



Norfolk Public Schools
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English 12th



Phase II
April 6 to April 24, 2020

Name:
School:
Teacher:

NPS Curriculum & Instruction

#NPS LITERACY
 STRATEGIC.
 AUTHENTIC.
 ENGAGED.

NPS English Office

Learning in Place 2020/Phase II

12th Grade



Daily Reading	READ 14.2: Each day read for 15 minutes, something of choice, and complete the reading log including the title of the book/text, the number of pages read, and a hashtag summary of what was read. The reading log is on the back of this sheet. A sample entry is included.
Daily Writing	Three times a week, reflect on how our theme of change connects to current events by journaling your thoughts and feelings about the question and ideas here: How has the COVID-19 pandemic changed your life? Some changes may be positive and others may be negative. Write about these changes, your response both internally and externally to these changes, and how you can move forward in such uncertain, ever-changing times. Feel free to add drawings, cartoons, and sketches of your own to express how you are feeling.

For the texts assigned below, you are expected to annotate **each paragraph** thoroughly either on a printed version or on a separate sheet of paper by writing a hashtag summary or sketchnoting/doodling something that captures the key information of each paragraph and writing one inference that you can make from that paragraph. Remember that an inference is a conclusion you make based on what you read + what you already know! You are also to write a one to two page response to the “Response to Text” question that accompanies the text.

April 6-10

Theme	Weekly Reading	Response to Text Question
Change: How does change affect an individual’s life? How is change a constant in society? How do people react to change and conflict?	“How American Industry Won World War II” and “50 Ways Companies are Giving Back”	In the first article, you learn that in order to supply the warships, aircrafts, and manpower required to emerge victorious in WWII, many people had to work together to create imperative change: assembly line workers, engineers, business owners, executives, and military personnel. Today, we are seeing this same kind of “one for all” spirit emerging in America as corporations such as Walmart, Target, Ford, and GE work together to help meet the many needs of our country. In the context of these two articles, compare how Americans created or are creating change during times of crisis. Cite evidence from the texts and other ways companies and average Americans are effecting change all over the country.

April 13-17 Spring Break

April 20-24

Theme	Weekly Reading	Response to Text Question
Change: How does change affect an individual’s life? How is change a constant in society? How do people react to change and conflict?	Wartime Propaganda Posters	Considering what you learned on these pages about the effects of propaganda, create two propaganda “posters.” They may be the size of a piece of paper. One poster should try to invoke fear and panic about COVID-19, and one should try to minimize and downplay the danger of COVID-19.

Name: _____ Class: _____

How American Industry Won World War II

By Mike Kubic
2016

In this article, Mike Kubic, a former correspondent of Newsweek, discusses the role of industry in the United States in World War II. The demands of participating in the second World War revitalized American industry and made the United States a global leader in production. The enhanced warships and aircrafts provided by the United States were crucial to securing victory for the Allied forces. As you read, take notes on the impact of the war and its demands on American life, in terms of both individuals and institutions.

[1] In Freedom's Forge, an in-depth account of the role American industry played in World War II, Arthur Herman tells a story that illustrates the abysmal¹ condition of the U.S. military at the onset of that global conflict. In the summer of 1939, mere weeks before Hitler's Wehrmacht² invaded Poland, Brigadier General George Patton—who would go on to become a legendary wartime commander—took charge of a unit with 325 tanks that needed certain nuts and bolts to keep them working. Patton tried, without success, to order the hardware from the Army quartermaster.³ In the end, he ordered the nuts and bolts from a Sears catalogue and paid for them out of his own pocket.



"B-29" by Michael Bludworth is licensed under CC BY-NC 2.0.

On the eve of the most cataclysmic⁴ war in history, the American army was so short of equipment that it used borrowed Good Humor trucks as make-believe tanks in military maneuvers.

Yet by the end of the war, the U.S. produced two-thirds of the weapons and equipment used by the Allies (primarily the U.S., Great Britain, and the Soviet Union) to defeat the Axis of Germany, Japan and Italy. In 1945, Joseph Stalin, the dictator of the Soviet Union (who would become, after the war, a major U.S. adversary)⁵ publicly acknowledged that "Without American production, [the Allies] could never have won the war."

This Herculean achievement⁶ was made possible by the total mobilization of American industry, the country's labor force of 54 million, and the genius of thousands of military and civilian engineers, scientists and executives. Many of the civilian volunteers were given military ranks and uniforms, and some, who were independently wealthy, toiled for Uncle Sam for \$1.00 a year.

1. **Abysmal (adjective):** extremely bad; appalling
2. The unified armed forces of Nazi Germany from 1935 to 1946.
3. A military officer responsible for providing quarters, rations, clothing, and other supplies.
4. **Cataclysmic (adjective):** extremely bad or harmful
5. World War II was followed by the Cold War, a period of political and military tension between the United States and the Soviet Union.
6. An accomplishment requiring great strength and effort.

- [5] During America's four years of involvement in the war, these members of our "Greatest Generation" put 324,000 military aircrafts in the air, launched 6,771 large ships (including 349 destroyers), and supplied the Allied ground forces with 2.5 million tanks, trucks, and jeeps; 2.7 million machine guns; and 250,000 pieces of artillery. Three American products exemplified⁷ the nation's decisive contribution to the military triumph of the Allies:

I. Liberty Ships

As an island nation, Britain required more than a million tons of imported material each week to survive and fight throughout the war. Hitler's Germany, which had the world's greatest fleet of modern submarines, attacked the convoys⁸ of England-bound merchant ships ferociously and sank hundreds of them in an attempt to cut off the British lifeline.

Even before the U.S. entered the war in December 1941, President Franklin Delano Roosevelt came to Britain's aid. In March, he and British Prime Minister Winston Churchill agreed on a lend-lease arrangement under which the U.S. would lend the Royal Navy 50 WWI destroyers to protect the convoys and the U.S. was given the use of British military bases in Bermuda, Newfoundland, and the West Indies. But the biggest help came when American ship builders set out to shore up Britain's supply line by building replacements for the torpedoed⁹ cargo ships.

Using a basic British design, American experts created a vessel that was oil-fired (rather than coal-fired), so that it could be refueled at sea; simplified its production by using welding¹⁰ instead of rivets;¹¹ and enlarged its cargo capacity so that it could carry ten thousand tons of material. Essentially a floating boxcar, each Liberty ship could deliver everything from tanks and bombers to wheat and corn. Most importantly, it could be mass-produced in record time and numbers, in 18 U.S. shipyards—mainly in Baltimore, Richmond, and Portland, Maine—where the keels¹² for the 2,710 Liberty ships were laid.

The Liberty ships were nothing to look at: President Roosevelt, who launched the first of them in September 1941, called them "dreadful looking." But in England, similar ships took several months each to build while, in the U.S., each was completed on the average in less than six weeks. As many as 14 Liberty ships were launched each day, and they quickly became the beasts of burden¹³ of American aid.

- [10] By the end of the war, they had transported a total of \$50.1 billion (equivalent to \$659 billion today) worth of arms and food supplies, \$31.4 billion of which went to Britain, \$11.3 billion to the Soviet Union, \$3.2 billion to France, \$1.6 billion to China, and the remaining \$2.6 billion to other Allies. Further, the Liberty ships stayed in service for a long time.

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7. **Exemplify (verb):** to be a typical or best example of
 8. **Convoy (noun):** a group of ships traveling together, typically accompanied by armed warships or troops for protection
 9. To attack or sink a ship with a torpedo, a self-propelled underwater missile.
 10. **Weld (verb):** The process of joining together metal pieces by heating the surfaces to the point of melting by using a blowtorch and uniting them by pressing or hammering
 11. Short metal pins or bolts for holding together two pieces of metal.
 12. A keel is a longitudinal structure along the centerline at the bottom of a vessel's hull. It serves to increase the vessel's stability.
 13. The phrase "beasts of burden" literally refers to an animal, such as a mule or a donkey, that is used for carrying loads.

Although many were sunk by the German U-boats,¹⁴ 2,400 survived the war, and hundreds of them were used to carry American GIs to the European bases of the North Atlantic Treaty Organization (NATO)¹⁵, and to bring wartime refugees to the U.S. By 1959, 16 of them were converted by the U.S. Navy into radar picket ships.

II. B-29, the Flying Superfortress

Nazi Germany started WWII as well prepared for battle in the skies as it was on the seas. Hitler's Luftwaffe¹⁶ had tested its doctrines and aircraft in the Spanish Civil War, and by 1939, it had tens of thousands of the most sophisticated and technologically advanced military aircraft and well-trained and experienced pilots. In 1940, as part of its blitzkrieg,¹⁷ Germany sent 1,380 heavy bombers to wreak ruin and destruction in England.

By contrast, the U.S. Army Air Force (later renamed the U.S. Air Force) in 1940 had a total 1771 combat aircraft, only 46 of which were heavy bombers. But, spurred by the need to prepare for war and British orders for \$1.2 billion worth of warplanes, American airplane manufacturers developed a new system of mass production.

By adopting the assembly line¹⁸ methods of the automobile industry, organizing in-time parts deliveries, and launching three shifts a day, American aviation rose from the 41st to the top-producing industry of the U.S. within two years.

[15] In 1944, each American airplane factory worker more than doubled the output of his/her German counterpart and quadrupled the output of his/her Japanese counterpart, and American industry was moving a war plane on the runway every five minutes. By the end of 1941, the manufacturing of U.S. combat aircraft had shot up to 8,395; it nearly tripled a year later, to 24,669; and by the end of the war, America was producing 74,564 war planes a year—15,057 of which were heavy bombers.

Nothing, however, approached the feat of constructing the B-29, the most advanced, expensive, and devastating flying warplane of the war.

In design since 1938, the plane was described by Herman as “the most massive project in the history of aeronautics.”¹⁹ Later known as the “Flying Superfortress,” the B-29 was the brainchild of Charles Lindbergh, the first pilot to fly solo from New York to Paris. It had five principal manufacturers (Boeing, North American, Bell Aircraft, Wright Aeronautics, and GM's Fisher Body) and 1,400 subcontractors who manufactured the plane's 40,000 parts and shipped them to plants in Kansas, Georgia, Nebraska, and Washington.

Assembled by 1,500 workers—including hundreds of women, known as “Rosies the Riveters”—on six separate assembly lines, the enormous plane was at first pronounced to have “more bugs than the Entomology²⁰ Department of the Smithsonian Museum.” But after 900 engineering changes it became the most formidable²¹ and long-distance projection of America's armed might.

14. submarines

15. An alliance of countries from North America and Europe based on a commitment to collective defense.

16. Luftwaffe is the German term for air force.

17. Blitzkrieg is a type of military strategy widely used by the Nazis during World War II, in which they would use tanks and other motorized vehicles to swiftly attack their enemies.

18. A series of workers and machines, who work together to mass produce a single product.

19. The science or practice of travel through air.

Almost 100 feet long, weighing 58 tons, and powered by four engines, it climbed higher and faster than most fighter planes, and cruised for 5,330 miles—the distance from New York to San Francisco and back. Bristling with machine guns and capable of delivering 20,000 pounds of explosives, the Superfortress was primarily used for major air raids on very distant targets.

- [20] One of these raids, carried out by 334 B-29s, took place in March 1945. It destroyed 16 square miles of Tokyo and killed 83,000 people. It was the most apocalyptic²² air attack of the war until the B-29s dropped atomic bombs on Hiroshima and Nagasaki.

III. The Manhattan Project

The A-bomb²³ development began modestly in 1939 as a U.S.-British top-secret project, but it grew to an effort involving hundreds of the world's best scientists and industrial leaders and more than 130,000 workers in the U.S., Britain, and Canada. The so-called "Manhattan Project" cost nearly \$26 billion in today's dollars.

Over 90 percent of the expenditures²⁴ went to the production of fission material²⁵ and to research and testing facilities at 30 sites in the U.S. (mainly Oak Ridge, Tenn., Los Alamos, N.M., Argonne, Ill. and Hanford, Wash.), Britain, and Canada. The actual cost of the development and production of the first two A-bombs was less than 10 percent of the total.

President Harry S. Truman authorized the use of the atomic weapons only three months after the German defeat in Europe, after Japan rejected the Allies' offer issued on July 26, 1945 at the Potsdam conference. The proclamation outlined the terms of surrender for the Empire of Japan and warned that, were it not accepted, Japan would face "prompt and utter destruction."

As Japan continued fighting and the U.S. faced the prospect of 150,000 GI casualties in the invasion of the Japanese islands, on August 6, a B-29 dropped an A-bomb on the industrial city of Hiroshima.

- [25] Sixteen hours later, President Truman called again for Japan's surrender and warned the Japanese that otherwise they had to "expect a rain of ruin from the air, the like of which has never been seen on this earth."

When the Japanese government still did not respond, on August 9, another B-29 dropped a second A-bomb on the city of Nagasaki.

The two bombings killed at least 129,000 people in total.

On September 2, less than a month after the Nagasaki bombing, Japan surrendered, effectively ending World War II.

20. The branch of zoology concerned with the study of insects.

21. **Formidable** (*adjective*): inspiring fear or respect through being impressively large, powerful, intense, or capable

22. **Apocalyptic** (*adjective*): Resembling the end of the world; catastrophic and highly dangerous

23. The atomic bomb, a nuclear weapon that uses nuclear fission as its source of energy.

24. Expenses

25. The substance capable of sustaining a nuclear fission chain reaction, the process which powers nuclear explosives.

As surprising as it may be, Freedom's Forge includes a statistic that puts the civilian contribution to the WWII victory in a rarely noted context: "The number of workers, male and female, who were killed or injured in the U.S. industries in 1942-43 exceeded the number of Americans killed or wounded in uniform, by a factor of twenty to one."

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50 Ways Companies Are Giving Back During The Coronavirus Pandemic

Blake Morgan Senior Contributor forbes.com

Mr. Rogers once said, “When I was a boy and I would see scary things in the news, my mom would say to me ‘Look for the helpers. You will always find people who are helping.’” And that can be no truer than now. I live in the Bay Area where there has been a mandatory shutdown. It is bizarre to see the grocery store ransacked, the schools empty, and the explosion of mass hysteria on social media. Most people’s lives have been completely upended by the Corona Virus or COVID-19 sweeping the world. That said, today I’m highlighting 50 helpers. When the pressure is on, and governments are overloaded, it is up to businesses large and small to do things that will better their employees, customers and the community at large, until this difficult time passes. We’ve even seen famous musicians like [John Legend](#), [Keith Urban](#) and [Pink](#) play free concerts for people isolated at home. From a business and government perspective, what we have seen in the last few weeks and days, is how fast we can move and make decisions when we want to affect change as a society. But let’s get to the recognition.

Here are 50 Examples of Companies Doing Good For The World During This Corona Virus Pandemic:

1. Microsoft announced that they will [keep paying the hourly workers](#) who support their campus.

2. Google established a [COVID-19 fund](#) that enables all temporary staff and vendors, globally, to take paid sick leave if they have potential symptoms of COVID-19, or can’t come into work because they’re quarantined. They have also made their video conferencing service, Hangouts Meet, available for all G-suite customers until July 1, 2020.

3.Loom, a video recording and sharing service [has made Loom Pro free](#) for teachers and students at K-12 schools, universities, and educational institutions. They have also removed the recording limit on free plans and have cut the price for Loom Pro in half.

4.Mark Cuban announced that any of his employees (including those who work for the Mavericks) [will be reimbursed](#) for any lunch and coffee purchases from local, independent small businesses.

5.Forbes8 is [hosting a free digital summit](#) on March 20, 2020 under the theme of Business Resilience: Thriving in Crucial Times. The speaker roster includes top experts and best-selling authors such as Chris Brogan, Rohit Bhargava, and Dorie Clark. Many of the speakers were slated to speak at the cancelled SXSW this year.

6.Shine Distillery in Portland started [making and giving away hand sanitizer](#) in an acute shortage.

7.The Barbara Bush Foundation for Family Literacy's in-house team of literacy and education experts has created a [toolkit of high-quality online resources](#) that can be used anytime, anywhere, helping parents navigate the vast amount of available options.

8.LinkedIn is [opening up 16 of its learning courses](#) for free. Courses that provide tips on how to stay productive, build relationships when you're not face-to-face, use virtual meeting tools and balance family and work dynamics in a healthy way.

9.Jamm, an audio-visual communication tool used by remote and distributed teams is offering it [free of charge](#).

10.Adobe is giving higher education and K-12 institutional customers of their Creative Cloud apps the ability to request temporary "at-home" access for their students and educators. This is [being granted through May 31, 2020](#) at no additional cost and is available globally.

11.Meero, a file transfer service, is offering [free large-file transfers](#) to ease remote working.

12.OneDine is offering a [free Tap & Pay](#) Touchless Payment system to restaurants during the COVID-19 crisis.

13.Amazon is hiring 100,000 more workers and [giving raises](#) to current staff to deal with coronavirus demands.

14.Chef José Andrés of LA set up shop in California earlier this month to feed cruise ship guests quarantined from the outbreak. Andrés announced this week he will transform eight of his New York and Washington, DC, restaurants into [community kitchens](#) for those struggling during the pandemic.

15.Sweetgreen has announced it will start [dedicating Outpost operations](#) and teams to support “those on the front lines” (meaning hospital workers and medical personnel) by delivering free salads and bowls to hospitals in the cities it serves.

16.&Pizza’s CEO Michael Lastoria notified employees last week that the company is offering [free, unlimited pizzas](#) to them and their immediate families, as well as to hospital workers who show identification. The company is also raising hourly pay by \$1 and 14 days of “health and safety pay” to employees who have tested positive or who have come in contact with someone with coronavirus.

17.Everytable, a Los Angeles-based café [launched a helpline](#) to ensure that everyone in its market has access to healthy meals during this time.

18.Starbucks has extended its [mental health benefits](#). In partnership with Lyra Health, Starbucks is offering its partners personalized, confidential mental health care, 20 free in-person or video sessions every year for partners and each of their eligible family members, online scheduling with most providers available within two weeks, and access to a provider network of mental health therapists and coaches.

19. UberEats and DoorDash have [waived commission fees](#) for independent restaurant partners, while Postmates has launched a pilot program for small businesses that temporarily waives commission fees for businesses in the SF Bay Area.

20. Dolce & Gabbana announced that it has partnered with Humanitas University to fund a [coronavirus research project](#).

21. Giorgio Armani has donated \$1.43 million dollars to [four hospitals](#) in Rome and Milan, as well as to the Civil Protection Agency.

22. French luxury group Kering, which owns brands like Gucci and Bottega Veneta, [has donated](#) 2 million euros to help the fight against the coronavirus outbreak.

23. Miuccia Prada and Patrizio Bertelli, the CEO of Prada, came to the region's aid by [donating two full intensive care and resuscitation units](#) each to three Milanese hospitals.

24. Alphabet (Google's parent company) created a COVID-19 fund to [provide sick leave](#) to affected workers globally, including all temporary staff, contractors, and vendors.

25. Amazon just announced that it will offer [unlimited paid sick leave](#) over the next month, but only for those who test positive for COVID-19.

26. Apple is now offering its retail staff [unlimited paid sick leave](#) to anyone experiencing coronavirus systems.

27. Darden Restaurants (Olive Garden, Longhorn Steakhouse, others) has announced [paid sick leave](#) for all of its hourly workers not currently covered by a corporate policy.

28. McDonald's has stated that it will [cover sick leave](#) for any employees at corporate-owned locations who are asked to quarantine for two weeks.

29. Walmart has deployed an [Emergency Leave](#) program, which provides time-off for employees depending on various coronavirus threat levels.

30. Uber announced they will provide 14 days of [sick pay for drivers](#) or delivery workers – technically considered independent contractors who have not previously qualified for paid leave or benefits – who are sick with the coronavirus or are required to be isolated.

31. Amazon created a \$25M fund to help its delivery drivers and seasonal workers [cope with coronavirus](#), and a \$5M dollar fund to help affected small businesses in Seattle.

32. Amazon and Microsoft have each pledged \$2.5 million, with the possibility of more, to [help out those afflicted](#) by the disease in Seattle.

33. Bank of America, Goldman Sachs, Bank of New York Mellon, Citigroup, JP Morgan Chase, Morgan Stanley, State Street, and Wells Fargo have [stopped all stock buybacks](#) for the 2nd quarter in order to maintain their solvency and liquidity for customers during the outbreak.

34. Comcast, Charter, Verizon, Google, T-Mobile and Sprint have [signed a pledge](#) to keep Americans internet-connected for the next 60 days, even if people cannot afford to pay.

35. Delta's CEO is [forgoing his salary for the year](#) to try and diminish layoffs.

36. Disney has closed its parks and cruises in response to coronavirus. They have promised to [continue paying their employees](#) during the closure, and will give refunds to all those who had planned on visiting.

37. Hilton is [waiving cancellation fees](#) to their hotels for people in coronavirus infected countries.

38. Salesforce has created a \$1.5 million dollar [coronavirus fund](#) for affected citizens in San Francisco.

39. Southwest Airlines CEO Gary Kelly has taken a [10% pay cut](#) as a preliminary measure to offset the decreased demand for flights.

40. U-Haul has announced [30 days of free self-storage](#) to all college students who have been impacted by schedule changes at their universities.

41. United's CEO and President said they would [forgo their base salaries](#) until at least June 30.

42. Workday is giving their employees an [additional 2 weeks of pay](#) in order to help them during the coronavirus fallout.

43. Apple has closed all of its stores outside of Greater China, and will re-open in several weeks after an extensive deep cleaning. All [employees will be paid](#) for the duration of the closure.

44. Lululemon is closing all of their stores in North America and Europe for the next two weeks. Their [employees will be paid](#) for all of the hours they were scheduled to work.

45. REI is closing their stores until March 27th, and all of their [employees will be paid](#) during this temporary closure.

46. Starbucks has moved to a ["to-go" model](#) until the end of March in all of their U.S. and Canadian stores. They will also close stores in heavily infected areas.

47. VF Corp is closing all of their stores until April 5th. All of their [employees will continue to get paid](#) through the closure.

48. LVMH, the parent company of Christian Dior, Guerlain and Givenchy, wants to help French health authorities by manufacturing hand sanitizer and providing it to them for free. LVMH said it will use all the production facilities of its perfumes and cosmetics brands to produce large quantities of hydroalcoholic gel, or hand sanitizer, starting Monday.

49.NBCUniversal is now offering its newest movies including The Hunt and The Invisible Man for affordable [rates on demand](#).

50.Restaurants like Ideal Bite Community Kitchen are donating food to organizations like Cass Community Social Services (CCSS), a nonprofit organization working with at-risk communities in Detroit.

Let these fifty examples of giving back inspire you to see how you can help people in your community, or in your business. Helping and being of service to others is a positive way to counter the anxiety and negativity swirling around in the media constantly. Look around and consider how you can step up and be a leader during this challenging time for the world.

Media Study

Wartime Propaganda

Image Collection on MediaSmart DVD-ROM



12.2a Evaluate sources including advertisements, editorials, blogs, Web sites, and other media for relationships between intent, factual content, and opinion. **12.2b** Determine the author's purpose and intended effect on the audience for media messages.

What's the **POWER** of a poster?

KEY IDEA Think about what persuades you to act. Are you more likely to respond to cold, hard logic or to an emotional appeal? Creators of propaganda have long understood that targeting such human emotions as guilt, fear, and national pride can have potent effects. They attempt to tap into these emotions to convince large numbers of people to follow their agenda. In this lesson, you'll examine British and American propaganda posters from World War II. You'll analyze the persuasive techniques propagandists use to **influence** people's opinions and behavior.

Background

Pretty Persuasion The idea of propaganda often carries negative connotations, as it is thought of as a means of spreading false information. Technically, though, propaganda simply refers to any attempt to influence other people's beliefs or actions. Propaganda can be as innocuous as a magazine ad or as sinister as a Nazi war film.

No matter the form of government, leaders know that it is crucial to have the support of the people, especially during wartime. Effective propaganda can be used both at home and abroad to fuel support of the home country and its allies and to demoralize the enemy.

The United States and Britain used propaganda in World War II as a major weapon of war. For the British, the fighting was close to home, and its effects were apparent to the people. For Americans, however, the war was far away, so the average citizen could not see its effects firsthand. Much of the U.S. propaganda, therefore, attempted to convince Americans to contribute to the war effort with money and labor and to view the Germans and the Japanese as evil threats. The propaganda was meticulously designed and came in many forms, including films, radio broadcasts, leaflets, and posters such as the British one you see on this page.

Whether it's in the form of a political speech, a biased news report, or a television commercial, propaganda remains an important tool used to influence public opinion.



Media Literacy: Propaganda Posters

Artists during World War II designed propaganda posters to raise money, encourage productivity and conservation of resources, create negative images of the enemy, increase enlistment, and boost morale. Propaganda posters use the same design elements—**color, line, shape, and texture**—as other works of art to effectively convey their message. In addition, propagandists use some of the same **persuasive techniques** as advertisers to influence their audience.

STRATEGIES FOR ANALYZING PROPAGANDA POSTERS

- Identify the overall **message**. What action does the poster call for? What attitude or belief does it promote? Notice how the message is conveyed with a combination of words and visual images. Often, just a few carefully chosen words can drive home a powerful message.
- Recognize the **emotional appeals**. To persuade people to do something that doesn't directly benefit them, propaganda must hit at a deep emotional level. Watch for **appeals to fear**, messages that tap into people's fear of losing their safety or security, and **appeals to guilt**, which build support for an action or idea by tapping into the audience's conscience.
- Look for **symbols**, visual images that represent something beyond themselves. For example, the depiction of a country's flag, or even its leader, might come to symbolize the country as a whole. Think about how a given symbol might tap into very different sentiments for people on opposite sides of a conflict.
- Understand how the message is directed at the individual citizen. For propaganda to be successful, it must appeal to a large number of people on a personal level. Ask yourself: How does the poster address the average citizen as an individual?



HERE'S HOW Here are a few ideas to keep in mind as you design your poster:

- Think about symbols that are associated with the issue you've chosen. Consider the feelings these symbols might trigger and how you can use them to persuade your audience.
- Personalize your message. Remember, however, that you must appeal to a large number of people.
- Decide how you want to present your message. Propaganda posters can deliver their messages directly or indirectly. Use the method you find most effective.