The Propaganda War

Mobilizing the Home Front

“Total War”

- World War I = world’s first “total war”
- Need for persuasion of mass political culture(s)
- Who needs persuading?
  - Civilians
    - Women
    - Workers
    - Businessmen
    - Politicians
  - Soldiers

Women on the Home Front

- Women have always been important wartime support
  - Since 1901 = Nurse Corps.
  - Rayna Kasabova = Bulgarian pilot (1912)
- New opportunities in WWI . . .
  - Workforce integration
  - Military service
- Problems with workforce integration
- After WWI, most women either leave or lose their jobs

Failure of a Wartime Free Market

- Reliance on free market = disaster
- Government intervenes . . .
  - German industrialists (Walther Rathenau)
  - France centralizes/re-locates its industry
  - Britain's Ministry of Munitions
- Food rationing in every European nation-state
  - Except Britain – it begins food rations in 1917

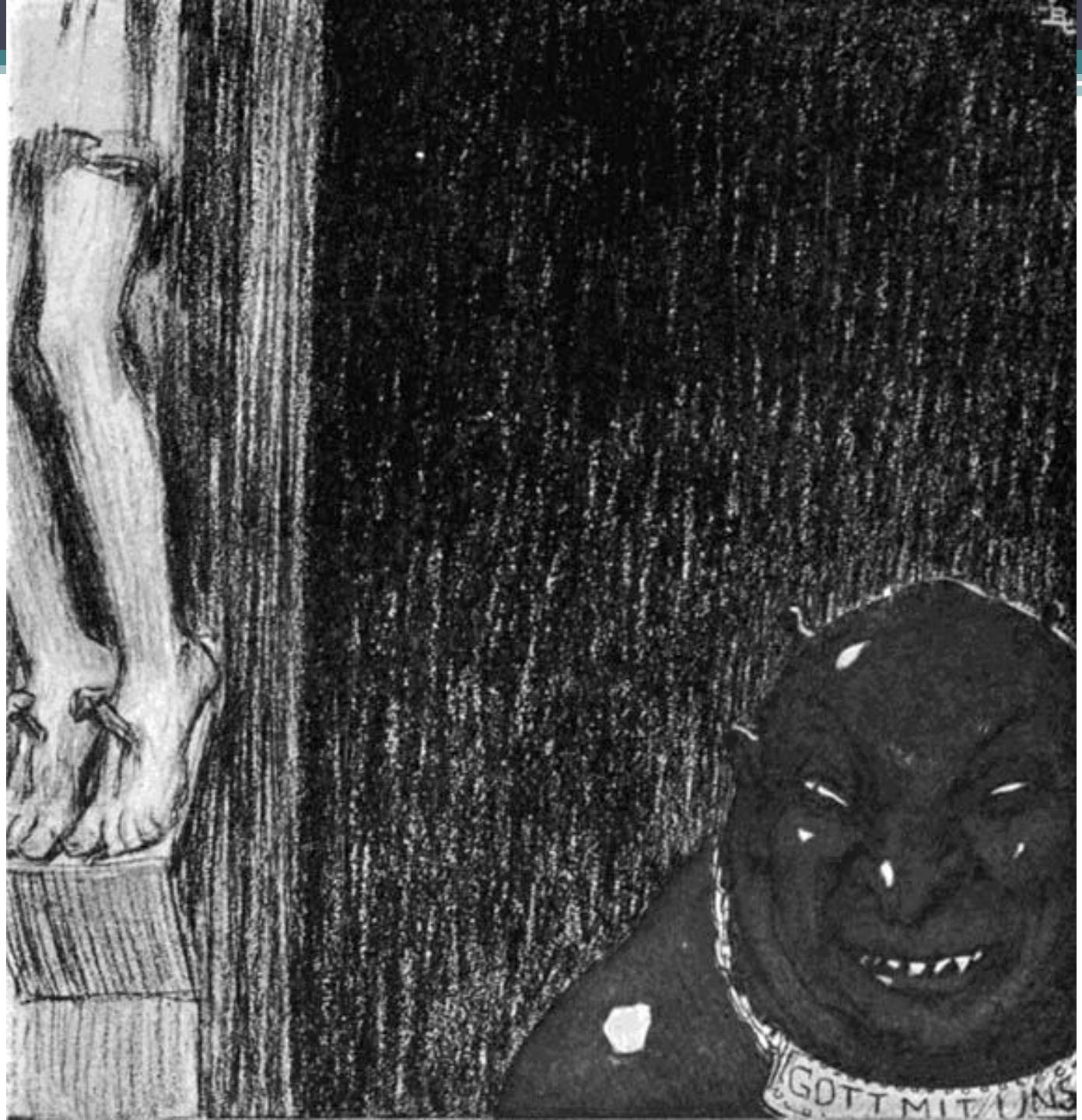
The Problem of Dissent

- Early in the war, strange partnerships
  - Workers & Politicians / Unions & the government
  - Socialists & Nationalists
  - By 1916, these begin to break down
- Repression of criticism
  - Censorship & propaganda become prevalent
  - Britain & France's use of emergency police powers
  - Germany's military rule
- Encouraging dissent among the enemy
  - Germany aids the Easter Rising (1916) & escorts Lenin (1916)
  - British draft the Balfour Declaration (1917)

German *Schrecklichkeit*

- "Schrecklichkeit" = "frightfulness"
- Stubborn Belgian resistance . . .
- . . . met harsh German consequences
  - Shooting hostages
  - Lack of law & order for German soldiers
  - Bombing city centers
- Resulted in a PR nightmare for Germany
  - Louis Raemaekers (1869-1956) = Dutch cartoonist
    - Depicted the Germans as barbarians
    - Tried for "endangering Dutch neutrality"
    - 1916 = fled to Britain

BELGIA
LUXEMBURG


GOTT MIT UNS

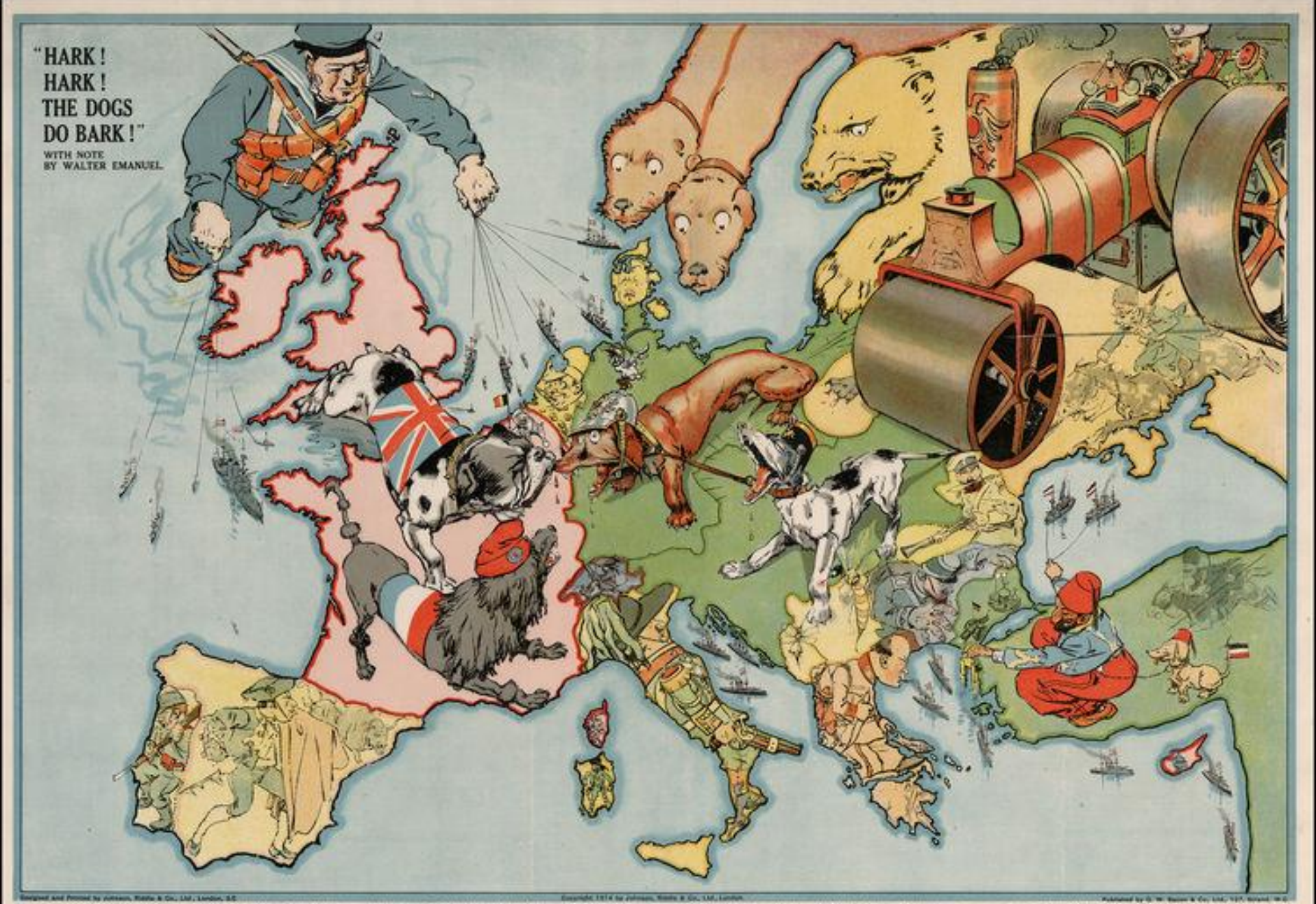
Louis Raemaekers.

Gott mit Uns
Louis Raemaekers

Wartime Propaganda

"HARK! HARK! THE DOGS DO BARK!"

WITH NOTE
BY WALTER EMANUEL



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The Dogs of War are loose in Europe, and a nice noise they are making! It was started by a Dachshund that is thought to have gone mad—though there was an much method in his explosive that title to doubtful. (Dachs into the dominant. The German for Dog is Hund. The English for German is Hun. Dachshund means badger-dog—and he is sometimes more badgered than he likes.) Misled with the Dachshund, for humour or for worse, was an Austrian Mongrel. By the fine convention law of Dogdom big dogs never attack little ones. There are, however, exceptions to every convention, and, egged on by the Dachshund for private ends, the Mongrel started bullying a little Servian. And when the fat was in the fire, the little Servian had a great big friend in the form of a Russian Bear, and he stood up for his pal. And that was what the Dachshund wanted. He hoped that a big row would ensue, and in the confusion he intended to steal a bone or two that he had had his eye on for some time. He got what he wanted—and a little more. For the Russian Bear had friends, too. There was a very game little Belgian Griffon, and there was a great big French Poodle, a smart dandified fellow, and there was a Bulldog. Neither a sleepy chap this last one, and the Dachshund despised him because he was not always yapping and snarling. But the Bulldog has a habit of sleeping with one eye open, and, when he is roused, he grips and won't let go.

The Dachshund started by shooting the Belgian Griffon, as being the smallest, and mauled the poor creature cruelly, but was quite unable to kill her. And he was mistaken as to the others. He found that the dandified Poodle could fight, and that the Bulldog had not lost the knack of not letting go, and that Russia, after all, was a Russian, and soon the Bear idea made the Dachshund invisible. And even the little Servian gave the Austrian Mongrel some nasty bites, and so did a neighbour of his named Montty.

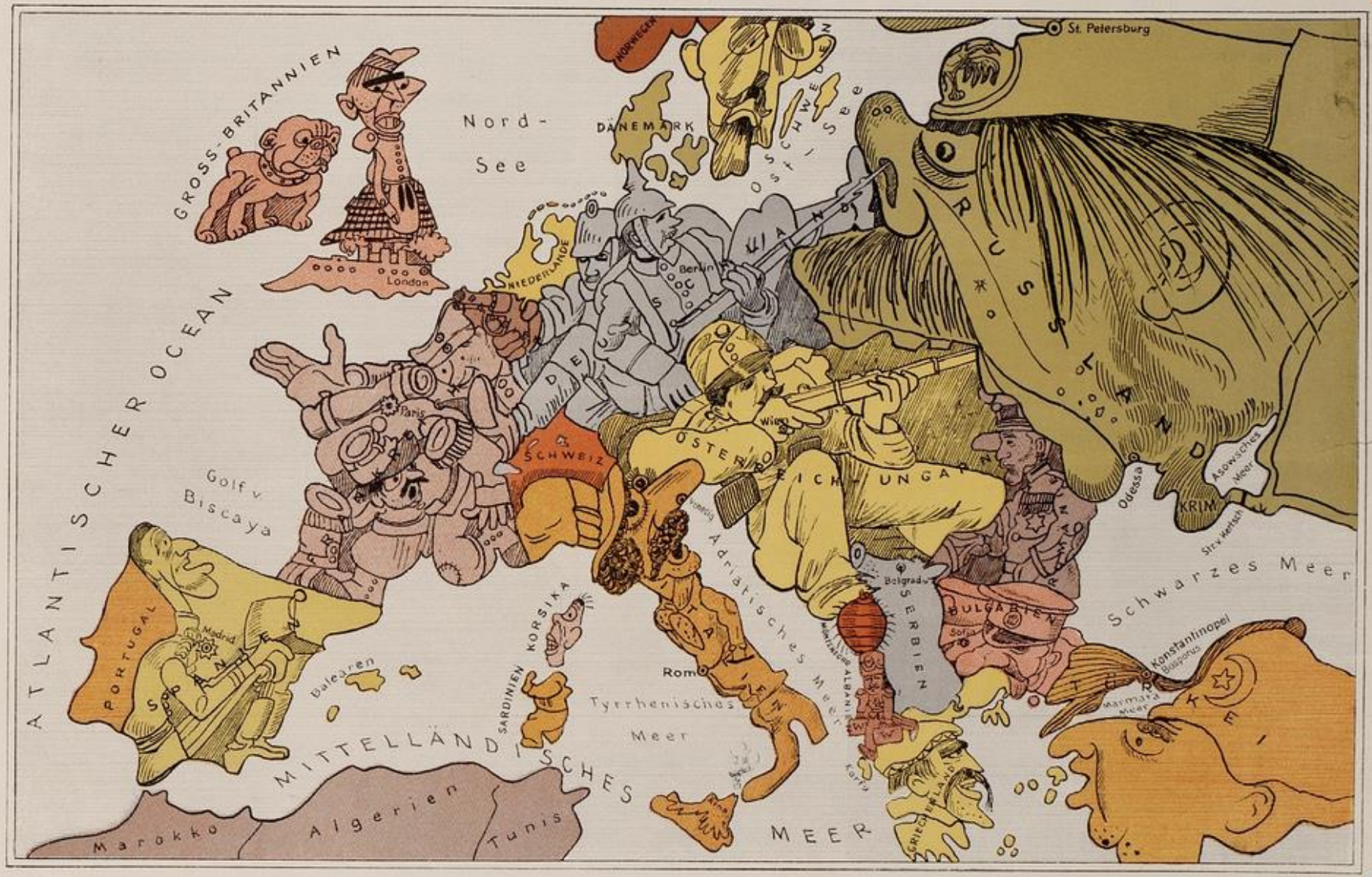
The Dachshund now began to look round for friends, but they seemed strangely scarce. He had relied on an Italian Greyhound, a thoroughbred named Italia, but Italia assembled her line in the strangest way, and asserted that War was a luxury which she could not afford, just now. All the while Italia licked her gun, and who knows but what it may go off and whom it may hit—for accidents will happen in the best regulated families. The Dachshund, by his annoyance, found only one friend, and that was a dog of Constantinople. The Dogs of Constantinople are quite well known for being fond of offal.

Meanwhile the rest of the European Happy Family looked on, and who shall say how the row will spread? There's the Greek with his knife ready to take a slice of Turkey; there are the Balkans determined not to be touched of their own little ambitions; there's the Spaniard fond of Bull fighting so long as he is not a John Bull; there's the Portugee just spoiling for a scrap; there's the Swiss suffering from cold feet; there's the Dutchman, who keeps smiling with difficulty—with some nice meaty bones may come his way, and to pay event he may be relied upon to ping the game and not to be a Double Dutchman. [Denmark were not the quickest—Holland used to be known as a low lying country, but this title has now been filched by Germany.] And, as North, the Norwegian, the Swede, and the great Power all have their eyes well skinned.

All this, and more, may be seen depicted above. Search well and you may find many things. But not Peace. Peace has gone to the Dogs for the present—until a satisfactory muzzle has been found for that Dachshund. Meanwhile the Dachshund's heart bleeds for Belgium—and his nose for Great Britain.

KARTE VON EUROPA IM JAHRE 1914

Gezeichnet von W. Trier



WOMEN OF BRITAIN
SAY –
"GO!"

SAY-
I'LL BRING HOME
THE BACON

Für Gott, Vaterland und König.
(Pour Dieu, la Patrie et l'Empereur).

Meine
Segenswünsche
begleiten
Dich!

Durch Arbeit zum Sieg!
Durch Sieg zum
Frieden!

WAKE UP, AMERICA!
CIVILIZATION CALLS
EVERY MAN WOMAN AND CHILD!
MAYOR'S COMMITTEE 50 EAST 42ND ST.