Lesson Overview

Assignments
You have been selected to present at a World War I (WWI) conference. Your research begins with the library’s online collection of the many American propaganda posters created during WWI to recruit soldiers and build national pride. This digital collection, “North Carolinians and the Great War,” focuses specifically on posters that would have been widely distributed in North Carolina to help bolster war efforts in the state. In this unit, you will select one poster to study, analyze, research, and write about. You deliverables include a brief visual presentation about your poster and an essay. As a rhetorician, your goal is to analyze the rhetorical strategies the artist used to create an effective propaganda poster. First, you should consider include how the artist used images, color, text, and design elements to convey messages related to WWI. You should also explore the historical context of your poster and how it might have influenced North Carolinians who participated in the war efforts.

North Carolinians and the Great War
WWI propaganda posters are available from Documenting the American South (DocSouth). The goal of the poster collection is to “[examine] how World War I shaped the lives of different North Carolinians on the battlefield and on the home front as well how the state and federal government responded to war-time demands.”

- [http://docsouth.unc.edu/wwi/postersintro.html](http://docsouth.unc.edu/wwi/postersintro.html): an introduction to the collection
- [http://docsouth.unc.edu/wwi/posters.html](http://docsouth.unc.edu/wwi/posters.html): all of the posters organized by theme

Learning Objectives
By working on the feeder assignments and unit project, you will develop the following skills:
- identify how rhetorical strategies are deployed in both visual and textual formats;
- conduct secondary source research to place propaganda rhetoric in its historical context; and
- distill complex research findings in a compelling oral presentation and written assignment.