History

What were we fighting for in WWII?

Review your Knowledge Organiser.

Highlight what we have learnt so far.



LO: to explain how Britain used propaganda in World War II.

Recap:

What is propaganda?

How did Germany use it during World War 2?



Propaganda is a way of spreading ideas and influencing people.

Adolf Hitler used propaganda posters to show himself surrounded by adoring followers to make him look like a great leader. He used it to spread his ideas from his 25 Point Programme.

LO: to explain how Britain used propaganda in World War II.

you do

How did Britain use propaganda to help the war effort?

Britain's success in the war depended on people joining together and not losing hope. But living through the Second World War could be very scary, for example having to go and fight or endure bombings at home. If the public lost faith that the country would win the war, or couldn't see what they were fighting for, it could prove disastrous as they were the ones powering the war effort.

To counter this, the British government formed The Ministry of Information in 1939. They produced posters, leaflets, radio broadcasts and films as propaganda; information that changed how the public viewed the war and encouraged them to continue with the war effort.

Propaganda was also used to tell people what they needed to know to understand the war. That might be by telling people to wear visible clothing during black out or it might be by warning people against things that were bad for the war. Like bringing children home from evacuation.
Often propaganda was used to get people involved in the war effort, like volunteering as an air warden.

Posters were put up in shops and shop windows, council buildings and village halls. Different posters were used to put over different messages. For example, the famous "Dig for Victory" posters were used as the government wanted people to grow their own food during wartime. Special government films shown in cinemas were also used to persuade people to behave in certain ways.

For example, people were encouraged to grow their own food and save waste. This was because it was difficult to import food from other countries during wartime. Kitchen waste could be fed to hens and pigs. People were asked to salvage as many materials as they could. Wastepaper, metal or bones could be made into planes and ammunition.

Travel within Britain was to be limited at all times. Posters with the slogan "Is your journey really necessary?" were used to remind people to save fuel and allow trains to transport soldiers and war supplies instead.

Some posters encouraged women to work in factories to make weapons or planes. Others called women to join the Land Army to work on farms "for a healthy, happy job".

The Ministry of Information was also keen to explain to the people the danger of "careless talk". They wanted the public to become much more careful about security because information or secrets might be used by enemy spies listening in.

Posters were also used to up keep morale or wartime spirit. They made it clear that everybody was in this war together and everybody had an important part to play. This also helped the public to feel involved. This really mattered if Britain wanted the workers in the factories to make as many planes, bombs and tanks as they could or farmers to grow as much as possible.

During World War 2, the people faced many dangers such as the bombing of cities, ports and factories. They also had accidents caused by the blackout. Health during the war was a big worry for Britain. The public needed to keep fit and healthy in order to work and keep up production in the factories and on the land. Therefore the Ministry of Information produced many posters on these subjects.

Read the text with your partner.



What were people encouraged to do with their clothes?

Go Through Your Wardrobe – Make-Do And Mend

Clothes rationing was introduced by the British Government in June 1941. It was essential raw materials were not wasted as factories were utilized for the production of weapons. The Make Do and Mend campaign was launched by the Board of Trade in 1942. This poster was illustrated by Donia Nachshen to encourage people to repair their clothes and make use with clothing they already had.

1



What were people encouraged to do with their clothes?

Donate their rags - Still More Rags Wanted For Salvage

The artist John Gilroy has featured a dustman leading a figure made of rags for recycling. This poster was designed in 1943 to encourage people to give any fabric material to the rag collector for salvage. Rag could be used to make uniforms and blankets for soldiers.

2



What were people encouraged to do with their food?

Grow their own - Plan And Grow For Winter

In 1939 Britain was reliant on cheap imports of food from overseas, and only 30% of food was home produced. The introduction of rationing by the Ministry of Food was therefore inevitable in January 1940 and families were encouraged to grow their own. By 1943 there were over 1.4 million allotments, producing over a million tons of vegetables that year.

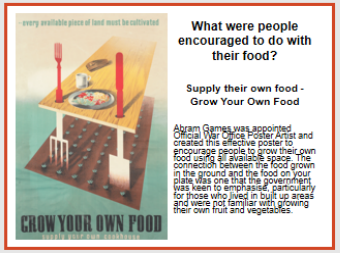
3

How were people encouraged to stay safe?



Share shelters: In A Raid – Open Your Door To Passers-By

Tom Purvis designed posters for the Ministry of Supply and for National Savings. This poster was designed to remind people to share their shelters and help others take cover when the air raid sounds. People were encouraged to stick it on the inside of a door as a handy reminder



What were people encouraged to do with their food?

Supply their own food - Grow Your Own Food

Abram Games was appointed Official War Office Poster Artist and created this effective poster to encourage people to grow their own food using a small space. The connection between the food grown in the ground and the food on your plate was one that the government was keen to emphasise, particularly for those who lived in built up areas and were not familiar with growing their own fruit and vegetables.



How were people encouraged to stay safe?

Evacuate the children: Don't Do It, Mother – Leave The Children Where They Are

In 1939, when this poster was made, heavy bombing of the urban areas of Britain was predicted. When the first wave of evacuation began on 1st September 1.5 million children were moved, most in school groups. However, as no bombing occurred during the first year, nearly half of all evacuees returned home by January 1940. This poster was used to encourage mother's to keep their children out of London as Hitler appears as a ghostly figure trying to get her to take her children back home.

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Glossary

endure - to suffer

disastrous - tragic, causing grave harm, loss, ruin

To counter this - act in opposition, to tackle something

volunteering - offer to work or help without pay

salvage - the act of saving property from destruction

ammunition -the objects fired from any weapon, or material that can be exploded. Bullets, bombs, and gunpowder are types of ammunition

morale - the state of mind of a person or group; spirit

utilized - to put to a particular use

reliant - dependent on someone or something

inevitable - certain to happen; unavoidable.

LO: to explain how Britain used propaganda in World War II.

you do

Use the text to answer:

1. What did Britain's success in the war depend on?
2. What did the government form in 1939? What did they produce and why?
3. What did propaganda tell people?
4. What did propaganda encourage people to do?
5. Where were posters put up?
6. Why were people encouraged to grow their own food?
7. What slogan was used to remind people to save fuel?
8. What was the danger of 'careless talk'?
9. Why were people encouraged to give their rags for salvage?
10. Who designed the air raid poster?

we do

1. What did Britain's success in the war depend on? **the public not losing hope/people joining together**
2. What did the government form in 1939? **The Ministry of Information** What did they produce and why? **propaganda to change how the public viewed the war and encourage them to continue with the war effort**
3. What did propaganda tell people? **what they needed to know to understand the war**
4. What did propaganda encourage people to do? **get involved in the war effort eg volunteer**
5. Where were posters put up? **shops, shop windows, council buildings, village halls**
6. Why were people encouraged to grow their own food? **difficult to import food from other countries during the war**
7. What slogan was used to remind people to save fuel? **is your journey really necessary**
8. What was the danger of 'careless talk'? **secrets might be used by enemy spies listening in**
9. Why were people encouraged to give their rags for salvage? **make uniforms and blankets for soldiers**
10. Who designed the air raid poster? **Tom Purvis**

I do we do

LO: to explain how Britain used propaganda in World War II.



How did Britain use propaganda to help the war effort?

Britain's success in the war depended on....

In 1939, ...

Propaganda changed.....

An example of British propaganda is....

I do

we do

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How did this compare to the way Nazi's used propaganda?

Both Germany and Britain formed.....

However, Germany used propaganda to.....

Whereas Britain used propaganda to.....

you do

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Complete the sentences in your book.

How did Britain use propaganda to help the war effort?

Britain's success in the war depended on....

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LO: to design a propaganda poster to persuade citizens to join the army







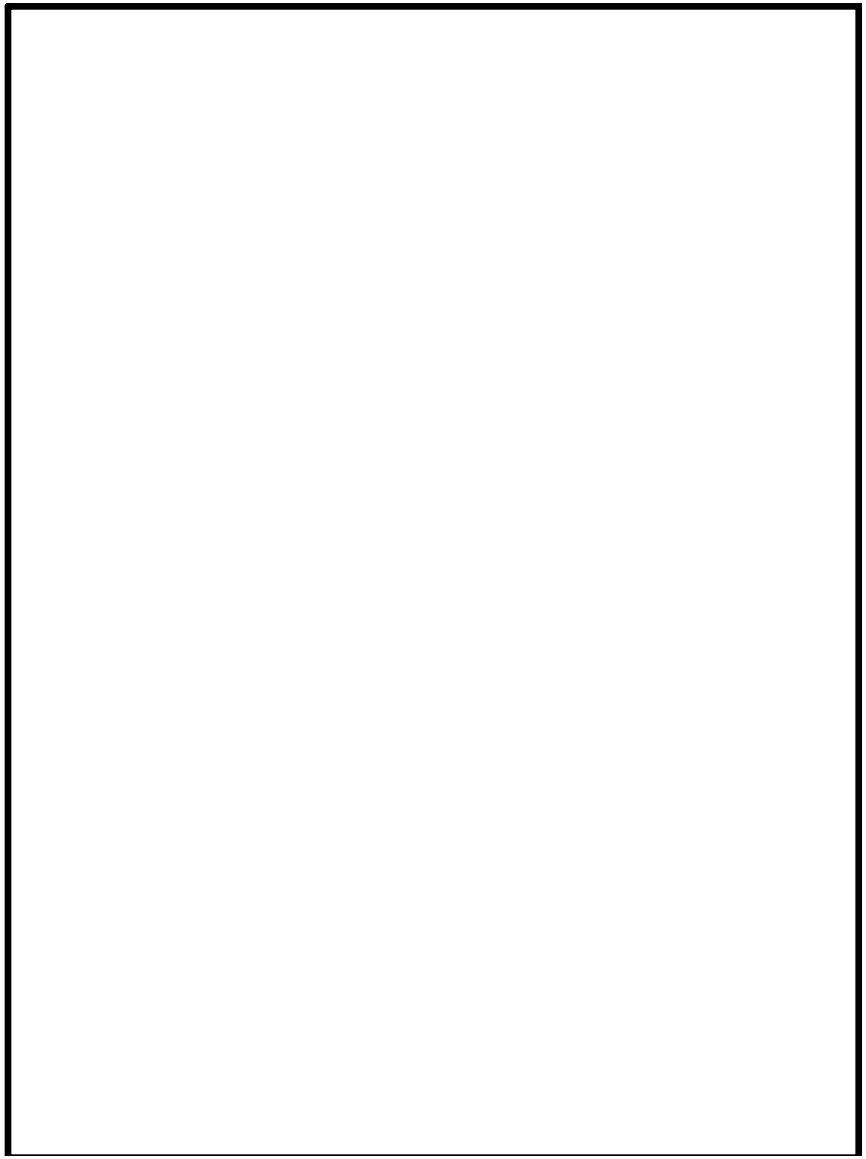






I do

LO: to design a propaganda poster to persuade citizens to join the army



Success Criteria:

*Name: Tommy's

*Slogan: Britons want you

*Image

*Eye-catching (bold writing, colour)

*Persuasive: life changing, urge, need, save, help

*Emotive language: be the best ever

LO: to design a propaganda poster to persuade citizens to join the army

we do

Review your advert plan with your group. Identify the information needed to fulfill the success criteria.

Success Criteria:

*Name:

*Slogan:

*Image

*Eye-catching (bold writing, colour)

*Persuasive:

*Emotive language:

LO: to design a propaganda poster to persuade citizens to join the army

you do

Working in a 2/3 with your advert group.

Create a propaganda poster for your Army recruitment campaign.

Work carefully towards the success criteria.

You may want to plan your poster out first on scrap paper.





