

Civics: A Christian Worldview.
Propaganda Poster Analysis (15 minutes)

TEACHER INSTRUCTIONS/KEY

Prep

Print Pages 1 and 2 for yourself, and print Pages 3 and 4 for each student (front to back if possible!).

Instructions

- Hand out Pages 3 & 4 to students. Tell them: “DON’T TURN THIS OVER YET!”
- **PAGE 3 (two posters side by side):** Read the instructions together, and give students 8-10 minutes to INDIVIDUALLY answer the questions.
- When time’s up, discuss as a class. (Take turns calling on different students.)
- **PAGE 4 (poster with young couple):** Read the instructions together, and IN PAIRS/GROUPS, give students 8-10 minutes to answer the questions.
- When time’s up, discuss as a class. (Again, take turns calling on different pairs/groups.)

Answer Key (Two Posters)

CHINA:

- What general message do you think this poster is trying to communicate?
Happy people voting/participating in their government.
- List at least three or four *specific* elements of this poster that contribute toward presenting an intended message.
The ballot = The people have a say in government. The farming attire = Even ordinary, rural individuals get to participate in the government’s elections. The woman = woman have equal voting rights. The smiles = People in China are happy and satisfied with their government.
- Try to guess what the wording translates to in English:
The red banner translates as “Voter Registration Station,” and the wording on the bottom of the poster says, “We have the right to vote and the right to be elected.”

EAST GERMANY:

- What general message do you think this poster is trying to communicate?
Unity, brotherhood, happiness that the Socialist Unity Party can deliver to the people.
- List at least three or four *specific* elements of this poster that contribute toward presenting an intended message.
The shaking hands = unity and mutual assistance via socialism. The factory = progress, high technology. Four different individuals = All types of Germans in different professions will benefit from socialism (including women!). Flag = large, towers over everyone—socialism’s policies should be over all. Looks on the people’s faces = Looking ahead to a great future under socialism.
- Try to guess what the wording translates to in English:
The words translate as “Socialist Unity Party” and “Your vote for the Socialist Unity Party — for reconstruction, peace, jobs, and bread!”

Answer Key (Russian Poster)

- What message does the poster seem to present?
A happy couple voting in the communist Russian governmental system.

- List at least three or four *specific* elements of this poster that contribute toward presenting an intended message.
The ballot = The people have a say in government. The farming attire = Even ordinary, rural individuals get to participate in the government's elections. The woman = woman have equal voting rights. The smiles = People in China are happy and satisfied with their government.
- The young man's appearance:
The ideal Soviet citizen: strong, responsible. Suit and tie = respectability, discipline, serious, clean-cut. Not rich, but middle class.
- The young woman's appearance:
The ideal Soviet woman: simply and modestly dressed, pretty, an ordinary person (not rich), peaceful, innocent.
- The flowers:
Peace, hope, prosperity, beauty, harmony, celebration.
- The ballots:
Russia has fair elections, both men and women may participate, the people are in charge, and they choose their leaders. (In reality, like other communist nations, elections only had one approved candidate.)
- The couple's facial expressions:
Confident, stable, certain. They are not afraid of the future—they're confident that the communist system will provide a good future for them. And of course, they're not oppressed at ALL.
- The wording at the bottom:
This is written in Ukrainian, and it translates to "Let us elect as people's judges the best representatives of the Soviet people."

Wrap-Up Questions for Students

- What are your general thoughts on these posters?
- Does it make more sense why communist governments made such an effort to produce these propaganda posters, to encourage voting in their oppressive systems?

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Propaganda Poster Analysis, Part 1

Below are two propaganda posters—on the left, from Communist China around 1953-54, and on the right, from East Germany's Socialist Unity Party around 1946-47. Answer the (same) questions below each poster individually (we'll discuss them as a class afterwards).



What general message do you think this poster is trying to communicate? _____

List at least three or four *specific* elements of this poster that contribute toward presenting an intended message:

Try to guess what the wording translates to in English:

What general message do you think this poster is trying to communicate? _____

List at least three or four *specific* elements of this poster that contribute toward presenting an intended message:

Try to guess what the wording translates to in English:

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Propaganda Poster Analysis, Part 2

Below is a propaganda poster from Communist Russia around 1948-1951. Study it, then answer the questions together with your partner/group!



What message does the poster seem to present?

Briefly explain what message you think the communist government is trying to convey with....

The Young Man's Appearance:

The Young Woman's Appearance:

The Flowers:

The Ballots:

The Couple's Facial Expressions:

What do you think the wording translates to?
