Winning over Hearts and Minds
Answers for Student Worksheet

Poster One—(Bandwagon)

The poster encourages **everyone** join the war effort-to build arms for victory.

Poster Two—(Fear)

The poster shows children in the shadow of the Nazis. If you do not buy war bonds-the Nazis will come for your children (fear).

Poster Three—Euphemism and Fear

The poster shows a sailor dead on the beach-but his death is called a “loss.” The poster also uses fear as a motivator for not speaking out of turn.

Poster Four—Glittering Generalities

The poster shows a women canning food and supporting rationing. It is “patriotic” to do these things (it is a glittering generality because *patriotic* means different things to different people).

Poster Five—Transfer

The poster shows men fighting in the American Revolution and WWII. If you believe that the Revolutionary War was necessary (for liberty) then of course you should fight in this war (for liberty). The poster transfers the importance of and reason for the American Revolution to WWII.

Poster Six—Testimonial

The poster shows Santa telling everyone to buy war bonds. There are few more recognizable images then Santa. Children and adults would have recognized the image.