Carla Frias

Ms. Salberg

English pd. 5

***Outline: WT2***

Introduction

* Background Information on WW1
* Focus on the actual background of the propaganda (which country is the propaganda from) - British
  + Introduce the causes of why women were marginalized in Britain
* Topic Sentence: *The government began to publish several advertisements with the purpose of marketing militarism and nationalism of their own country through the amalgamation of all-men forces.*
* A small conclusion of what points I will be talking about in this essay: image, audience, message

Body Paragraph #1:

* The characters used in the propaganda – all man
* How do they support the marginalization of women?
  + Excludes women
  + Generalize men as individuals who are powerful
  + Women can’t show what they are capable of

Body Paragraph #2

* Talk about the poster positioned between two soldiers
* How this contributes with the generalization of women in a British army
  + It is only directed to man
  + Do not give women a chance
* How they support stereotypes – propaganda only focuses on men, don’t give women a change

Body Paragraph #3

* Audience
* How society already expects for the army to be composed of men
* During ww1, excluding women was a basic routine
* Un-appreciation towards females
* Dreams of being able to have a free-choice are crushed

Body Paragraph #4

* How did this propaganda, as well as others who represented and expressed the same message, impacted women in Britain?
* WOMEN RIGHTS – evolved
  + Able to vote
  + Keeping their job
  + Acts that developed to support the rights

Conclusion

* Wrap up: how the text, image and message support exclusion to women
* The British Gov. during WW1 – expressed this through propaganda
* Achieving their “hidden-message” 🡪 exclusion

***Women Marginalized though British Advertisement of WW1***

In 1914, World War 1 outbreak caused several European countries to strive to please their hunger in dominating Europe. This would only be possible if there war effort was superior to any other country, causing recruitment of men to be essential to expand their militarism on ones hometown. Britain was one of these countries, which was on the search for a greater force in order to protect their nation as well as fight on the home-front without any concerns on loosing. The British government, having the highest growth in military expenditure before ww1, knew that in order for them to maintain such high power, men, and only men, would need to be recruited through the persuasion entailed on propaganda. The government began to publish several advertisements with the purpose of marketing militarism and nationalism of their own country through the amalgamation of all-men forces. Through this propaganda we are able to see how the British Government excluded and prejudiced women through the enforcement that all military war-effort had to come from men.

One of the elements that the propaganda utilizes is how every individual in the propaganda is a man. There is no women on that line of people which can represent UKs military since none where accepted to participate. This conveys the key point on how men where viewed as greater individuals than women. How militarism is a representation on men’s power and strength such that no women could ever meet or even be better. This then excludes females from showing what they are capable of simply because of their gender, categorizing them as weak and inferior. The community of military for the British community is then limited to the involvement of female individuals.

Another way in which women are silenced within the propaganda is the text used. We can see that there is a small poster in between two men where it’s written, "This space is reserved for A FIT MEN." The British government makes it very clear that the propaganda's audience is only for men. That militarism in the UK is composed of fit men, which are capable of pleasing their needs and satisfying their stereotypes. Therefore propaganda during ww1, such as this one, was directed only to men under no expectation that women would have the guts to do something about it. They remained with the same stereotypes and gender discrimination where women's contribution to war was not under the branch of militarism. The propaganda describes how that ‘space left for an individual’ is only for men.

The text has also excluded women by talking directly to a specific audience instead of the whole community. The text on the top that communicates how "there is still a place in the line for YOU" evokes a feeling of under-appreciation to women. This is because as society might already expect that the audience for propaganda, such as this one, would be intended only to men, it still has a huge effect on them. The first text talks directly to the British community, men AND women, yet once one continues reading on the advertisement, the text reveals how it is only referring to male individuals. This causes a feeling of un-appreciation for the less important yet hard workingwomen. Women’s hope on contributing towards ward effort aside from being nurses, teachers, etc. are all crushed instantly once the audience is specified only for males. Therefore, the way the governments makes it evident that the highest and most important public and community is men causes the propaganda to exclude women's possible desire on joining the war.

The type of advertisement, which marginalized women, such as the one chosen, caused motivation for the enforcement of women rights in the UK community. Between 1915 and 1919, two million women replaced men in their employment as they left for the military, increasing the portion of women employed to reach 37 %. Consequently, when war finished, 2/3 of women had already a job, 31% of them being were industry related. This caused a boost in self confidence, because of them being capable of showing what they were really capable of, and the fight for gender equality. Subsequently, in 1928, the Equal Franchise Act allowed women over 21 to vote.

Moreover, the way that the UK categorizes the military of being only for men was represented in this propaganda. Either through the text, the image or the message behind it, women where excluded based on the stereotypes set to genders. World War 1 was a time where women had several limits, which caused a huge impact on how a country developed. The British Government can clearly express the purpose of recruiting men because of their expectation of being stronger and capable of greater objectives through this propaganda, causing the women to be silenced within the text.

