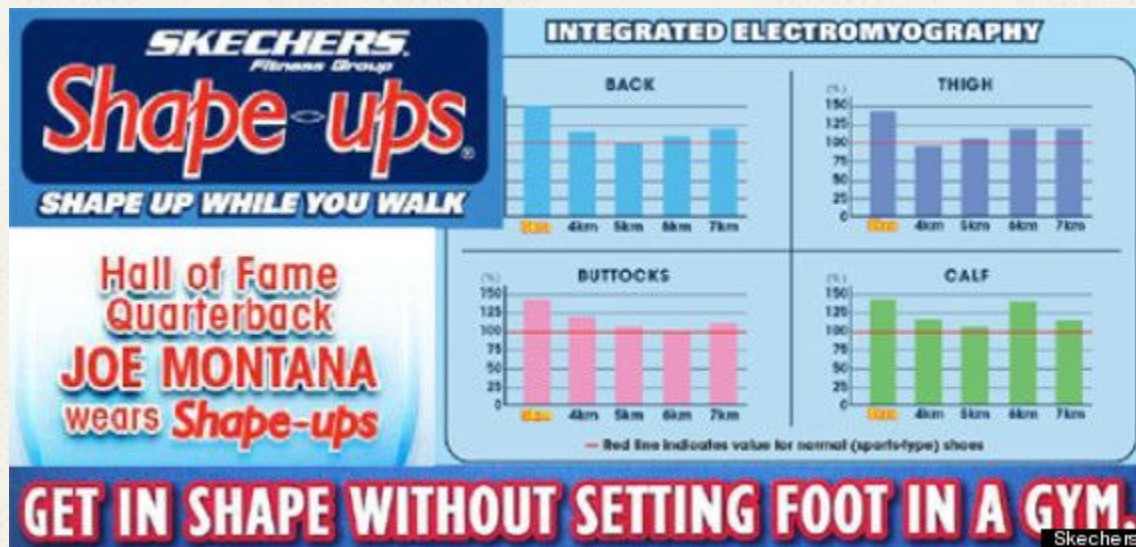
PLAIN FOLKS

SPEAKERS ATTEMPT TO CONVINCe THEIR AUDIENCE THAT THEY, AND THEIR IDEAS ARE “OF THE PEOPLE”



SCIENTIFIC APPROACH

USING SCIENTIFIC JARGON (NUMBERS, STATISTICS, DATA) TO CONVINCE YOUR AUDIENCE



Buy Diet Supplements **AT COST** for LIFE!

See below to Register ↓

"Clinically Proven" Diet Pill

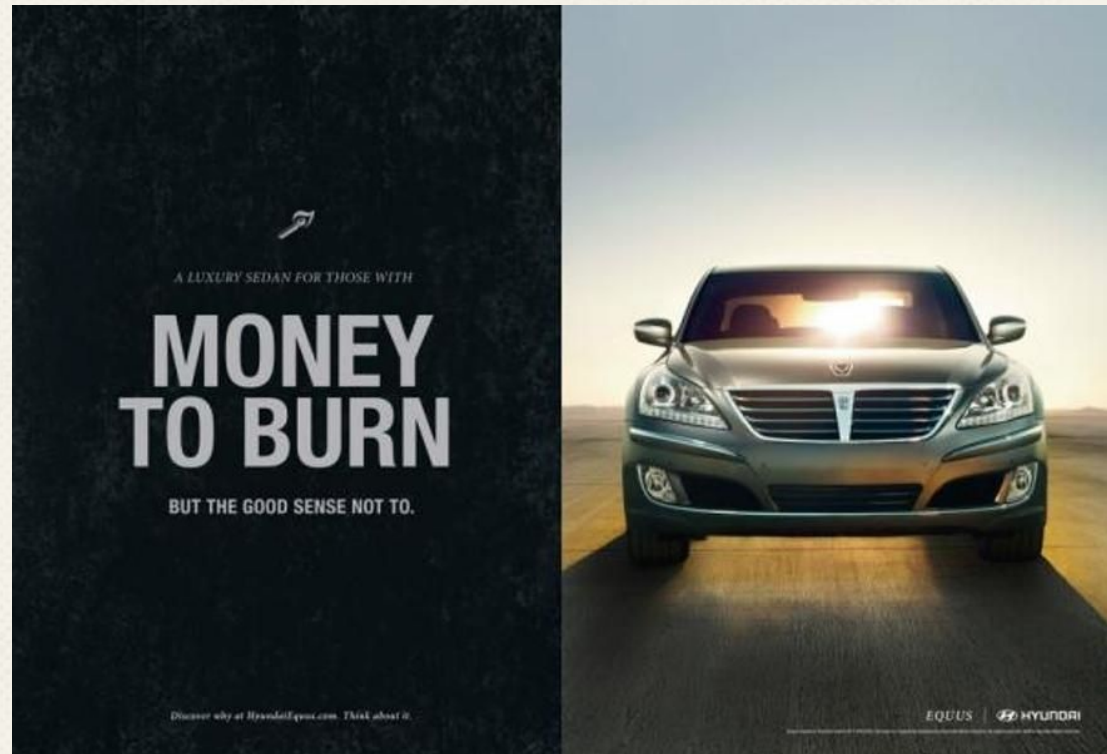
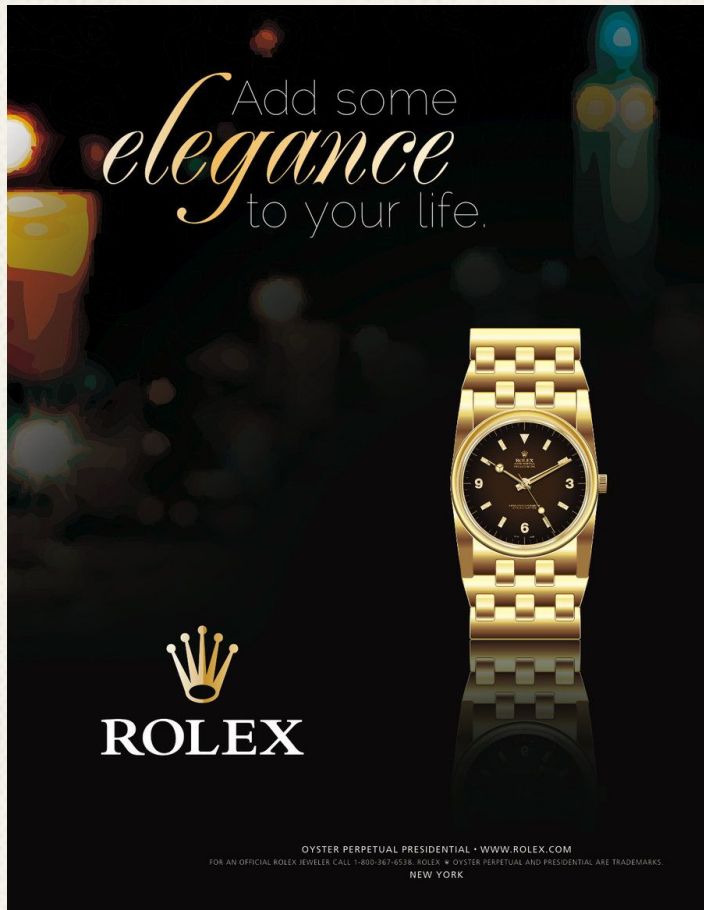


- Strongest Clinically Proven Ingredients
- Maximize Your Weight Loss
- Contains Clinical Strength CitriMax



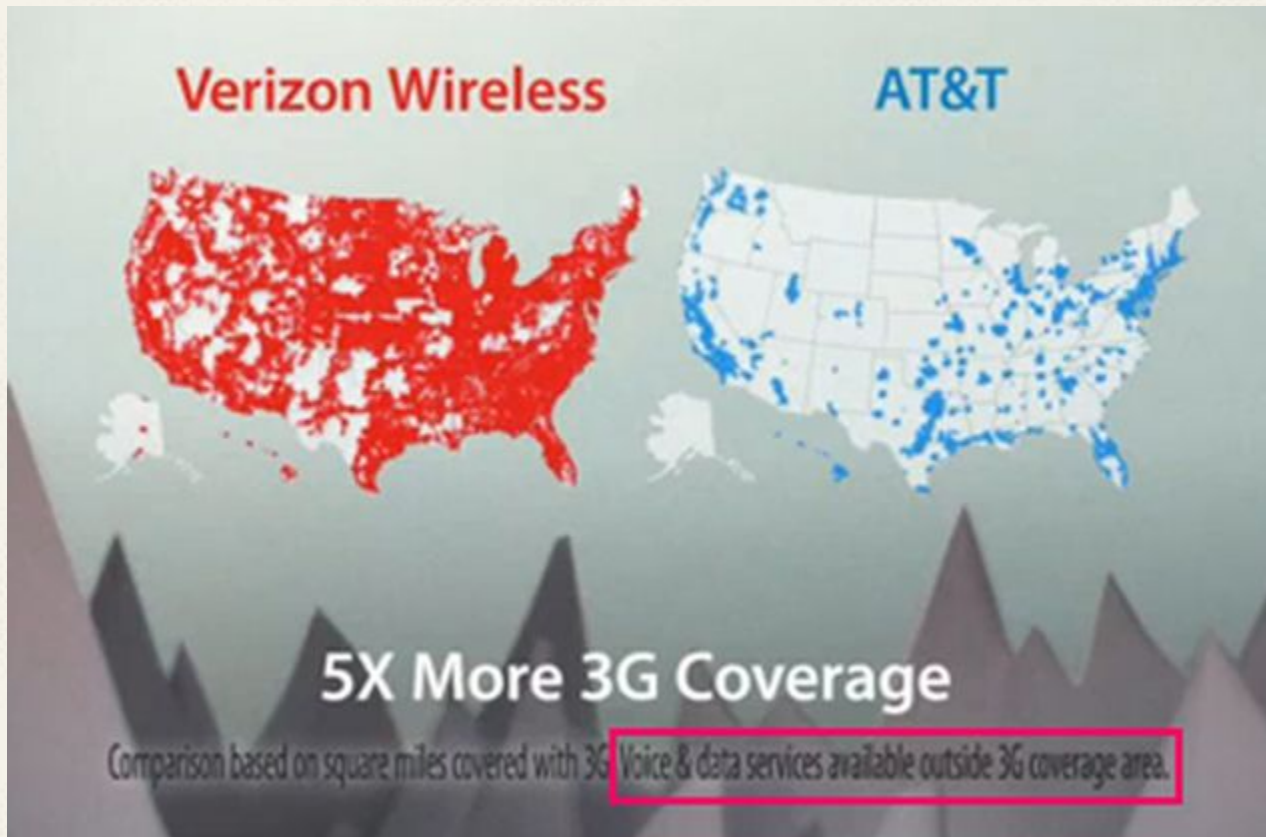
SNOB APPEAL

GIVING THE IMPRESSION THAT WEALTH AND PEOPLE OF PRESTIGE
ARE ON BOARD



CARD STACKING

ONLY PRESENTING ONE SIDE OF THE ISSUE/SITUATION



TRANSFER

THE PROPAGANDIST CARRIES OVER THE AUTHORITY, SANCTION AND PRESTIGE OF SOMETHING WE RESPECT AND REVERE TO SOMETHING HE WOULD HAVE US ACCEPT



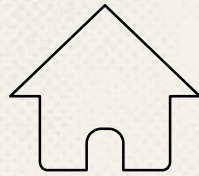
Donald Trump US Flag by EST_Design

Zazzle

NAME CALLING

LINKS A PERSON OR AN IDEA TO A NEGATIVE SYMBOL IN HOPES THAT THE AUDIENCE WILL REJECT THE PERSON OR IDEA ON THE BASIS OF THE NEGATIVE SYMBOL INSTEAD OF LOOKING AT THE EVIDENCE





On the Homefront

How the war impacted Americans at home

ON THE HOMEFRONT

- **The Selective Service Act**
 - Even with a large number of volunteers- including women and African Americans- the U.S. military wasn't ready for such a large scale war.
 - In May of 1917, the Selective Service Act started a **draft** for all men between the ages of 21 and 30 to be required to be inspected for duty.
- **Bonds**
 - The US government was also in need of money to supply manufacturing of uniforms, weapons, etc. for troops.
 - So they sold **Liberty Bonds** to citizens raise money
 - A **bond** is an agreement to lend money to be paid back with interest after a set amount of time.

ON THE HOMEFRONT

Form 1 **30254** REGISTRATION CARD No. **28**

1 Name in full *George Herman Ruth* Age, in years *23*
(Given name) (Family name)

2 Home address *680 Commonwealth Ave Boston Mass.*
(No.) (Street) (City) (State)

3 Date of birth *Feb 7 1894*
(Month) (Day) (Year)

4 Are you (1) a natural-born citizen, (2) a naturalized citizen, (3) an alien, (4) or have you declared your intention (specify which)? *natural born*

5 Where were you born? *Baltimore Maryland U.S.*
(Town) (State) (Nation)

6 If not a citizen, of what country are you a citizen or subject?

7 What is your present trade, occupation, or office? *Base Ball - Boston American*
Fenway Park **28**

8 By whom employed?
 Where employed?

9 Have you a father, mother, wife, child under 12, or a sister or brother under 12, solely dependent on you for support (specify which)? *wife*

10 Married or single (which)? *married* Race (specify which)? *Caucasian*

11 What military service have you had? Rank *none*; branch _____; years _____; Nation or State _____

12 Do you claim exemption from draft (specify grounds)? *no*

I affirm that I have verified above answers and that they are true.

George Ruth
 (Signature or mark)

If person is of African descent, tear off this coupon



Howley

Our Daddy is fighting at the Front for You - Back him up - Buy a United States Govt Bond of the **2nd LIBERTY LOAN of 1917**

Nº 6

ON THE HOMEFRONT

- **Espionage Act of 1917 and Sedition Act of 1918**
 - Although many Americans were patriotic and optimistic about entry into the war, some were critical and protested joining the Allies.
 - President Wilson signed into law the **Sedition Act** which made it illegal to express negative thoughts about the government and the **Espionage Act** which penalized those accused of spying on the US for enemy countries.
 - Espionage means spying

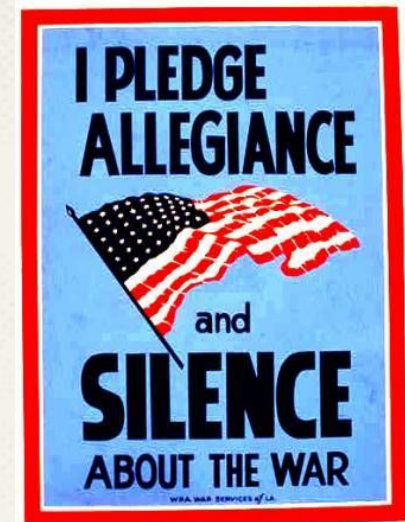
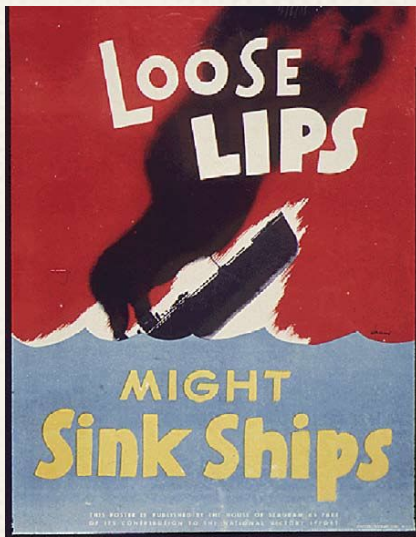




Table Talk

**At your table, discuss answers
to the following questions:**

- 1) How would the Sedition and Espionage Acts be helpful for America during war time?
- 2) How would they be harmful?
- 3) How do the Sedition and Espionage Acts relate to nationalism?



THE LEADERS IN WAR

*Who were the leaders of the nations
involved in WWI?*

LEADERS IN WAR

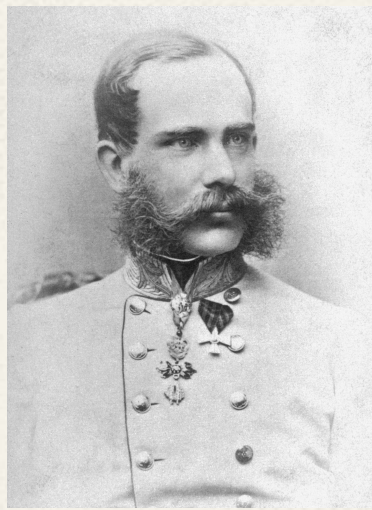
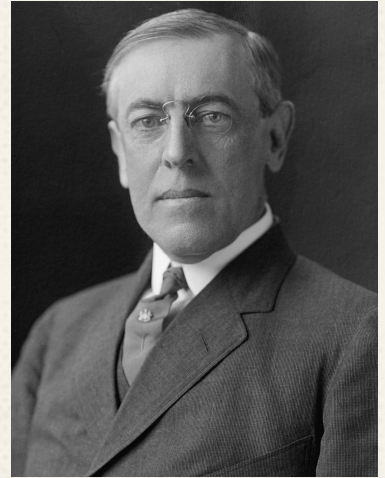
○ Allies:

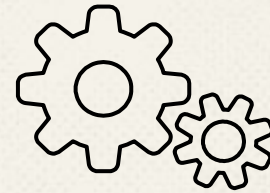
- **Russia: Nicholas II – Tsar of Russia**
- Italy: Emmanuel III – King of Italy
- France: Raymond Poincare – President of France
- **Great Britain – George V – King of England**
- **US – Woodrow Wilson – President of the US.**

○ Central:

- **Germany – Kaiser Wilhelm I – German Emperor**
- Austria-Hungary – Franz Joseph I – Emperor of Austria-Hungarian Empire
- Ottoman Empire – Mehmed V – Sultan of the Ottoman Empire
- Bulgaria – Ferdinand I – Tsar of Bulgarian Empire

LEADERS IN WAR





Technological Advances

New weaponry leads to massive death tolls

TECHNOLOGICAL ADVANCES

- The **main weapon** used by British soldiers in the trenches was the **bolt-action rifle**. 15 rounds could be fired in a minute and a person 1,400 meters away could be killed
- The **first Machine guns** needed 4-6 men to work them and had to be on a flat surface. They had the fire-power of 100 guns.
- **Large field guns** (artillery) had a long range and could deliver devastating blows to the enemy but **needed up to 12 men to work them**. They fired shells which exploded on impact



TECHNOLOGICAL ADVANCES

- **Mustard gas** was the most deadly weapon used. It was fired into the trenches in shells. It is colorless and takes 12 hours to take effect. Effects include – blistering skin, vomiting, sore eyes, internal and external bleeding. Death can take up to 5 weeks.
 - 110,000 tons of poison gas were used resulting in 500,000 deaths



TECHNOLOGICAL ADVANCES

- **The Zeppelin**, also known as **blimp**, was an airship that was used during the early part of the war in **bombing raids by the Germans**. They carried machine guns and bombs.
 - However, they were **abandoned** because they were easy to shoot out of the sky



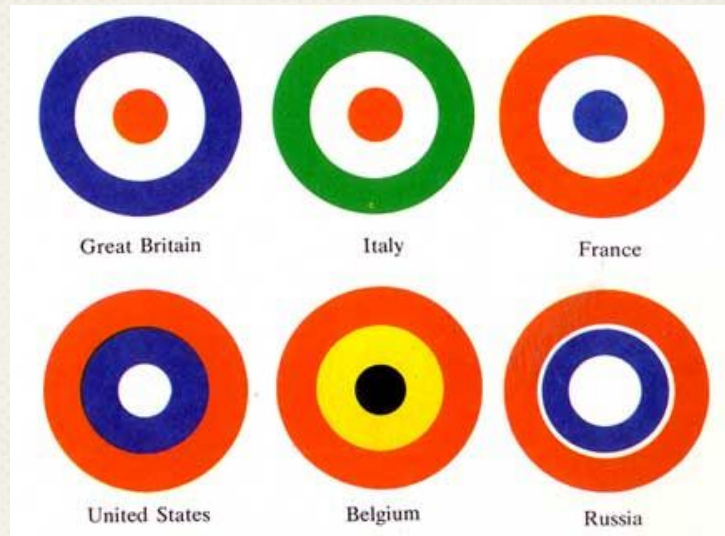
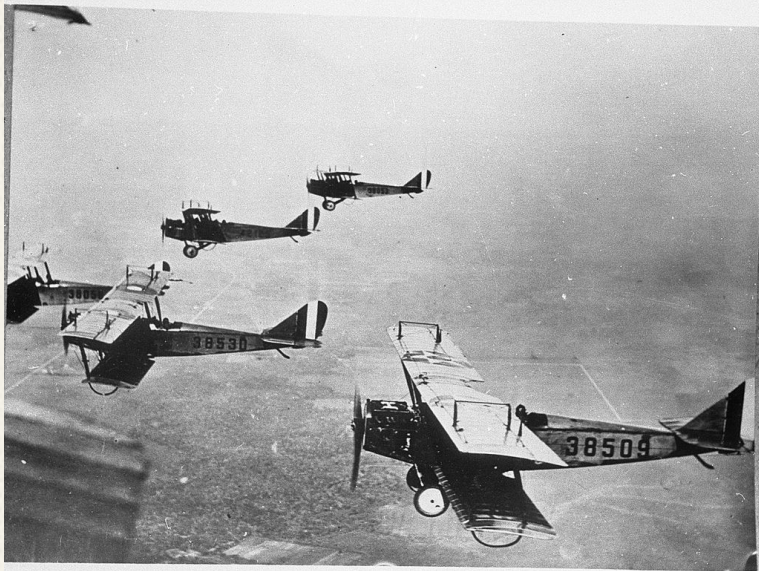
TECHNOLOGICAL ADVANCES

- **Tanks** were used for the first time in the First World War. They were developed to cope with the **conditions on the Western Front**
 - The tank had the ability to drive 3 mph
 - Originally called a “**landship**”
 - It was important because **increased mobility** on the Western Front where the trenches had caused a **stalemate** (situation in which nothing can be done or won by either side, impasse)
- Crews operating the tanks often **died from the tremendous fumes** brought about by the intense heat inside the tanks



TECHNOLOGICAL ADVANCES

- **Planes** were also used for the first time. At first they were used to deliver bombs and for spying work but became fighter aircrafts armed with machine guns, bombs and sometimes canons.
 - Fights between two planes in the sky became known as ‘dogfights’





A Two Front War

War in the West vs War in the East

A TWO FRONT WAR

- A “**Two Front War**” is when the enemy is fighting on two different sides – meaning, they have to **split their military** to fight off attacks from multiple places.
- Although World War One was a world war, most of the **fighting was confined to a few key areas**. These areas are usually referred to as the **theatres of war**.



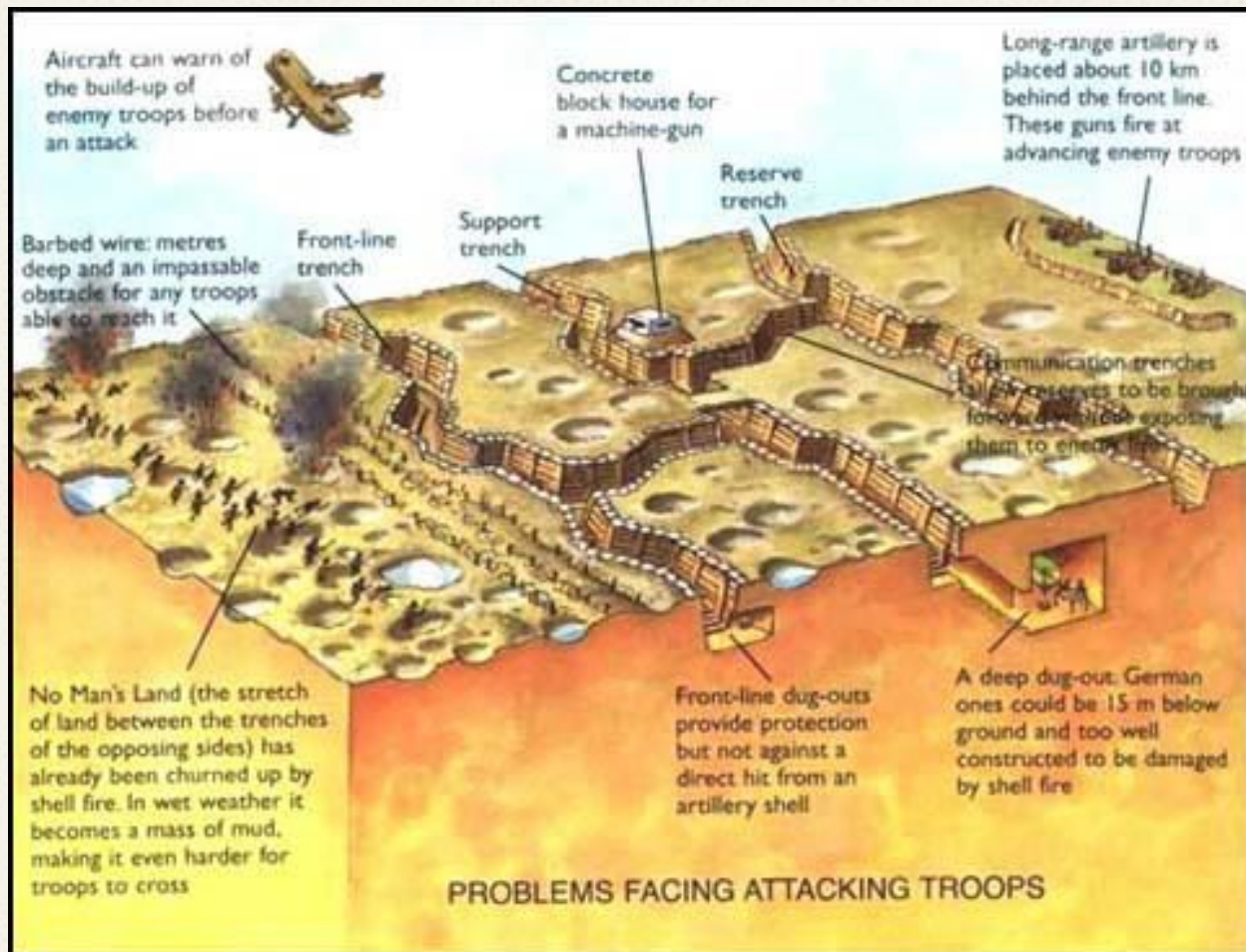
A TWO FRONT WAR

- **The Western Front**

- The German army crossed the Belgian border on August 3rd 1914. Britain and France declared war on Germany on August 4th. The Germans pushed through Belgium and entered France. The British and French armies marched to stop the German advance.
- To avoid losing the territory already gained in France, the Germans began digging trenches. The British and French, unable to break through the line of trenches, began to dig their own trenches.

TWO FRONT WAR

- Throughout the entire war, neither side gained more than a few miles of ground along what became known as the **Western Front**.



LIFE IN THE TRENCHES

There was one soldier for every 4 inches of trench



LIFE IN THE TRENCHES

"It smelled bad because there were open latrines everywhere. There were bodies rotting everywhere. Nothing could be done about them. You could throw a shovel full of quick lime on them to take some of the smell away, but the odor of the trenches was appalling."

"Both the Germans and the British were troubled with rats. The rats ate corpses, then they came in and snuggled next to you while you were sleeping. And they ate your own food, and they were filthy creatures. They also carried disease – bubonic plague primarily."

"You never see your enemy and the only thing you can see is the sky up above. You look at the sky constantly from the opening of the trench, because you can't look out to the side. All of your view is vertical. You consequently get very interested in birds for the first time."

TWO FRONT WAR

- **The Eastern Front**
 - The line of fighting on the Eastern side of Europe between Russia and Germany and Austria-Hungary is known as the Eastern Front.
 - Fighting began on the Eastern front when Russia invaded East Prussia on 17th August 1914.
 - Germany immediately launched a counter-offensive and pushed Russia back.
 - This pattern of attack and counter-attack continued for the first two years of the war and meant that the Eastern Front changed position as land was captured and lost by both sides.

TWO FRONT WAR



TWO FRONT WAR

EASTERN FRONT

- Longer- spanned from Baltic Sea in North to Black Sea in South (995 miles)
- More mobile- impossible to establish permanent trenches
- Troops more widely dispersed- so enemy (Germany) could break through easier
- Harsh winter made for unbearable conditions

WESTERN FRONT

- Shorter- spanned from Belgian coast in the North to Swiss border on the South (435 miles)
- Line of trenches stretched the whole way with little movement from Allied or Central Powers (*stalemate*)
- Mud, lice, and vermin created horrible conditions in the trenches

THE RUSSIAN REVOLUTION

- By 1917, the Russian people were fed up with the huge number of **Russian losses**.
- The government and monarchy were overthrown and the new **Bolshevik** government which marked the end of the Russian Empire and the beginning of the **USSR** (the world's first **communist** state)
- The Bolshevik government signed the treaty of **Brest Litovsk** which took the Russians out of the war, and effectively **ended the fighting** on the Eastern Front



END OF WAR STATISTICS

Duration of Conflict



4 years, 4 months, 14 days
June 28, 1914-November 11, 1918

Total Mobilized



Russia: 12,000,000	Britain: 8,906,000	Austria: 7,800,000	Belgium: 267,000
Germany: 11,000,000	France: 8,410,000	USA: 4,355,000	



37.5
million
casualties



185
billion
total cost

Number of Wounded



Allied Forces
12.6
million



Central Forces
8.4
million

Number of POWs



4.1
million
Allied
Powers

3.5
million
Central
Powers

ARKANSAS IN WWI

- World War I had **less impact** on the state of Arkansas than the Civil War or World War II.
- World War I did **deplete the young male population** of the state for a time.
 - From Arkansas, 71,862 soldiers served in the war; according to registration cards, 18,322 of these soldiers were African Americans and two were Native Americans. Out of these soldiers, 2,183 died (more than half from illnesses rather than war injuries), and 1,751 were injured.
- World War I also **allowed Arkansas to contribute to the global conflict**: we donated cotton for bandages and uniforms, as well as ammunition and weapons.

