



American Poster - Enlistment, Navy

Online Collections Database, **1920.1.103**, www.theworldwar.org/research/database. National WWI Museum and Memorial. Online.

A Short Activity: Mobilizing Women for War

Recommended Grade Levels: 9-12

Course/Content Area(s): U.S. History



Authored by: Leah Schwartz, National WWI Museum and Memorial Teacher Fellow

LESSON OVERVIEW:	In this lesson, students analyze propaganda and speculate why specific propaganda techniques were used when engaging with women and asking them to join the war effort overseas.
OBJECTIVES:	<i>Students will:</i>
	<ul style="list-style-type: none"> Analyze WWI propaganda aimed towards women Identify specific propaganda techniques used in posters
STANDARDS ALIGNMENT:	<p>National Council for the Social Studies (NCSS) C3 Framework Standards:</p> <p>D2.His.3.9-12. Use questions generated about individuals and groups to assess how the significance of their actions changes over time and is shaped by the historical context.</p> <p>D2.His.11.9-12. Critique the usefulness of historical sources for a specific historical inquiry based on their maker, date, place of origin, intended audience, and purpose.</p>
TIME NEEDED:	30 Minutes
INTERDISCIPLINARY:	Art, Marketing
PRIOR KNOWLEDGE:	<ul style="list-style-type: none"> Students should know the definition of propaganda Students should understand women's roles in the United States before WWI
MATERIALS NEEDED:	<ul style="list-style-type: none"> Copy of each poster (digitally accessible by students or printed) <ul style="list-style-type: none"> See Bibliography for full resolution versions Propaganda worksheet (1 per student, Appendix A)

LESSON
PRE-ASSESSMENT/INTRODUCTION/HOOK:
Ask students what they know about the roles women can currently access in the U.S. military. Students can do some quick research about any recent news about the topic.
DIRECTIONS:
<ol style="list-style-type: none"> 1. Students will look at the list of propaganda techniques and will share examples of where they have seen certain techniques used. 2. Students will do a gallery walk of WWI propaganda posters about women in the military. As students look at each poster, they will fill out the worksheet (Appendix A).
POST-ASSESSMENT:
<p>Students will each fill out an exit ticket in a paragraph answering the following question:</p> <ul style="list-style-type: none"> • American women were asked to participate in the war effort in many ways. To what extent was active military service encouraged?
MODIFICATIONS/ACCOMMODATIONS
<ul style="list-style-type: none"> • Students can analyze fewer posters if they need more time to analyze each one • For the exit ticket, students can answer: What was the purpose of this propaganda? Was it successful?

Appendix A:

Poster	How does the image serve to encourage women to join the war effort overseas?	What method(s) of propaganda are being used? How do you know?
 <p>A black and white illustration of a woman in a long dress and a man in a military uniform standing next to a car. The woman is holding a steering wheel, and the man is holding a rifle. The text above the illustration reads: "CAN YOU DRIVE A CAR? WILL YOU DRIVE ONE IN FRANCE? IMMEDIATE SERVICE AT THE FRONT!". Below the illustration, it says "American Field Service" and "40 State Street Boston, Mass."</p>		
 <p>A color illustration of a woman in a dark uniform and a cap, sitting at a desk and operating a switchboard. In the background, there is a scene of a battle with soldiers and a plane. The text below the illustration reads: "Back our girls over there" and "United War Work Campaign". To the right of the text is a logo for the Y.W.C.A. featuring a blue triangle with the letters "Y.W.C.A." inside.</p>		

Poster	How does the image serve to encourage women to join the war effort overseas?	What method(s) of propaganda are being used? How do you know?
 <p>THE SPIRIT OF AMERICA</p> <p>JOIN</p>		
 <p>I WANT YOU</p> <p>for THE NAVY</p> <p>PROMOTION FOR ANY ONE ENLISTING APPLY ANY RECRUITING STATION OR POSTMASTER</p>		

Bibliography:

Online Collections Database, "1920.1.257b", www.theworldwar.org/research/database. National WWI Museum and Memorial. Online. Accessed July 19, 2025.

Online Collections Database, "1920.1.182", www.theworldwar.org/research/database. National WWI Museum and Memorial. Online. Accessed July 19, 2025.

Online Collections Database, "", www.theworldwar.org/research/database. National WWI Museum and Memorial. Online. Accessed July 19, 2025.

Online Collections Database, "", www.theworldwar.org/research/database. National WWI Museum and Memorial. Online. Accessed July 19, 2025.

<https://odp.library.tamu.edu/engl1301/chapter/propaganda-techniques-in-media/>