

**Think 'N' Write**  
**How did the war in Europe Affect people's lives at home?**

## Aim #27

A. How did the warring nations utilize propaganda during WWI?

B. Why is World War I known as the first "Total War"?

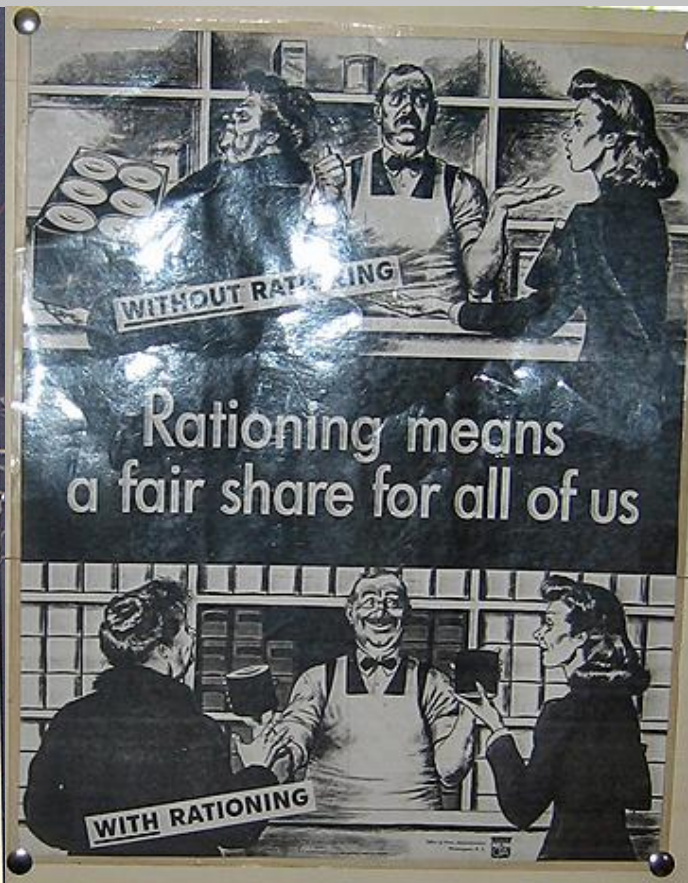
Chapter 26 Sec 2-3

Countries direct ALL their RESOURCES to the war effort

# **I. Uses of PROPAGANDA**

- Advertises a cause
- Attacks opponents
- Uses truths, half-truths or lies
- Omits information selectively
- Appeals to emotions
- Targets desired audiences
- Endorsements by famous people
- Uses famous images or symbols

1. Govt **rationed** or limited the amount of goods ppl could buy.



## 2. Encouraged citizens.



### 3. Exaggerated truths or made up stories to stir hatred.

IN BELGIUM



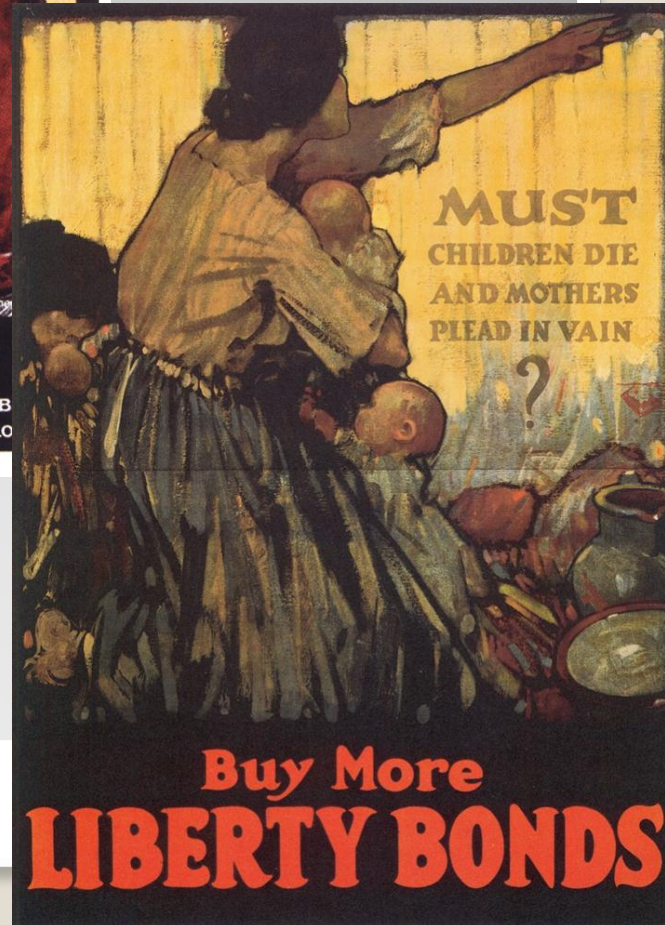
HELP

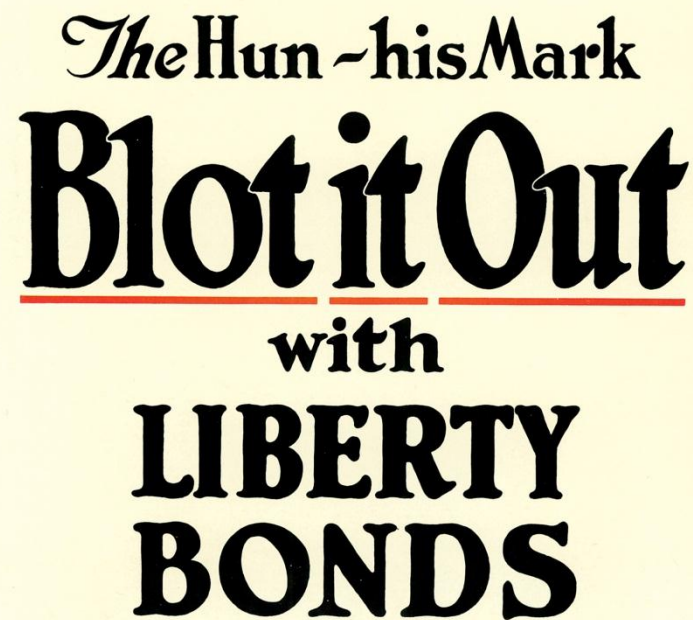
NATIONAL COMMITTEE FOR RELIEF IN B  
AFALGAR BUILDINGS, TRAFALGAR SQUARE, LO

WILL YOU STAND FOR THIS?



INTO CAPTIVITY-A SCENE IN A BELGIAN TOWN.







Flagg's 1917 poster




1914 British poster

## 4. Used manliness to encourage men.



# 5. Financial gain.



**General Pershing Says:-**

"The Task of Supplying an Army, the size of the American Expeditionary Forces in a Field of Operations, so many thousands of miles from home depots, was never before attempted. The Quartermaster Corps carried this task to a triumphant conclusion and thereby Made Possible the Success of Our Fighting Troops on the Marne, at St. Mihiel and in the Argonne."

## A Chance For You

Enlist in the Quartermaster Corps of the Army Where  
Business Training Makes One Man in Every Three  
a Sergeant or Higher in Grade

## Earn While You Learn

Pay \$30 as Private to \$105 per month for a Quartermaster  
Sergeant, Senior Grade---equal to \$90 to \$175 outside  
the Army. Enlist for 3 years, or 1 year if you  
have had previous service.

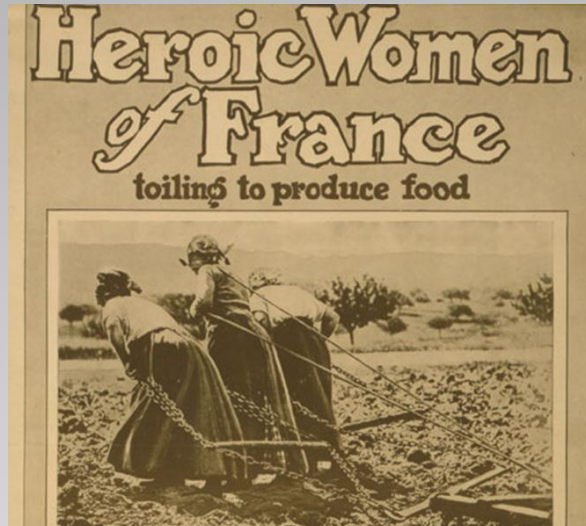
## Your Government Furnishes Everything

GO NOW to the nearest Army Recruiting Office or any Army Camp, Post  
or Station, or write the Quartermaster General of the Army, Washington, D. C., for  
FREE Booklet entitled "From Private to General" showing the latest War Pictures  
from France and Germany, together with other interesting information.

**ENLIST NOW WHILE VACANCIES EXIST**

MEN ARE NOW ENLISTING AT—

## 6. Encouraged women to help in the war effort.



January 15, 1918

# The Daily Mirror

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AN HISTORIC GROUP: BRITISH AND GERMAN SOLDIERS PHOTOGRAPHED TOGETHER.



# Total War

Control  
economy,  
all  
economic  
activity run  
by the govt.

Censor  
newspapers  
and  
produce  
propaganda

Rationing  
food

Woman  
asked to  
join the  
work force  
or be  
nurses.