

Poster Analysis Worksheets – Sample Answers

Food Will Win the War

1. What are the main colors used in the poster? *Red, White, Blue and Gray*
2. What symbols (if any) are used in the poster? *The Statue of Liberty and Red, White and Blue*
3. If a symbol is used, is it
 - a. clear (easy to interpret)? *Yes, the Statue of Liberty is a clear image and represents the symbol of freedom and immigration.*
 - b. memorable? *Yes, the colors red, white, and blue are used in a rainbow. The unique use of these colors in a rainbow is memorable.*
 - c. dramatic?
4. Are the messages in the poster primarily visual, verbal, or both? *Both, the visuals compliment the words. The “You” is reinforced by the images of people who came to Ne York as immigrants to seek a better life.*
5. What does the Government hope the audience will do? *The government hopes that the audience will not waste food so that it can be used by the soldiers and our allies.*
6. What Government purpose(s) is served by the poster? *Preservation of resources*
7. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? *This is an effective poster. The symbol of the Statue of Liberty and the red, white, and blue rainbow convey the message of the U.S. as a better place for people. The combination of the military ship on one side and people on the other make it clear that you must not waste food in order to support the war effort.*
8. What propaganda technique(s) is being used in the poster?
Propaganda techniques: transfer, plain folks, glittering generalities
9. What is the intended emotion this poster is trying to convey?
Intended emotion: duty, guilt
10. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public may feel as if people who have recently moved to the U.S. “owe” their new country and must play a role in the war effort. The audience of the poster may feel a sense of duty and a feeling of guilt that they have to support the war.

Be Patriotic

11. What are the main colors used in the poster? *Red, White, and Blue*
12. What symbols (if any) are used in the poster? *Red, White and Blue, American flag*
13. If a symbol is used, is it
 - a. clear (easy to interpret)? *Yes, the woman is dressed in an American flag, representing the government.*
 - b. memorable?
 - c. dramatic? *Yes, the woman’s pose is dramatic and emotional. She is reaching out for help.*
14. Are the messages in the poster primarily visual, verbal, or both? *Both, the visuals compliment the words. The woman’s actions make it clear that the government needs people to be patriotic and save food.*
15. What does the Government hope the audience will do? *“Be patriotic” and save food for the wary effort.*
16. What Government purpose(s) is served by the poster? *Preservation of resources*
17. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? *This is an effective poster. It is a very simple image of a woman, dressed in an American flag, urging for people to be patriotic and save food for the war effort.*
18. What propaganda technique(s) is being used in the poster?
Propaganda techniques: transfer, glittering generalities, name calling
19. What is the intended emotion this poster is trying to convey?
Intended emotion: duty, sadness
20. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public might like if they don’t save food to support the war effort they are not being patriotic and they are letting this woman representing the country down.

We're All in the Army Now

1. What are the main colors used in the poster? **Red, White, and Blue**
2. What symbols (if any) are used in the poster? **Red, White and Blue, Uncle Sam**
3. If a symbol is used, is it
 - a. clear (easy to interpret)? **Yes, the face of Uncle Sam is the largest image on the poster.**
 - b. memorable? **Yes, the image of Uncle Sam stands out because of the expression on his face.**
 - c. dramatic? **Yes, the serious look on Uncle Sam's face conveys a serious tone.**
4. Are the messages in the poster primarily visual, verbal, or both? **Both, the visuals compliment the words. Uncle Sam's salute to the workers is conveying the message that "we're all in the army now."**
5. What does the Government hope the audience will do? **Work hard to support the war effort.**
6. What Government purpose(s) is served by the poster? **Engaging workers to support the war effort.**
7. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? **This is an effective poster. The image of Uncle Sam saluting the workers on the poster is a clear message of "we're all in this together" to win the war.**
8. What propaganda technique(s) is being used in the poster?
Propaganda techniques: bandwagon, transfer
9. What is the intended emotion this poster is trying to convey?
Intended emotion: duty, pride
10. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public might feel like "we're all in this together" and that they play an important role in the war effort.

Bonds or Bondage. Everybody Every Pay day. 10 Percent.

1. What are the main colors used in the poster? **Red, White, Blue, Black and Gray**
2. What symbols (if any) are used in the poster? **Red, White and Blue, American flag, ball and chain**
3. If a symbol is used, is it
 - a. clear (easy to interpret)? **Yes, American flag is used to represent the positive "Bonds" side of the poster.**
 - b. memorable? **Yes, the poster is split in half with two different scenarios, which make it memorable.**
 - c. dramatic? **Yes, the contrast between Bonds or Bondage is dramatic.**
4. Are the messages in the poster primarily visual, verbal, or both? **Both, the visuals compliment the words. The choice between bonds or bondage is clearly conveyed through the positive images in color and the negative possibility in the gray and black.**
5. What does the Government hope the audience will do? **Purchase bonds to support the war effort.**
6. What Government purpose(s) is served by the poster? **Raising money by encouraging workers to purchase war bonds.**
7. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? **This is an effective poster. The contrast between the images creates a direct message that if you don't purchase war bonds you will end up in bondage. Everything will go from positive to negative.**
8. What propaganda technique(s) is being used in the poster?
Propaganda techniques: card stacking, transfer
9. What is the intended emotion this poster is trying to convey?
Intended emotion: fear
10. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public might feel compelled to support the war effort because they are afraid of the consequences.

Abraham Lincoln

1. What are the main colors used in the poster? **Red, White, Blue, Black and White**
2. What symbols (if any) are used in the poster? **Abraham Lincoln**
3. If a symbol is used, is it
 - a. clear (easy to interpret)? **Yes, the accompanying words make it clear that his image is being used to gather support for U.S. bonds.**
 - b. memorable? **Yes, the use of just Abraham Lincoln's head is unexpected.**
 - c. dramatic?

4. Are the messages in the poster primarily visual, verbal, or both? ***Both, the visuals compliment the words. The image of Abraham Lincoln and the American flag banner first catch your eye and then once you read the text it becomes clear that you must be like Abraham Lincoln, support the American ideals of liberty and equality and purchase war bonds.***
5. What does the Government hope the audience will do? ***Purchase bonds to support the war effort.***
6. What Government purpose(s) is served by the poster? ***Raising money by encouraging workers to purchase war bonds.***
7. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? ***This is an effective poster. The images are simple and the focus is on the text. By reading the text the audience understands that they can be like Abraham Lincoln, and support liberty and equality, by supporting the troops and the government through the purchase of war bonds.***
8. What propaganda technique(s) is being used in the poster?
Propaganda technique: testimonial
9. What is the intended emotion this poster is trying to convey?
Intended emotion: inspiration, pride
10. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public might feel inspired to “be like Abraham Lincoln” and support the ideas of liberty and equality (just like he did) by supporting the war.

Be a Regular Fellow

1. What are the main colors used in the poster? ***Red, White, and Blue***
2. What symbols (if any) are used in the poster? ***The colors and shapes of the American flag.***
3. If a symbol is used, is it
 - a. clear (easy to interpret)? ***Yes, the use of red, white, and blue convey the idea that the text is connected to being an American.***
 - b. memorable?
 - c. dramatic?
4. Are the messages in the poster primarily visual, verbal, or both? ***Verbal.***
5. What does the Government hope the audience will do? ***Work in order to purchase bonds to support the war effort.***
6. What Government purpose(s) is served by the poster? ***Raising money by encouraging workers to purchase war bonds.***
7. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? ***This is an effective poster. The text is simple and easy to read. The use of numbers and underlining/capitalizing of text makes it clear that everyone can be a “regular fellow” and support the war effort.***
8. What propaganda technique(s) is being used in the poster?
Propaganda techniques: plain folks
9. What is the intended emotion this poster is trying to convey?
Intended emotion: pride, inspiration
10. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public might feel inspired to become a “regular fellow” and work hard to purchase bonds and support the war effort.

Keep Old Glory Forever Free, Buy More Bonds for Victory

1. What are the main colors used in the poster? ***Red, White, Blue, Yellow***
2. What symbols (if any) are used in the poster? ***American flag (Old Glory), Statue of Liberty***
3. If a symbol is used, is it
 - a. clear (easy to interpret)? ***Yes, the use of the flag and the Statue of Liberty are the primary images in the poster.***
 - b. memorable?
 - c. dramatic? ***Yes, the size of the flag and Statue of Liberty in the poster conveys the message that your focus should be on supporting the country and ideas that are represented by both images.***
4. Are the messages in the poster primarily visual, verbal, or both? ***Both. The images support the text.***
5. What does the Government hope the audience will do? ***Purchase bonds to support the war effort.***
6. What Government purpose(s) is served by the poster? ***Raising money by encouraging people to purchase war bonds.***
7. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? ***This is an effective poster. The message is direct. In order to keep our country safe and “Old Glory” free, war bonds need to be purchased for victory.***

8. What propaganda technique(s) is being used in the poster?
Propaganda techniques: transfer
9. What is the intended emotion this poster is trying to convey?
Intended emotion: pride, inspiration
10. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public might feel inspired to support their country and sense of freedom by supporting the war effort by purchasing war bonds.

Join the Parade of Winners

1. What are the main colors used in the poster? **Red, White, and Blue**
2. What symbols (if any) are used in the poster? **the colors of the American flag**
3. If a symbol is used, is it
 - a. clear (easy to interpret)? **Yes, due to the fact that the use of the colors of the flag are the only colors used in the poster.**
 - b. memorable? **The red, white and blue colors stand out and their messages are the primary focus of this poster.**
 - c. dramatic?
4. Are the messages in the poster primarily visual, verbal, or both? **Both. The images support the text. The text tells you to join a parade of winners with war bonds. The images tell you that this "parade" is of average workers who can support the war.**
5. What does the Government hope the audience will do? **Purchase bonds to support the war effort.**
6. What Government purpose(s) is served by the poster? **Raising money by encouraging people to purchase war bonds.**
7. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? **This is an effective poster. The use of the word parade with the image of workers lining up to support the war is unusual and memorable.**
8. What propaganda technique(s) is being used in the poster?
Propaganda techniques: bandwagon, glittering generalities
9. What is the intended emotion this poster is trying to convey?
Intended emotion: pride, sense of belonging
10. How might this poster impact public opinion during the time this poster was released?
Impact on public opinion: The public might feel inspired to "be a winner" and support the war effort through the purchase of war bonds. They might feel like they want to feel "part of the group" and will support the war if that means being part of the "parade."