



## Recruiting for the Army

Name \_\_\_\_\_

This activity examines some of the ways that the army has encouraged people to join up in the past and the present.

### Resources

- Kitchener poster-World War One
- Royal Norfolk Regimental Museum-1939
- Army recruitment web site [www.army.mod.uk/careers](http://www.army.mod.uk/careers)
- Paper and pens

1) Look at the two posters and think about how they try and **persuade** young men to join the army. Fill in the table below and make comparisons between the techniques used in the two posters.

	Kitchener	1939
Reasons given for joining up		
Elements most strongly emphasised		
Examples of persuasive language used		
Images		
Historical Context		

2) Which of the posters do you think would persuade you to join the army?

3) Why do you think this one is most successful?

4) Now that you have looked at the two posters try looking on the recruitment web site used by the army today. There are some similarities in the way that the Second World War poster and the poster try and persuade people to join the army. In the box below compare the two and write down the similarities and differences. Then discuss them as a whole class or in groups.

Similarities	Differences

Activity: Create your own poster in groups. (Note to teacher: One group could use the computer)

The poster from 1938 is very wordy and it is quite hard to pick out the important information.

Using a computer redesign the poster in a more modern way using less words (maybe images) and making it easier to understand.

Using the information you have gathered and your own opinions pick out elements that **you** think are most persuasive and create your own poster.