

Visual communication history pre-1950's propaganda style

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Pre-propaganda 1950 style Pre-propaganda 1950 style Conservation of energy Propaganda refers to deliberate spreading of specific information, ideas, and rumors to harm or help a group, a person, an institution or a movement. In the 21st century there are several propagandas that have been put forward in energy conservation. Posters are created in relation to the historical and the context that is surrounding the audience.

This is a poster that aims at use of an alternative energy source. This has been facilitated due to the recent global warming threats. It is meant to reform the mass on the importance of conserving energy sources. It has short and precise slogans that increase the impact of this poster. It has also used simple words to capture the attention of the readers. The use of green color symbolizes nature. The poster is also aimed at modifying character by inducing feelings on the importance of energy conservation.

The poster can be compared to the pseudo-pre-propaganda which has collapsed some concepts and ideas to one word " conserve". In relation to this propaganda, the target group is the environmentalists. It has created a rational tone among the viewers. The main notes in this poster are environment conservation. The tags in this posters are environmentalists and the double speak word is conservation. It has induced exclamation marks and the three dots to give room for several stereotypes. Furthermore, it alludes facts that provide rationale and promote logic in the minds of the environmentalists. The myth used in this poster is the proletariat way.

Therefore, the poster has incorporated one of the major propagandas used before 1950.

Reference

Hacking the propaganda matrix. (2009). Propaganda analysis primer: part 2.

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<http://propagandahacking.blogspot.com/2009/01/propaganda-analysis-primer-part-2.html>