

Name _____ **Propaganda**



What is Propaganda?

Propaganda is a type of communication meant to influence people's beliefs, feelings, or actions. It often uses images, slogans, and emotions to persuade large groups of people. Propaganda can be patriotic, inspiring, or intimidating - and it always serves the purpose of the group who created it.

Example: World War II – “We Can Do It!” (Rosie the Riveter, 1943)

Poster Description: A brightly colored poster shows a woman with rolled-up sleeves, wearing a blue work shirt and a red polka-dot bandana. She flexes her arm, looking directly at the viewer with determination. Above her head, bold letters declare: “We Can Do It!”

Historical Context: During World War II, millions of American men were serving overseas. To keep factories running, women were encouraged to join the workforce in record numbers. The “Rosie the Riveter” campaign was designed to convince women that working in factories was patriotic and powerful.

Questions

1. Who was the intended audience for this poster, and why?
2. How does the image of Rosie (flexing muscles, confident gaze) challenge traditional ideas of women’s roles in the 1940s?
3. What feelings might the slogan “We Can Do It!” inspire in women during wartime?
4. Why would the U.S. government want women to see themselves as strong and capable?
5. How might this poster have lasting effects beyond the war years?