

Propaganda Objectives & Tools

Common Objectives of Wartime Propaganda



Recruitments of soldiers, either through a draft or voluntary enlistment.



Conservation of resources- such as food, oil, and steel- necessary to wage war.



Financing the war effort through the sale of war bonds (loans from citizens to the government) or new taxes.



Participation in home front organizations to support the war effort



Eliminating dissent (disagreement w/ govt. and its actions) and unifying the country behind the war effort.

Common Tools used in Wartime Propaganda

Demonization- This tool involves portraying the enemy as purely evil, menacing, murderous, and aggressive.

Emotional Appeals- This tool involves playing on people's emotions to promote the war effort.

Name Calling- This tool involves using loaded labels to encourage hatred of enemy.

Patriotic Appeal- This tool involves using patriotic language or symbols to appeal to people's national pride.

Half-Truth or Lies- This tool involves deception or twisting the truth.

Catchy Slogans- This tool involves using memorable phrases (usually short) to increase support for the war effort.

Humor or Caricatures- This tool involves capturing the viewer's attention through the use of humor to promote the war effort. The enemy is almost the butt of the jokes used by propagandists.