**Propaganda Poster Analysis Worksheet**

Title of Poster:

1. What is the primary **goal** of this poster?

2. What **techniques** were used to reach this goal? Provide a specific example that illustrates each technique used. Many posters use more than one technique.

Strategy: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Example: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strategy: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Example: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Are the messages in the poster primarily visual, verbal, or both?
2. Who authored the message?
3. Who is the intended audience for the poster?
4. Is the author attempting to elicit a behavior or belief? Explain.
5. Does this message attempt to manipulate with emotion, reason or both?
6. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? Why, or why not?

*This worksheet was adapted from the Poster Analysis Worksheet created by the U.S. National Archives and Records Administration.*