**Analyzing WWII and 21st century propaganda in the media**

**Ms. Lofquists’ EC class, 4th block, 90 minute lesson – eight 10th graders**

**Resources:** desktop computers

**Goals:** By analyzing WII propaganda posters in terms of imagery, symbolism, and persuasion techniques, students will gain an understanding of the elements required to create an effective propaganda poster related to contemporary issues.

**Objectives:**

* Gain an understanding of what propaganda is and its role in shaping WWII media communication
* Identify propaganda techniques utilized in WWII posters and understand how they work to convey a particular message and influence public opinion
* Analyze how symbolism and imagery are key elements in shaping a propaganda message
* Apply propaganda techniques from WWII posters to create an original propaganda poster focused on a contemporary issue

**Common Core Standards:**

**Reading standards for literature, grades 9-10:**

* Analyze the representation of a subject or a key scene in two different artistic mediums, including what is emphasized or absent in each treatment

**Speaking and listening standards, grades 9-10:**

* Initiate and participate effectively in a range of collaborative discussions (in groups and teacher led) with diverse partners on grades 9-10 topics, texts, and issues, building on others’ ideas and expressing their own clearly and persuasively
* Integrate multiple sources of information presented in diverse media or formats evaluating the credibility and accuracy of each source
* Make strategic use of digital media (textual, graphical, audio, visual, and interactive elements) in presentations to enhance understandings of findings, reasoning, and evidence to add interest

**North Carolina Essential Standards, Information and technology, grades 9-12**

HS.SI.1 – Evaluate Resources needed to solve a given problem

 HS.SI.1.2 – Evaluate resources for point of view, bias, values, or intent of information

HS.TT.1 Use technology and other resources for assigned tasks

 HS.TT.1.1 Use appropriate technology tools and other resources to access information (multi-database search engines, online primary resources, virtual interviews with content experts)

 HS.TT.1.3 – Use appropriate technology tools and other resources to design products to share information with others (ie. Multimedia presentations, web 2.0 tools, graphics, podcasts and audio files)

1. Show slides of WWII symbolism and imagery and discuss what they represent
2. Define propaganda and its historical uses in WWII
3. Show examples of 7 different propaganda strategies and discuss the symbolism, imagery, and messages in each
4. Break students into groups and get them to complete worksheet about a WWII propaganda poster (persuasion, symbolism, imagery, etc.)

Use these sites to choose a poster from: <https://images.northwestern.edu/catalog?f%5Bagent_name_facet%5D%5B%5D=United+States.+Office+of+War+Information&f%5Binstitutional_collection_title_facet%5D%5B%5D=World+War+II+Poster+Collection+at+Northwestern+University+Library>

[**http://www.archives.gov/exhibits/powers\_of\_persuasion/powers\_of\_persuasion\_home.html**](http://www.archives.gov/exhibits/powers_of_persuasion/powers_of_persuasion_home.html)

[**http://digital.library.unt.edu/explore/collections/wwpc/browse/?fq=untl\_collection%3AWWII&fq=untl\_decade%3A1940-1949**](http://digital.library.unt.edu/explore/collections/wwpc/browse/?fq=untl_collection%3AWWII&fq=untl_decade%3A1940-1949)

1. Present and discuss each group’s selected poster
2. Watch video about propaganda in advertising - <https://www.youtube.com/watch?v=ohoXZ6EcneA>
3. Have students choose a contemporary topic to design their own propaganda poster in poster my wall - http://www.postermywall.com/index.php/posterbuilder

**Assessment – students will present their contemporary poster and present it to the class, analyzing it in terms of imagery, symbolism, propaganda technique and message**

**The teacher will collect the poster analysis for a grade.**

**References:**

[**http://www.nationalww2museum.org/learn/education/for-teachers/lesson-plans/pdfs/winning-over-hearts-and-minds.pdf**](http://www.nationalww2museum.org/learn/education/for-teachers/lesson-plans/pdfs/winning-over-hearts-and-minds.pdf)

[**http://civics.sites.unc.edu/files/2012/05/DecodingWWIIPropaganda9.pdf**](http://civics.sites.unc.edu/files/2012/05/DecodingWWIIPropaganda9.pdf)

[**http://www.propagandacritic.com/**](http://www.propagandacritic.com/)

[**http://www.readwritethink.org/files/resources/lesson\_images/lesson405/PoliticalWebSites.html**](http://www.readwritethink.org/files/resources/lesson_images/lesson405/PoliticalWebSites.html)

[**http://www.readwritethink.org/classroom-resources/lesson-plans/propaganda-techniques-literature-online-405.html?tab=3#tabs**](http://www.readwritethink.org/classroom-resources/lesson-plans/propaganda-techniques-literature-online-405.html?tab=3#tabs)

[**http://www.ncte.org/lessons/media-literacy**](http://www.ncte.org/lessons/media-literacy)

[**http://propaganda.mrdonn.org/lessonplans.html**](http://propaganda.mrdonn.org/lessonplans.html)

[**http://constitutioncenter.org/media/files/PropagandaPostersLesson.pdf**](http://constitutioncenter.org/media/files/PropagandaPostersLesson.pdf)

[**https://www.youtube.com/watch?v=9ejTf0iu6yY**](https://www.youtube.com/watch?v=9ejTf0iu6yY) **http://herb.ashp.cuny.edu/items/show/1826**

**Poster Analysis Questions**

***Directions:*** After choosing a poster, examine it carefully and answer the following questions.

1. For whom is this poster intended?

2. What is the poster trying to get the audience to do? What is the poster’s message?

3. What symbols or images are used to convey this message?

4. What mood or tone does this poster convey through images and symbolism?

5. What propaganda technique does the poster use?

6. How successful do you think this poster was during WWII?

7. Would a similar image have the same impact in today’s society? Why or why not?