When investigating the poster art in this lesson, remember to use the Visual Thinking Strategy:

- What is going on in this image?
- What do you see that makes you think that?
- What more can we find?

**Propaganda is**

Investigate the symbolism, text, emotion, color, lighting, and form when trying to determine the message!

**“Uncle Sam Wants You” poster by James Montgomery Flagg**

**What is going on in this image?**

**What do you see that makes you think that?**

**What more can we find?**
“Beat back the Hun” poster by Frederick Strothmann and “Joan of Arc Saved France” poster by Haskell Coffin

<table>
<thead>
<tr>
<th>Compare and contrast depictions of German and French people:</th>
</tr>
</thead>
<tbody>
<tr>
<td>How might German-Americans react to this?</td>
</tr>
<tr>
<td>How might American view German-Americans?</td>
</tr>
<tr>
<td>Why would an artist emphasize Joan of Arc as a savior of France to motivate American women?</td>
</tr>
<tr>
<td>Can these posters tell us anything about gender roles in society during that era?</td>
</tr>
<tr>
<td>What is the symbolism of the weapons in each poster, and the water in the first poster?</td>
</tr>
<tr>
<td>What motivational themes do these posters have in common?</td>
</tr>
<tr>
<td>What emotions does each poster aim to generate within the viewer?</td>
</tr>
<tr>
<td>What do these two images convey about the horror or gallantry of modern warfare?</td>
</tr>
</tbody>
</table>
COMPARE AND CONTRAST THE FOLLOWING POSTERS:

“Civilization Calls” by James Montgomery Flagg
“Men Wanted To Build Aeroplanes” by E.W. Pirson
“Raised ‘em Myself” by Anonymous Artist

How do these images help motivate a society engaged in “total war”?

How do these posters counter the ideas of pacifism and American neutrality?

What ideas of self-sacrifice are contained within each poster?

“Civilization Calls”
“Men Wanted To Build Aeroplanes”
“Raised ‘em Myself”

How do these images bring the life and death struggle to Americans at home?

What symbols of American patriotism are contained in each image?

“Civilization Calls”
“Men Wanted To Build Aeroplanes”
“Raised ‘em Myself”

How do the text and images support each other in each poster?

What importance did food production play in society?

What role does propaganda play in society?