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# Propaganda: World War 1 Usages

Garrett Evans  
*Ouachita Baptist University*

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Garrett Evans

Dr. Hicks

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### Propaganda: World War 1 Usages

Propaganda was used in many forms throughout World War One. It was used to promote men to sign up for the war, to have a negative impact on other countries, to get citizens to buy war bonds, and for families to save food supplies for the soldiers. Propaganda was not just used by the United States, but also by all the other countries, that played a role in the First War, to promote the war and what other countries were doing to them. Propaganda was also used by the government to promote what they wanted their citizens to see. Most of what the government wanted the citizens to see was of the enemy and show how terrible that enemy is.

Propaganda, also made the citizens who were at home not fighting in the war seem to have a hand in the war. These were women, children, older men and women, and men who didn't enlist in the war. The way they contributed to the war efforts was by buying war bonds or growing their own vegetables and eating less, so that the men overseas could eat and be better for the war. Propaganda played a major role in the First War, because without propaganda people did not know what was going on in the war and they did not know how bad the war was until they saw posters of the enemy killing a soldier. Propaganda also persuaded men to enlist in the army. There are many forms of propaganda that tried to make men feel like wimps if they did not enlist in the army. Countries needed as many men as they could get for the war, and back then your manly hood was a big part in a man's life. You did not want to be seen as a coward or not

fulfilling your duties as a man. So, if they did not enlist in the army they would be seen as a coward or not being a man.

This paper will show the similarities of propaganda between other countries during World War 1, what propaganda was used for, and explaining the different types of propaganda on war bonds and food. Most of the propaganda is over the United States, Britain, and Germany. All these countries had similarities in their propaganda in the fact that they all used propaganda against the other countries that they were fighting against. Propaganda's impact on the war played a major part for countries; this was their way to get citizens to get involved in the war.

The similarities between other countries were that most of propaganda was used in a negative way against other countries. Countries did this to show its citizens that the reason why they are in the war is because of their enemy. Most countries used this propaganda to persuade people into buying war bonds or enlisting in the army. Most of all of the propaganda was used by the government; propaganda was used so that people would see what their government wanted them to see. The government wasn't going to show the people a poster of soldiers resting or having fun. They are going to show the soldiers fighting in the war, devoting their lives for their country. They also wanted people to think that the reason why they are in the war is because of the enemy or they wanted people to think the reason why they are losing the war is because their soldiers are hungry or have no money. That is why most of the propaganda is of soldiers fighting or being killed by the enemy.

There were many articles that were over propaganda, but two articles really stuck out. They were the *Marketing of National Policies: A Study of War Propaganda* by E. L. Bernay and *Less Sugar, More Warships: Food as American Propaganda in the First World War* by T. E.

Tunc. These two articles really show how propaganda was used throughout the war. They really go into detail about propaganda. Tunc's article gives light on how people at home can help with the war efforts.

Bernays article is over war propaganda during World 1 and World War 2 and how it was used to market national policies. This article is written from the perspective of a marketing academic rather than an historian. The article gives good insight on how propaganda was used throughout the war and gives examples of propaganda from 2 books *Propaganda Technique in the World War* by Harrold Lasswell and another book *Allied Propaganda and the Collapse of the German Empire in 1918* by George C. Bruntz.

Bernay talks about Lasswell's book in his article and gives six factors of marketing for propaganda. Those factors include fastening the war guilt on the enemy, clam unity and victory, state war aims, strengthen the belief of the people that the enemy is responsible for the war, make the public believe the unfavorable news is really enemy lies, and follow all those with horror stories about the enemies.<sup>1</sup> Bernay mentioned these factors in his article to show why propaganda was being used for the public's eyes. These factors are what gets the people to buy war bonds or even enlist in the army.

Bernays article deals with not just the United States spectrum of propaganda but it also gives insight of how Germany used Propaganda during the Great War. The article shows the weakness each country did with propaganda and also it strengths. The article gives different approaches of propaganda like engineering.

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<sup>1</sup> THE MARKETING OE NATIONAL POLICIES:  
A STUDY OE WAR PROPAGANDA  
EDWARD L. BERNAYS  
pg. 236

Tunc's article is over food being used as American War propaganda during World War 1. The article provides the reader with helpful insight on how food played a role in the first war. The articles states that propaganda was used for food to have the women grow their own vegetables and eat healthy and preserve the food that could be sent over to the starving soldiers.<sup>2</sup>Tunc's article is founded upon primary evidence and builds upon how propaganda wasn't just for people to buy war bonds, but to also get people to eat healthy and conserve valuable foods that could be sent to starving soldiers. The article gives pictures of different propaganda food labels and posters that specify that the conservation of food will win the war.

The article by Tunc really shows how food was used as propaganda throughout the war and shows how women could feel like they are playing a role in the war. If they preserve their food and grow their own food, they can help out by being able to let the soldiers who are fighting get to eat and be better equipped during the war.

An example of a poster that was used for the conservation of food throughout the war is a poster titled "Food-Don't Waste It"; this poster was created by the US Food Administration. The poster gives ways to not waste food. Those ways are simply stated as 1. Buy it with thought 2. Cook it with care 3. Use less wheat and meat 4. Buy local foods 5. Serve just enough 6. Use what is left.<sup>3</sup> This poster really shows the importance of how food needed to be conserved. Countries were running out of food for their armies. If the soldiers were starving their performance rate would deplete and it would be hard for them to do their duties. The war could be won by which countries had the better food source. If an army was starving was going up against an

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<sup>2</sup> Tunc pg. 205

<sup>3</sup> Cooper, Food...Don't Waste it.

army that were eating well, the army that was eating well would most likely do better and be happier.

Other posters that were used throughout the war for countries were of getting men to enlist in the army. During the war countries were always in need of men to fight in the war. Countries used propaganda to get these men to enlist and some of the posters were clever. Some posters signified that if you didn't enlist in the army your masculinity would be in question. Other posters simply stated that you need to enlist to protect your homeland.

Here is a poster that Howard Christy drew up to get men to enlist in the United States Navy. The poster simply says "Gee!! I wish I were a man, I'd join the Navy,"<sup>4</sup> The poster also says "Be a man and do it". The poster has a picture of women dressed in a Navy uniform. This source came into being in 1917 to get people to enlist in the U.S. Navy. The artist create this piece to tell people that women wish they could join the Navy, so men need to stop being like women and be like men and join the Navy.

This poster is trying to get men to enlist in the army by persuading men that women wish they could join the Navy. Men need to be men and join the Navy. The strategy is to try to make men feel like women and to just be a man. Men should be joining the Navy and not sitting at home. The poster is trying to grab the attention of young men available to fight in World War 1.

The source has a women in the poster dressed in a Navy uniform. This may be eye opening to men who are thinking about joining the Navy. They don't want to be seen as a "sissy" in the eyes of other Americans who are fighting and even in the eyes of women. In 1917 men were expected to fight in the war when it was their time to fight and if they didn't there were

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<sup>4</sup> Christy, Howard Chandler. "Gee!! I Wish I Were A Man". 1917

posters like this one to show that if women could fight they would, so men need to be men and fight for their country.

Here is another poster that shows how Germany was using Propaganda to get people to enlist in the army. Lucian Zabel, is a German artist who came up with this piece of artwork during World War 1. The Artwork is called *Dein Vaterland ist in Gefahr, melde Dich!*<sup>5</sup> This means “Your Fatherland is in danger, Register! The artwork has a German soldier holding a rifle and grenade in each hand with flames and barbwire in the background. The picture seems to have an idea of it being manly to join the war. Zabel came up with this artwork to persuade German men to register for the army.

The artwork is trying to get German men to join the army. The goal is for men to look at a manly picture of a German soldier and see that to be manly you need to join the army. The artwork is also indicating that your home and everything is in danger so you need to protect your land and join the army.

The ideas and values this painting illustrates is that you must step up to your duty as a man and protect your land by registering for the army. What better way to convince a man to join the army than to show a picture of what he could look like if he joined the army. What man doesn't want to protect his household and defend his land. I see the text saying become a man today and defend your country by becoming a soldier.

The information in this artwork seems to be reliable. The painting has the artist signature on it. The artist seems to be reliable, although I couldn't find anything that was in English. This artwork seems to be credible and looks like it came out of a magazine. The artist has other

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<sup>5</sup> Zabel, Lucian, “Dein Vaterland ist in Gefahr, melde dich!,” Berlin: Plakatkunstanstalt Dinse & Eckert, 1918.

painting as well that he did during World War 1, along with many others that didn't pertain to the war.

War bonds were an important aspect throughout the war. By promoting war bonds countries could use that money towards the war and hopefully help them win the war. A poster that shows this is a piece of propaganda titled "If you can't enlist, invest-Buy a Liberty Bond-Defend your country with your dollars."<sup>6</sup> The artist is Winsor McCay who was an American Cartoonist and Animator. The art came into being to get people in the United States who were not fighting in the war to buy war bonds. This was created so that people who weren't fighting could have a hand in the war by buying war bonds to help with the soldiers who are fighting in the war. The artwork is of a masculine man that represents America holding a shield that says Liberty Loan on it that is fighting against devastation, war, starvation, death, and pestilence.

The artwork is trying to get Americans to buy war bonds to help out with the war. The people that are sitting at home can contribute to the war by buying war bonds. The text strategy to accomplish its goal was by writing the words "if you can't enlist-invest." This got people who weren't fighting to feel like if they bought war bonds than they were helping out with the war. The attended audience that this artwork reached to was everyone that had a checkbook and money.

The ideas and values of this artwork were to persuade Americans to buy war bonds. The text said if you can't enlist-Invest. This meant that if for some reason you couldn't enlist in the army than the next best thing to do was to invest. The artwork has a very masculine man in the

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<sup>6</sup> McCay, Winsor, "IF you can't enlist, invest-Buy a Liberty Bond-Defend your country with your dollars", 1918



painting showing that you were putting your money into the hands of a soldier that was fighting for your country and that money would help by feeding and saving a soldier's life.

The artist seems to be credible, because he has done many paintings throughout his life. The one thing that makes this painting questionable is that there is no signature by the artist that I can see. What makes this credible is that the site where I got this painting from. The Library of Congress is a reliable source.

Not only were posters trying to seek the help of just their natural speaking people. They were also branching out to other national heritages that lived in their country to get help. Here is a poster that is for the United States, but is intended for the Spanish speaking people that are living in the United States. Countries needed all the help they could get with war bonds, so if you were living in that country, the country would also reach out to you to get you involved as well.

The artist of this painting is F. C. Amorsolo. The painting is titled "Your Liberty Bond will help stop this - Sus bonos de la libertad ayudarán a dar fin con esto"<sup>7</sup> This painting was painted for Americans to buy war bonds. This is a painting of a German soldier nailing an American Soldier to a tree and American soldiers coming to his rescue.

This artwork is trying to get Spanish speaking Americans to buy war bonds and help American soldiers out by stopping Germans from winning the war. The intended audience is Spanish Americans or allied forces to help by buying war bonds. The ideas of this painting are that if Americans see this they will want to buy war bonds, so that Germans will stop hurting the

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<sup>7</sup> Amorsolo, F. C., "Your Liberty Bond will help stop this-SUS bonis de la liberated ayudaran a dar fin con esto", Manila: Bureau of Printing, 1917

soldiers who are fighting for their homeland. If they buy war bonds than Germans can't hurt the Americans anymore and just like in the painting the Americans will run the Germans off.

Here is a poster that the British used to get their men to join the army. The artist of this painting is anonymous. The Title is called "Halt! Who goes there?"<sup>8</sup> This is a British painting and was made for British men to join the army. The art was published to gain the attention of British men saying that if they are a friend then join the British ranks. If they don't join the army then they are not a friend.

The art work is trying to get British men to join the British army by insisting that if they are friend then they would join the army, but if they don't then they aren't a friend and is considered an enemy. No person wants to be considered a traitor in their own country, so this would persuade men to join the army. The ideas of this painting are that this would make men see this and think that, if they are British then it is their duty to join the army. The want to be known as a brave man and not a traitor, s generally this would catch their attention and enlist in the army.

Another Poster that was used as Britain Propaganda was a poster titled "Are YOU in this?" This Poster has many things going on in it. There is an army tank with soldiers on it looking beyond ready to fight. Each soldier has a different uniform on representing which battalion they are fighting for. There are also women in the picture, one woman is a nurse, and the other is a woman that is doing chores. There is also a business man and a blacksmith showing that they are working. This poster is simply to ask the British country what they are doing to help out in the war. This shows that governments used propaganda to ask what their country was

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<sup>8</sup> "Halt! Who goes there?" Parliamentary Recruiting Committee, London, Hill, Siffken & Co. 1915

doing during the war. There are many ways to help out with the war and they needed everyone to play their parts in the war.

There are many uses of propaganda throughout the war. Propaganda was also used in film and the radio, but by using posters people could actually see the propaganda and almost to an extent could see what was going on in the war and why it was important for them to help out in any way possible. Posters could be hung up on store windows, be featured in local newspapers, or be in a popular magazine. People all over could look at the posters. Not all kids listen to the radio or got to watch film, it was easier for them to get ahold of some posters in newspapers and magazines. Posters were the most effective way to get people of all ages to see the propaganda and really understand it.

Propaganda was in many ways helpful during the war. It not only let the government dictate on what it wanted its citizens to see about the war, but also let people believe what the war was like and let them feel like they were playing a part in the war. Propaganda didn't win the war for the allies, but it did help out by raising money for the army and conserving food for the soldiers. Propaganda also aided in persuading people to enlist in the army. Countries had a hard time to get men to sign up for the war, so propaganda was used to persuade men into joining the army. By joining the army you are helping out your country as the best possible way.

Propaganda was not just for men, it was also a way to get all the other people who were unable to join the war. It got women to participate by conserving their food. Men who couldn't do their duty could help out by buying war bonds. Propaganda would also involve people that had a different dialect than that country, who were living there; the country would involve them by

having a dual language poster. Propaganda was used essentially for everyone to play a part in World War 1.

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