



### LA PROGRESSIVITE EN CLASSE DE PREMIERE

- dans les sujets : les sujets comportent en général un seul document
- dans les consignes : les sujets passent progressivement d'une série de question à une consigne unique avec un tableau qui guide la réponse

### SITUATION DANS LE PROGRAMME

**Thème 4** - La Première Guerre mondiale : le « suicide de l'Europe » et la fin des empires européens (11-13 heures)

**Chapitre 2** - Les sociétés en guerre : des civils acteurs et victimes de la guerre

### OBJECTIFS

- Travail sur l'identification et la mise en contexte du document
- Travail sur l'analyse d'un document iconographique
- Travail sur la construction de la réponse
- Travail sur l'articulation des informations extraites et des connaissances

### ORGANISATION DU SEANCE

2 séances

- **Séance 1** : 16 affiches de recrutement sont données à l'étude (pp 2-33). Les élèves travaillent seuls avec la même consigne. Ils se voient proposer au besoin une aide soit sous forme numérique (lien genially) soit sous forme papier.

- **Séance 2** : quelques élèves, en traitant les différents aspects qui correspondent à la mobilisation du Royaume-Uni, de l'Empire et des civils, en particulier des femmes, présentent leur travail à l'oral et sont évalués.

L'ensemble de la classe complète le tableau qui fait office de trace écrite et la « *tool box* » (p. 34) : quels mots, quelles expressions ont été mobilisés pour analyser ces affiches ?

### ÉVALUATION (p.35)

1 séance

L'évaluation de l'ensemble des élèves se fait à l'écrit sur un document inconnu mais en reprenant le même modèle. Le passage à l'écrit doit également amener les élèves à s'interroger sur la gestion du temps de préparation et l'organisation du brouillon.



- Present the sources (nature, author, date, aim and context).
- Describe the method used to encourage men to join up.
- How does this poster illustrate the war mobilization?

**Britons. Join Your Country's Army!**

This is perhaps the most famous poster from the First World War, and shows Field Marshal Lord Kitchener<sup>1</sup>, appealing for people to join the British Army. It was first produced in 1914, but has taken on a more iconic status since the war, when it was not widely circulated outside of the London area. However, its striking visual appeal was picked up by other artists, including in the USA, where the image of Kitchener was replaced

Source: IWM Learning Resources, Recruitment Posters

<sup>1</sup> In 1914, at the start of the First World War, Kitchener became Secretary of State for War, a Cabinet Minister. He organized the largest volunteer army that Britain had seen, and oversaw a significant expansion of materials production to fight on the Western Front.

TOOLS ON LINE



OR ASK FOR THE TOOL BOX

- the different types of sources in history
- How to present a document in history or in geography?
- How to describe a picture?
- Linking words
- How to say the time?

Cf. genially : <https://view.genial.ly/61826948e10b700dddbba9800/guide-tools-se-anglais>

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Part 2:		
Part 3 ( <i>maybe</i> )		

## Conclusion

Main ideas summary	
opening (facultative)	



- Present the sources (nature, author, date, aim and context).
- Describe the method used to encourage British people to join up.
- How does this poster illustrate the war mobilization?

#### Women of Britain Say 'Go!' (1915)

This poster clearly demonstrates the application of commercial advertising techniques to the recruitment campaign and is appealing to Britain's female population to encourage more men to join the army, whilst (=tandis que) depicting women and children as needing protection. However, The First World War substantially increased the numbers of women in paid work and the range of jobs that they undertook.

Source: IWM Learning Resources, Recrutement Posters

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- Describe the method used to encourage women to join up.
- How does this poster illustrate the war mobilization?

#### WOMEN URGENTLY WANTED FOR THE W.A.A.C.

The Women's Army Auxiliary Corps (WAAC) was established in December 1916. Women who joined the Corps carried out a large number of non-combatant tasks in France, freeing up more men for service in the front line. The first party of 14 women arrived on the Western Front on 31 March 1917. Eventually, 9,000 women served with the unit in France.

Source: IWM Learning Resources, Recruitment Posters

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- Describe the method used to encourage British people to join up.
- How does this poster illustrate the mobilization?

### Are You in This? (1915)

This poster was designed by Robert Baden Powell who established the Scouting movement. It shows how different sections of society are contributing to the war effort, including a scout. On the side lines is a man shown with his hands in his pockets, and smoking a cigarette, who is not yet involved.

Source: IWM Learning Resources, Recruitment Posters

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Source: **IWM Learning Resources, Recruitment Posters**

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#### **Step Into Your Place (1915)**

This poster shows a united Britain, with all members of society going to war together. Everyone is shown carrying the tools of their trade or profession, with civilians gradually transforming into British infantrymen.

#### **TOOLS ON LINE**



geography?

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- How does this poster illustrate the war mobilization?

#### Sportsmen's One-thousand (1917)

The idea that team sports were good preparation for war was common across Britain and its Empire. Team sports incorporated both team spirit and a sense of patriotism and this Australian poster plays on the country's sporting pride and its growing sense of identity.

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#### This Soldier is Defending India (in Urdu language)

This Indian recruitment poster was produced with a blank strip at the bottom, so that each region could add text in their own language. This made the poster very flexible, as it could be adapted to meet the needs of the area it was going to. However, recruitment posters were less common in India, where the recruitment campaign was conducted differently. India was still a largely rural society at this time and poster campaigns were more associated with urban areas.

Source: IWM Learning Resources, Recruitment Posters

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### ? [The Question Mark] (1918)

This poster was designed for the last recruiting campaign carried out by the Government of Australia during the First World War. It shows an ape-like monster, wearing a German helmet, or pickelhaube, which was seen as a symbol of German militarism. The poster was part of a sophisticated campaign, and the graphic imagery is particularly forceful and very different to that used in British posters.

Source: IWM Learning Resources, Recruitment Posters

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### New Germany

This striking poster imagines an Australia occupied and taken over by Germany. This was never a realistic fear for the people of Australia, but rather reflects the fear of a world dominated by Germany and the values it was perceived to have.

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#### **Irishmen Avenge the Lusitania (may 1915)**

The passenger liner RMS Lusitania was torpedoed and sunk by a German U-boat in May 1915. The ship may have been carrying military supplies, but over 1000 passengers lost their lives in the incident, which became one of the most controversial acts of the war. This poster uses the incident to try and encourage Irish men to enlist, and avenge the sinking of the ship.

Source: IWM Learning Resources, Recruitment Posters

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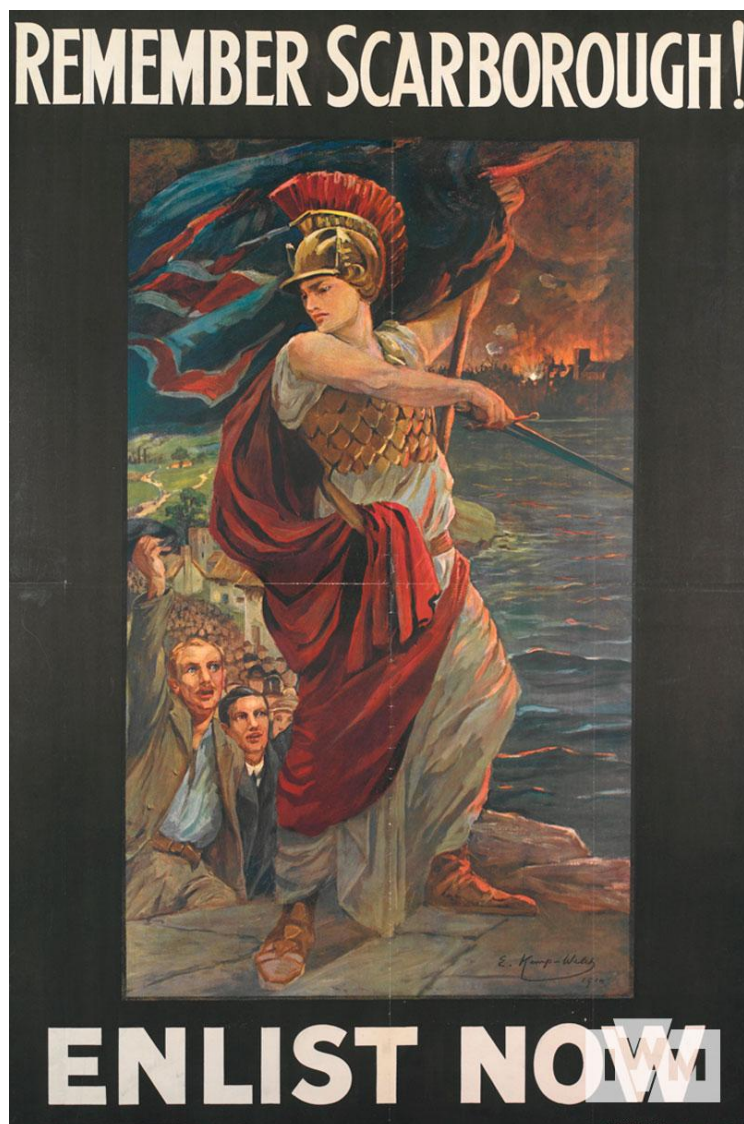
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### Remember Scarborough (1915)

On the morning of 16 December 1914, the North Sea ports of Hartlepool, West Hartlepool, Whitby and Scarborough were bombarded by the German First High Seas Fleet Scouting Group. 137 people lost their lives and 592 people were wounded. This poster uses the incident to try and encourage people to enlist, but the British public and newspapers were also outraged at the Royal Navy for not protecting the towns.

Source: IWM Learning Resources, Recruitment Posters

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#### For the Glory of Ireland

This Irish recruiting poster uses the German invasion of Belgium as a recruiting tool. It is appealing specifically to the Catholic population of Ireland, which at this time was still part of the United Kingdom, to defend Belgium, which was also a Catholic country.

Source: IWM Learning Resources, Recruitment Posters

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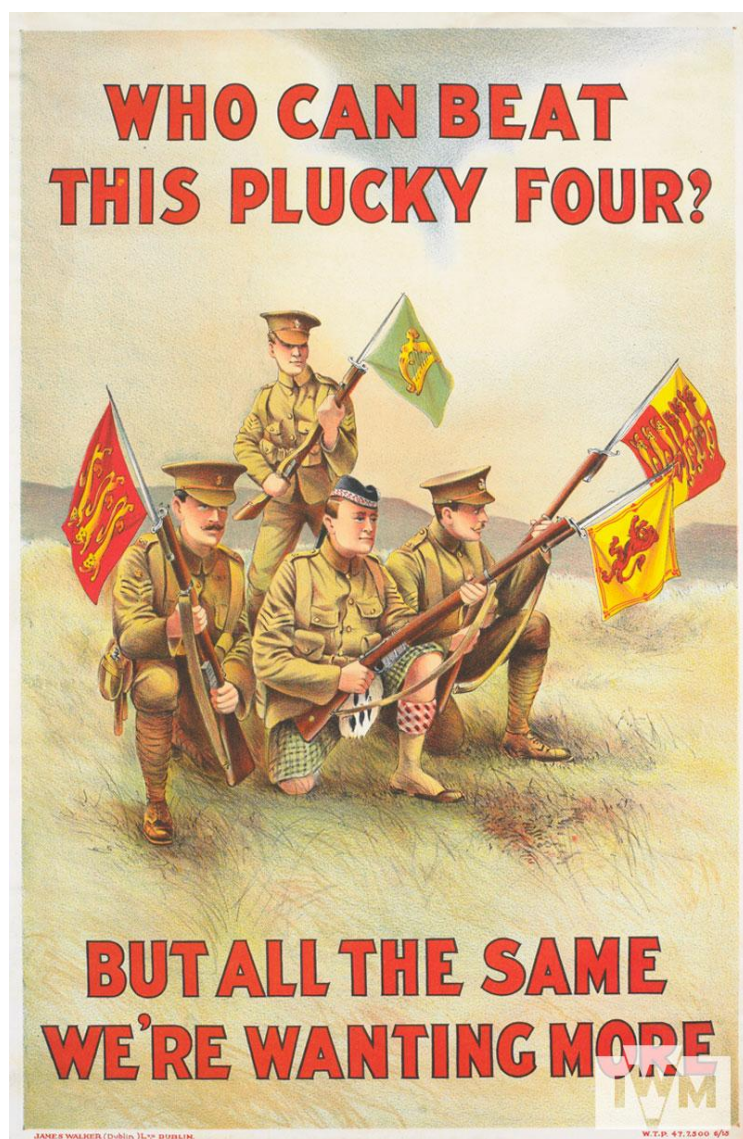
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#### Who Can Beat this Plucky Four (=4 courageux)? (1915)

This poster from 1915 shows English, Scottish and Welsh troops crouched (=accroupis), poised (=en position) and ready for war, whilst (=tandis que) an Irish soldier stands behind them. The poster was used in Ireland, where much of the country was pursuing independence, to encourage men to enlist and join the war effort. In this instance the poster was particularly aimed at the Protestant population and those supporting unionism.

Source: IWM Learning Resources, Recruitment Posters

#### TOOLS ON LINE



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### FORWARD!

This poster was produced in September 1915 and was the last one to make use of an image in the recruitment campaign. By the time it was produced enlistment numbers had fallen and the introduction of conscription was inevitable. However, posters like this were still used to encourage people to enlist before they became conscripts.

Source: IWM Learning Resources, Recruitment Posters

### TOOLS ON LINE



### OR ASK FOR THE TOOL BOX

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- How to describe a picture?
- Linking words
- How to say the time?
- What are you asking to do?

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- Describe the method used to encourage men to join up.
- How does this poster illustrate war mobilization?

#### **Your King and Country Need You!**

This poster is appealing for people to enlist with the Quebec Rifles as part of the Canadian Expeditionary Force. It shows the four allies of Belgium, France, Russia and Britain and, despite the poster's title, is encouraging people to join an international war effort and fight for universal values and causes.

Source: IWM Learning Resources, Recruitment Posters

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### **Your King and Country Need You!**

This British First World War poster places a soldier of a Scottish regiment at a Belgium street corner, ready to fight against Germany which had invaded Belgium in August 1914.

Several British First World War posters refer to the international Treaty of 1839 which guaranteed Belgium's neutrality and independence. The Treaty had been signed by Germany, but when it invaded Belgium in August 1914, the German Chancellor referred to the Treaty as just a 'scrap of paper'. This statement became a powerful propaganda tool for the British government as it sought public support for the war, aiming to arouse sympathy for

Source: IWM Learning Resources, Recruitment Posters

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## THE BRITISH EMPIRE AT WAR

Posters	Who is mobilized?	What for?	How are the method used to mobilize? What arguments are used, what feelings do they play on?
1, 5, 6, 10, 11, 12, 13, 14, 16			
2,3, 4			
7, 8, 9, 15			

**Keywords:**

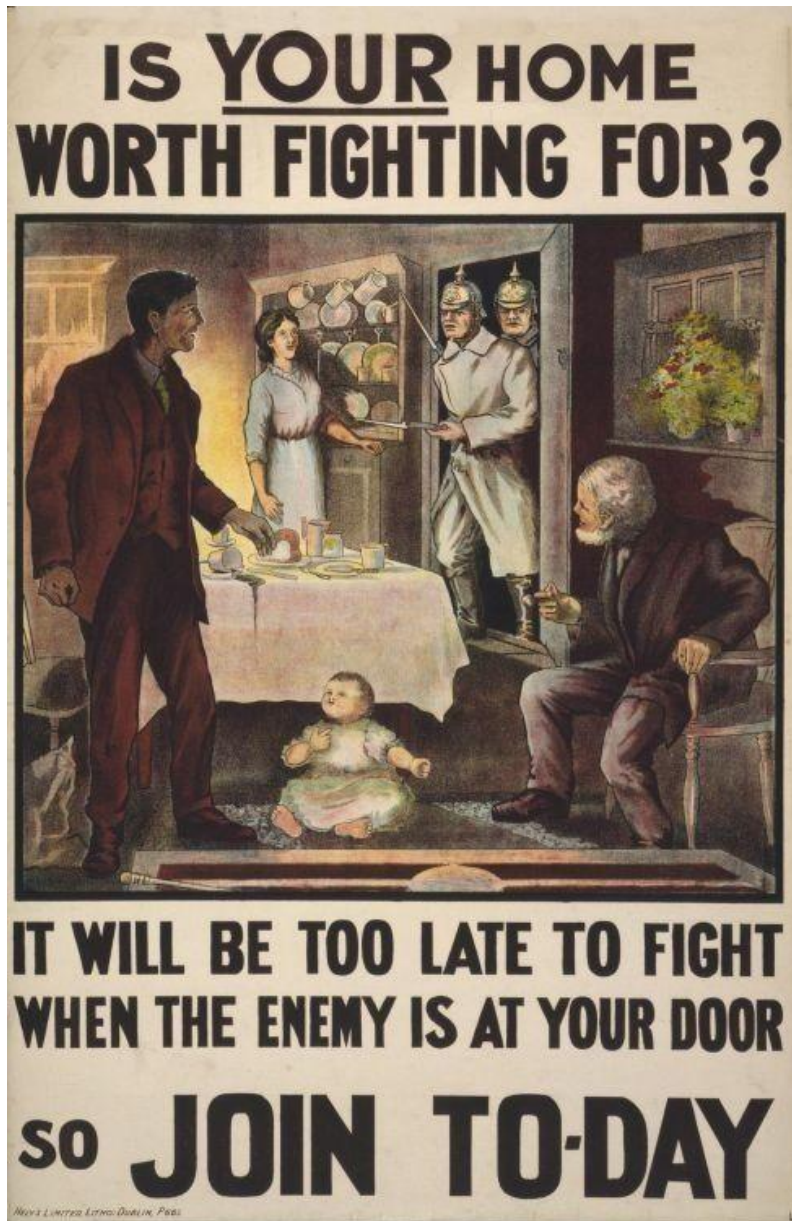
Total war, recruitment campaign, propaganda, patriotism, sacrifice, fear, sense of duty, coward

Complete your own tool box with the elements you needed to look for:

[illegible]

Using the document and your knowledge, answer the question: "How was the British recruitment organized to face WWI?"

SOURCE : Irish Recruitment Poster, July 1916.



*To organize your answer*

**Introduction:**

- Key words or date to explain
- Document's presentation
- Key question
- Outline of the presentation (part 1, 2)

**PART 1:** Description

**PART 2:** Explanation (What is the method used to encourage men to join up?)

**Conclusion:**

- Main ideas summary
- Opening (compare this poster to the one you had to work on)