

## ROSIE THE RIVETER (S)HERO PROPAGANDA POSTER



**PROPAGANDA** is a communication tool used to influence an intended audience and further an agenda. The information presented by the propagandist is not necessarily based on facts, but rather is rooted in the desire to illicit a favored or emotional response from the intended audience.

The image of Rosie the Riveter was used successfully during World War II to inspire participation by the public in the war effort. In the same way, Marvel Comics used the image of Captain America in 1941 to create an image of a patriotic super-soldier and war hero.

The Rosie the Riveter campaign encouraged individuals and particularly women, to seek employment in non-traditional occupations to produce factory goods during the war. It was seen as something that women could do on the home front while the men were off fighting. And as it turned out, women did these jobs quite successfully—so much so—that in the 1980's, Rosie's image was used again as the face of feminism. Rosie the Riveter's poster, depicting the determined spirit of women, helped open new doors to women in the workplace.

Captain America introduced the superhero concept to Americans. During WWII,

Marvel Comics presented him as virtually indestructible in battle with Axis powers. After Pearl Harbor, the U.S. government enlisted the help of the entire comic book universe as propaganda. There was no more important superhero in this effort than Captain America.

While Captain America's popularity waned after WWII, it rose again in 1964 when Marvel Comics re-introduced him to comic book readers. To this day, Captain America remains a symbol of the heroism of the American people and our willingness to do whatever it takes to overcome evil.

In the 1980's Rosie the Riveter became the symbol of women across the country who wanted the right to be employed. Rosie's poster reminded the business community that women deserved equal access to the workplace.

Both images served as important propaganda for war efforts in the United States and later as messages of social transformation. They remain today as lasting reminders of the courage of the American people to overcome adversity, and our willingness to change the things that need to be changed.

## ROSIE THE RIVETER (S)HERO PROPAGANDA POSTER (CONT.)



### WHO IS YOUR SUPER(S)HERO?

Select a (S)hero in your life to feature on a propaganda poster. The character could be based on your mom, grandmother, aunt, sister, friend, or even your classroom teacher. Show why the (s)hero you selected brings value to your life and others around you by designing the poster in a style that shows this woman in a (s)heroic pose, much like the two examples of Rosie the Riveter.

### MATERIALS:

Colored pencils, crayons, or markers  
Tracing Paper  
Pen  
Paper  
Poster Board

### LEARNING STANDARDS:

**Social Studies: 6-8.1** Analyze positions and evidence supporting an issue or an event

**Social Studies: 2.6-8.2** Evaluate the breadth, reliability, and credibility of primary and secondary sources to determine the need for new or additional information when researching an issue or event.

**Visual Arts 3:** Refine and complete artist work

**Visual Arts 11:** Relate artistic ideas and works with societal, cultural and historical context to deepen understanding.

### INSTRUCTIONS:

1. Write down six characteristics of your (s)hero, the best ways to illustrate them, and determine the slogan for your (s)hero poster. Exaggerate what makes this person great to convince others of her (s)heroism—this will support your successful use of the propaganda concept.
2. Use a copied picture of your (s)hero to create your poster.
3. Trace her outline and transfer it to the poster, adding whatever designs around her you choose. Use colored pencils, crayons, or markers to make your propaganda poster pop.
4. Present your (s)hero to your class.
  - Describe what makes her important.
  - Why does she need a propaganda poster?
  - In what way is she vital in your story?
  - How did you exaggerate her accomplishments to make her even more (s)heroic?