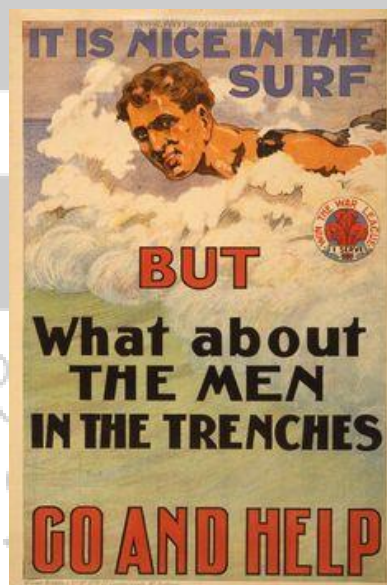


# WWI

## Recruitment Propaganda



Name: \_\_\_\_\_

# WWI Recruitment Propaganda

*Discuss and record your responses to the following questions:*

What is propaganda?

How was propaganda an important part of the enlistment process?

Where do you think propaganda would be found?

## Recruitment

Continued casualties led to great recruiting campaigns. The strongest believers in the war could not understand how others in society might not share their attitude that the war demanded every person's full and total commitment. Nothing else was of any importance until the war was won.

Others, however, believed that there were other priorities that still should be pursued -- particularly when the economic costs of the war pushed wages down and prices up. These people believed that the war was being fought for a particular way of life -- and it was patriotic to maintain that way of life during the war.

The **'patriots'** tried to gain recruits for the war. There were two ways in which this could be done: by 'persuasion', or by 'force'. **'Persuasion'** involved appealing to the individual's sense of what was right and wrong to do in the circumstances; **'force'** involved accusation, confrontation and guilt.

One of the main divisive figures of the war was Norman Lindsay. Many of his posters encouraged hatred of the enemy, or confrontation between groups of Australians, or both.

1. Why were the recruiting campaigns put into place?
2. What did the 'patriots' believe the war was being fought for?
3. The patriots used persuasion and force to gain recruits. Explain what each technique involved:
  - a. Persuasion:
  - b. Force:

## Reasons why Australian men wanted to enlist for the war

- **Obligation:** Australia was a member of the British Empire
- **Patriotism to Britain and the Crown**– most Australians in 1914 descended from the British and many referred to Britain as the *motherland*. Many men stated that they wanted to fight for *King and Country*.
- **Nationalism:** Australia had only been a nation in its own right for 14 years and the war was seen as a chance to prove ourselves to the world.
- **Fear:** Australia felt threatened by the expansion of the German fleet due to Australia's isolation.
  - Germany had colonies in north-east New Guinea and island nearby. Many Australians believed that Germany would use these areas as bases from which to attack Australia and her navy.
  - Fear that Germany would attack – loss of Australia's freedom, lifestyle and culture
- A sense of **adventure** and *fear of missing out*.
  - War gave the chance to travel back 'home' for free.
  - The fact that so many believed that the war would be over by Christmas led to men rushing to enlist 'before it was all over'.
- The **romance of war:** being a soldier was believed to be a noble undertaking. A need to be admired and respected for one's bravery and sacrifice (particularly by the ladies!)
- **Financial Reward:** Australian soldiers were the best paid soldiers of the war. They received 6 shillings a day which was double what a labourer earned (and 3 times what British soldiers earned). This was a major incentive considering that a recent drought had affected many, particularly those from the country.
- **Use training:** Australia had compulsory military service for young men since 1911 which involved all boys aged 14 – 18 training as cadets and men 18 – 25 training as citizen soldiers.
- **Selfishness/reinvention:** a chance to run away from responsibilities or unhappy situations at home.

### Activity:

Decide in pairs which of these reasons were personal (PNL) and which were patriotic (PAT) meaning love of one's country and identity. Write what you think next to each dot point.

The words in bold are the **VALUES** being appealed to.

**Other values** that were appealed to included:

- A gender approach appealing to the men's sense of **masculinity and what it was to be manly** then strong, muscly, courageous, sporting skill – ability to shoot, fitness, coordination, strength, etc.
- Appealing to a sense of what was **right or wrong**.
- Men were made to feel bad if they did not enlist – **guilt and shame**. Often involving **confrontation and accusation**.
- **Hatred** towards the enemy. The enemy was portrayed as a demon or monster who would hurt women and children.

## Analysis of Australian Recruitment Propaganda

Analyse propaganda posters. Consider the values being appealed to, the audience and the effectiveness of the language and visual features...

### Audience

Included:

- Men of fighting age who met the requirements.
- Sporting teams
- Some were targeted to men living in the country, while others targeted men living in cities.
- Mothers
- Fathers
- Wives and children
- Young women (to encourage them to make men who had not enlisted feel ashamed)

### Visual and Language Features

Consider the use of:

- Colour
- Shading
- Font – size and style
- Vectors (lines used to draw the eye to look at a particular spot)
- Salience (the main focus of the poster)
- Language techniques (alliteration, hyperbole, juxtaposition)
- Direct address
- Images
- Symbols
- Juxtaposition (to compare and contrast)
- Emotive images and language

Annotate the following propaganda identifying values, audience, and language and visual features.

# 5 QUESTIONS to Men who have NOT Enlisted ! ! !

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1. IF You are Physically Fit and between 18 and 44 years of age, are you really satisfied with what you are doing to-day ?
  2. DO You feel quite happy as you walk along the streets and see OTHER Men wearing the King's Uniform ?
  3. WHAT will you say in years to come when people ask you "Where did YOU serve in the Great War ?" ?
  4. WHAT will you answer when your children grow up and say "Father! Why weren't you a soldier, too ?" ?
  5. WHAT would happen to the Empire if every man stayed at home ?
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Your King and Country Need You!

## ENLIST TO-DAY!

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Issued by the Queensland Recruiting Committee





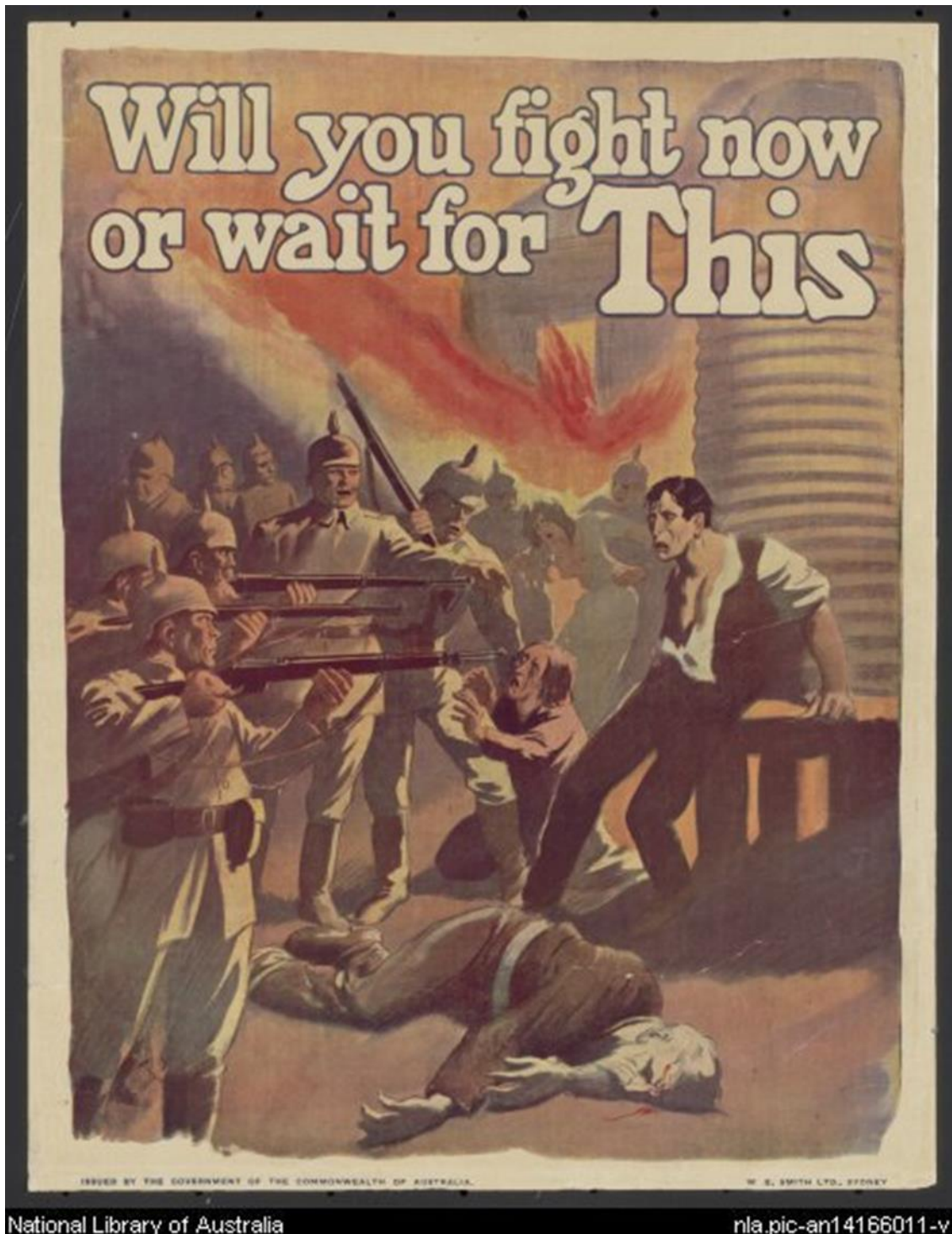


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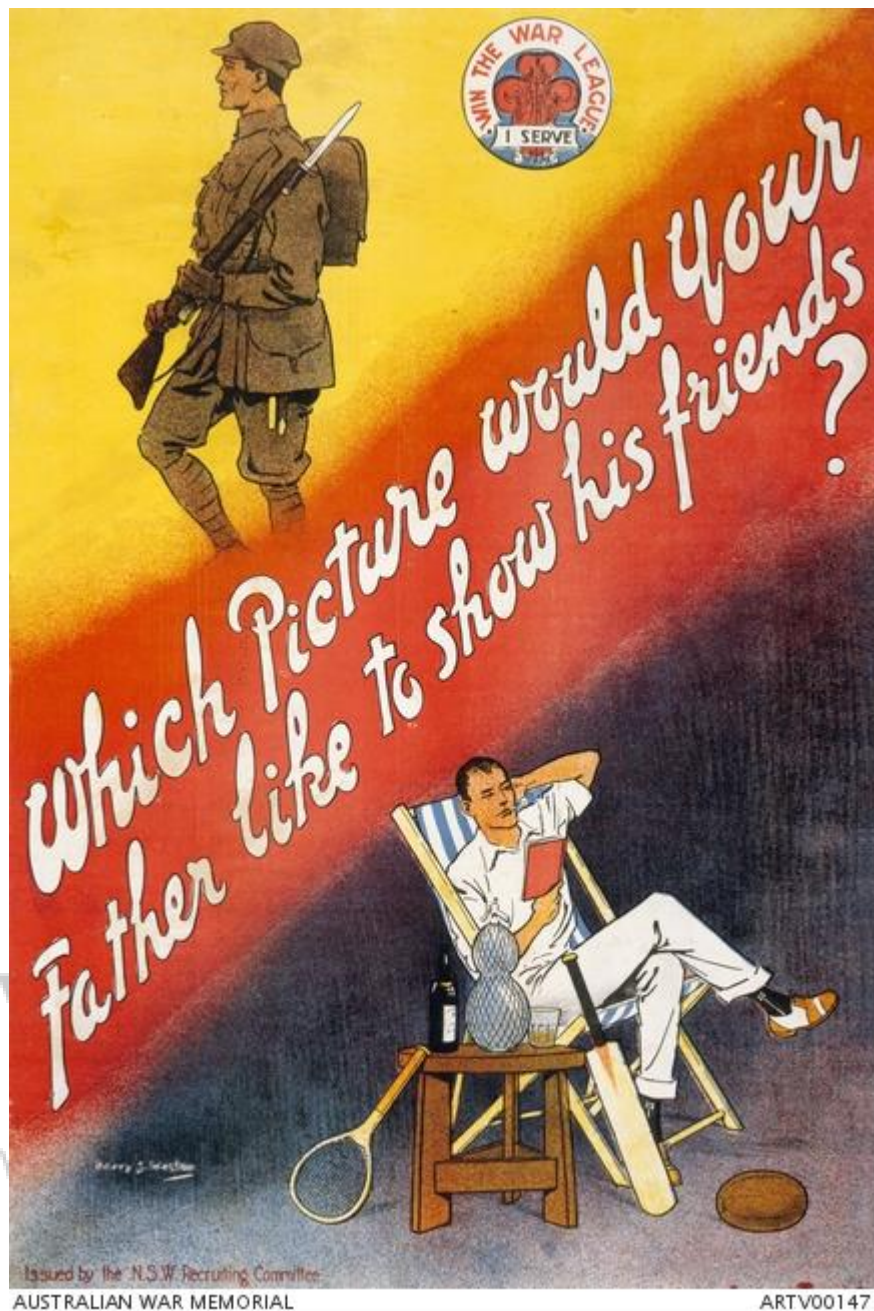
















# VIRTUAL WAR MEMORIAL AUSTRALIA



# VIRTUAL WAR MEMORIAL AUSTRALIA

**COMMONWEALTH OF AUSTRALIA**

**N.S.W. RECRUITING CAMPAIGN**

**50,000  
MEN WANTED**

**AUSTRALIA** has pledged its word to the Imperial Government that a new army of **50,000** men shall be raised and equipped ready for the great Spring offensive.

**Kitchener** wants **Australians** because **Australians** have proved themselves equal to the best troops in the world.

This new army of **50,000** men is wanted to help break the lines of the enemy in an important theatre of the war.

All eligible young men are invited to join now so that they may go into training at once and become efficient soldiers.

They can render no greater service to the country than take part in this special effort to crush the enemies of peace and good government.

**J. H. CATTS,**  
Organising Secretary,  
Challis House, Sydney.

WAR MEMORIAL  
AUSTRALIA





AUSTRALIA