

Explore the Archive

Propaganda

Background information

In 1939 the Ministry of information was created. They planned and created British propaganda at home and abroad.

Propaganda means presenting a point of view from only one side. It was used to persuade people to act or think in a particular way.

What was it used for in war time Britain?

1. To encourage people that the enemy needs to be fought because it is evil.
2. To persuade those on the Home Front to work for the war effort.
3. To encourage people on the Home Front to grow their own food, to save and recycle.
4. To persuade those on the Home Front to give money to the war effort.
5. To tell the public only what the government wanted them to know about the war.
6. To make enemy troops nervous and feel bad about the war.
7. To stop people passing on information that could help the enemy

At the time there were few TV's, no computers and no internet. So how did they persuade people? They held public meetings, there were government announcements on the radio, stories in the newspapers, special films and lots of posters.



Poster No.: 1999.753 © Horsham District Council's Horsham Museum and Art Gallery

National Poster put up in Horsham to persuade people to save bones.

On the Horsham Posters Website we have small collection of World War Two propaganda posters that were put up in Horsham. For even more examples please look at the Imperial War Museums website:

www.iwm.org.uk/learning/resources/second-world-war-posters

All of these posters emphasise their message in more than one way. For example:

- They could use persuasive words and phrases used like 'needed' and 'back the great attack.'
- Important words might be put in **BOLD**
- Important phrases could be in **different colours** to emphasise the message
- Blocks of colour can be used to make the **text and message** stand out
- An image could be used that suggests how good the experience will be or that doing what they ask will make you proud.

The government had also used propaganda posters in world war one. In fact we have over a hundred world war one posters at Horsham Museum. Many of the posters in both Wars were appeals. These appeals used propaganda to support their messages.



Activity: Comparing propaganda

To complete this activity you will need a computer/iPad connected to the internet.

Visit our website www.horshamposters.com. Use the search boxes on the right hand side to look up World War One subcategory appeals and World War Two subcategory appeals. Tips on how to search the archive can be found in the Education section of the website.

Working in pairs or groups can you answer the questions below?

Look at the posters in World War Two Appeals.

1. Name two types of propaganda you can see on the posters.
(Use the examples of what propaganda was used for in the background information to help you).

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2. What is it about the posters that emphasises their message?

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Now look at World War One Appeals.

1. Can you find a poster that uses the same type of propaganda message as a WW2 poster?
2. What does it use to emphasise its message?

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Look at the World War One and World War Two appeals as a class.

Which posters do you think are the most persuasive? Why?

