Propaganda in the U.S
Why use Propaganda?

• During World War II, American propaganda was used to increase support for the war and commitment to an Allied victory. Using a wide variety of media, propagandists fomented hatred for the enemy and support for America's allies, urged greater public effort for war production and victory gardens, persuaded people to make do with what they had so that more material could be used for the war effort, and sold war bonds.
At first, the government was reluctant to engage in propaganda campaigns, but pressure from the media, the business sector and advertisers who wanted direction persuaded the government to take an active role. Even so, the government insisted that its actions were not propaganda, but a means of providing information.
In 1942, President Franklin D. Roosevelt created the Office of War Information (OWI). This mid-level agency joined a host of other wartime agencies, including the War and State Departments, in the dissemination of war information and propaganda. Officials at OWI used numerous tools to communicate to the American public. These included Hollywood movie studios, radio stations and printing presses.
Stop this monster that stops at nothing... PRODUCE to the limit!

This is YOUR war!
In 1944 (lasting until 1948), prominent U.S. policy makers launched a domestic propaganda campaign aimed at convincing the U.S. public to accept a harsh peace for the German people. One method used in this campaign was an attempt to remove the commonly held view that the German people and the Nazi party were separate entities.
The U.S. used posters more than any other type of propaganda media, and produced more propaganda posters than any other country fighting in World War II. Almost 200,000 different designs were printed during the war. These posters used a number of themes to encourage support for the war, including conservation, production, recruiting, home efforts and secrecy. Posters were usually placed in areas without paid advertisements. The most common areas were post offices, railroad stations, schools, restaurants and retail stores. Smaller posters were printed for the windows of private homes and apartment buildings. These were places where other propaganda media could not be used.
Beware of unguarded talk...

a careless word...
A NECESSARY LOSS

LOOSE LIPS

MIGHT SINK SHIPS
How can you help?

**SERVICE ON THE HOME FRONT**
- Citizens Defense Corps
- Citizens Service Corps
- American Unity
- Salvage Program
- Victory Gardens

*There's a job for every Pennsylvanian in these Civilian Defense Efforts*


**Save waste fats for explosives**

*TAKEN THEM TO YOUR MEAT DEALER*
YOUR VICTORY GARDEN counts more than ever!

BUY WAR BONDS
Women's groups and organizations were asked to recruit women for the **WACS, WAVES, WASPS** and other female branches of the services. The image of the "glamour girl" was applied to women in the military, to reassure women that joining the military did not make them less **feminine**. In fictional romances, women in uniform won the hearts of soldiers who preferred them to women who did not support the war effort.
Propaganda used to unite the world against the **AXIS** powers.