



WAS WORLD WAR ONE PROPAGANDA THE BIRTH OF SPIN?

Video 1 - transcript

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The images in these posters are certainly arresting, even shocking and we're used to powerful and persuasive tactics in government ad campaigns.

We might even think of it as government 'spin' – messages that have been carefully crafted to make us think and to act in a certain way.

But is this a modern phenomenon?

It might be surprising, but some sophisticated strategies were in play to influence public opinion 100 years ago as well.

During World War One, the government feared a national crisis mounting on the home front and they realised as well that they needed very careful strategies to persuade the people to get behind a costly war.

I'm going to show you the strategies that were used to get the message across, and how there are echoes of the same techniques in government media campaigns today.

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