

Topic 7: Getting the message across

Work Sheet 7E: Evaluating Recruitment Posters

- What is the main message in the poster?
- Can you see any subtle or hidden messages in the poster? If yes, how are they conveyed?
- Look at the angle of each image. What effect does that have on the message?
- Identify the emotions appealed to in each poster.

As a class discuss the following points:

- How do the captions and illustrations complement one another and strengthen the message of each poster?
- Where in the local community would posters such as these be best placed to maximise impact?
- What role might peer pressure have played when civilians saw posters like these?

A



AWM V6766

B



AWM V1084

C



AWM V332

D



AWM ART V01114