

Food Propaganda in the World Wars: A Review on Food Posters

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Abstract

Propaganda is an activity that is conducted to influence the attitudes or behaviors of individuals by using communication tools. Throughout history, states have used different propaganda methods to influence their public and other states. Posters are one of the mass media tools used for propaganda purposes. States made propaganda during the World Wars, and often they used posters in this activity. Although there are studies focused on propaganda activities in World Wars, posters, and the importance of food policies, no study examining food-themed propaganda posters within the scope of the food policies. The purpose of the study is to examine the food-themed propaganda posters published during the two World Wars within the scope of the food policies. 43 food-themed posters were detected published during the World Wars for propaganda. The posters were analyzed through thematic analysis. As a result, it was determined that fourteen food policy themes were used in the posters of the world wars.

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INTRODUCTION

Food has been a symbol of military power from history to today. Food consumption and supply have shaped the direction of wars by influencing the nutrition and strength of soldiers (Messer, & Uvin, 2005; McCorkindale, 1994; Runge & Graham, 2020). Additionally, developing food policies was necessary because the population increased and armies expanded in World Wars (Behnassi & El Haiba, 2022; Lee et al., 2003). During World Wars, the states made several propagandas for adopting public to these food policies (Maltz, 2015; Gerhard, 2011). Propaganda posters were used as a communication tool (Davis, 2000). Studies are focusing on the importance and policies of food and food-themed propaganda during the World Wars (Collingham, 2012; Barnett, 2014; Yang, 2005; Hamilton, 2018; Polivy et al., 1994; Zhang, 2015). It was not found that the study examining food-themed posters published during the period of two World Wars within the scope of food policy and propaganda. The study aims to analyze food-themed posters published during the World Wars within the scope of food policies and propaganda. The analysis method was used in the study. 43 food-themed propaganda posters were analyzed. The posters were accessed through online communication channels. As a result of the analysis, 14 themes were found in the posters related to states' food policies.

Literature

Propaganda

Propaganda is a conscious and one-way communication activity. Propaganda is made to direct the attitudes or behaviors of individuals and mass media tools are used in this communication (Stanley, 2015). Because propaganda is an extremely effective communication tool for the masses, it was used frequently during World Wars. 'War propaganda' organizations were established and the public was tried to direct in the context of states' goals (Welch, 2013; Lasswell, 1971). Goebbels, Minister of Propaganda in Nazi Germany, saw propaganda as an instrument of politics and defined it as the power of controlling society. Goebbels defined also propaganda as activities converting thoughts and captivating the masses (Doob, 1950). Different communication tools were used for propaganda during World Wars (Aro, 2016). Newspapers, radio, and posters were mass media tools used for making propaganda in both two World Wars (Hobbs, 2020). Posters can reach large target audiences and they provide written and visual communication. Wide and effective propaganda can be made with posters and it does not require any vehicle such as television, or radio (Lock, & Ludolph, 2020). For these reasons, posters were used frequently, especially during World Wars (James, 2009).

Food Policies And Posters in The World Wars

Propaganda posters are important communication tools that enable reaching a wide audience. They presented an opportunity to direct the masses while transmitting the information (Landsberger, 2013). In this context, propaganda was used to impact the public and provide resource protection during the World Wars (Thomas, 2018). Food was a critical resource for many countries during World Wars. The conditions of the World Wars and economic crises at that time made producing and spreading food policies necessary (Helstosky, 2004). Some of the main objectives of food policies and propaganda during World Wars were informing the public about the food requirements of the military, providing food production, decreasing food waste, and meeting the needs of food for allies countries (Gifford, 2002; Shils & Janowitz, 1948).

Food propaganda activities started with the United States joining World War I. Because of the agricultural production capacity, the attitude of the political regime, and the ability of private sector initiatives, the United States made intensive propaganda during World Wars (Ponder, 1995). The United States emphasized many times with propaganda posters that food would win the war and it was a weapon or ammunition (Buschman, 2013). The United States conducted also extensive campaigns for canned food during World War I. Campaigns were conducted to make the consumption of canned food routine not only for soldiers but also for the public. In the scope of these campaigns, housewives were trained related to the production of canned foods, and propaganda posters were designed. During World War II, the United States tracked food policies related to decreasing waste and reuse of food. Fat was given with rationing at that time. In the propaganda posters published in 1943, women were asked to gather the fats that were used in their kitchens. Posters stated that fats were essential for making explosives (Carruth, 2009).

In Italy, the public was persuaded to reduce imports and adopt a simple dietary plan through propaganda. In this context, the food policy related to self-sufficiency in terms of nutrition was tracked. The Italian public was directed through propaganda posters that emphasized the political and health benefits of consuming only locally produced food. The purchase of Italian products was made obligatory, and the public was informed that they should be proud of local products (Diner, 2003). Many agencies and associations were established and festivals were organized to support national agricultural production (Chiaricati, 2022). The Italian public was also tried to be educated and directed through food propaganda, especially the production and consumption of products such as sugar, wheat, and rice (Helstosky, 2004)

During World War II, Germany's food needs accelerated the spread of World War II. Germany had to move with countries that produced food within its borders. Therefore, the government aimed to occupy countries such as Poland and Ukraine, which had grain reserves. Goebbels, the propaganda minister of Nazi Germany, stated that the war with the Eastern countries was started for grain and bread (Herf, 2006).

During the period of the World Wars, food propaganda was also made in the direction of some products. Wheat, sugar, meat, and fat were important themes in propaganda posters (Djebabla, 2014). There were serious declines in wheat production during the World Wars. Europe had to import %60 of the wheat it needed. For this reason, The United States encouraged the consumption of corn, rye, oats, and barley to reduce the consumption of wheat in its own country, and made propaganda to send wheat to Europe (Levenstein, 2003). The United States additionally made propaganda for reducing sugar and red meat consumption during World Wars. The United States asked from public to consume fish, chicken, and rabbit meat instead of red meat in the posters (Bentley, 1998). Propaganda for reducing bread consumption was carried out in both the United States and European countries. Potato production and consumption were targeted as an alternative to bread, and the public tried to be convinced through propaganda posters (Thomas, 2018). In Britain, carrots with potatoes consumption were encouraged through propaganda posters. The cartoon characters Potato Pete and Doctor Carrot were used on posters. Vegetable dishes and new recipes were tried to be promoted with these characters (Hodge, 2013). Fat was another food policy and propaganda theme during World War I. Due to the shortage in butter production, margarine production increased in both two wars (Hoffman et al., 1969).

Methodology

The study aims to analyze food-themed posters published during the World Wars within the scope of food policies and propaganda. Food-themed propaganda posters were examined in the research. Food-themed propaganda posters published during the World Wars were reached through online communication channels. The keywords of 'World War I food propaganda posters', 'World War II food propaganda posters', 'food propaganda posters', 'WWI food propaganda posters', and 'WWII food propaganda posters' were used in the Google search engine for reaching the posters. The posters were reached through online libraries of digital.library.unt.edu, www.loc.gov, eng410wwiilit.commons.gc.cuny.edu, and dc.library.norhwestern.edu online libraries, United Kingdom Newspaper online address of www.camdennewjournal.co.uk, and Australian official site of www.awm.gov.au. 27 posters from World War I and 16 posters from World War II were detected for sample. The detected posters were analyzed through thematic analysis.

Results

Within the scope of the study, 43 food-themed propaganda posters were detected which were published during World War I and World War II. 27 posters were published during World War I, and 16 posters were published during World War II.

Food-themed propaganda posters during World War I

In the study, 27 food-themed propaganda posters were detected that were published during World War I. It was found that 3 posters were related to meat, bread, sugar, and wheat consumption, 4 posters were related to supporting the allies, 6 posters were related to reducing waste, 1 poster was related to preventing stockpiling, 2 posters were related to supporting production, 6 posters were related to consumption, 3 posters were related to food marketing opportunity, 2 posters were related to recipes among them. The most frequent themes were detected as consumption of corn, fish, and canned food and reducing waste among the posters (%22). Additionally, the least frequent theme was detected as preventing stockpiling (%7). The themes, numbers, and percentages of the food-themed propaganda posters published during World War I are given in Table 1.

Table 1. The themes, numbers, and percentages of food propaganda posters published during World War I

THEMES	NUMBER	PERCENTAGE
1- Reducing the waste	6	%22
2- Consumption of corn, fish, and canned food	6	%22
3- Supporting the allies	4	%15
4- Meat, bread, sugar, wheat, and fat consumption	3	%11
5- Opportunity for the food supply		
6- Supporting to production	3	%11
7- Recipes	2	%7
8- Preventing stockpiling	2	%7
	1	%5

Meat, Bread, Sugar, Wheat and Fat Consumption

Among the food-themed propaganda posters published during World War I, three posters with the theme of meat, bread, sugar, wheat, and fat consumption were detected. In these posters, propaganda was made to reduce the consumption of meat, bread, sugar, wheat, and fat. It was stated in the posters that by reducing the consumption of these food products, soldiers and allies could be supported more. In poster 1, it was requested that the public consume

less wheat, meat, sugar, and fat and prefer fish, fruits, vegetables, and corn. In poster 2, propaganda was made about the low consumption of bread with a sample of sliced bread. The poster gave a message to the public about the importance of bread and it stated that saving a loaf of bread every week would help win the war. In poster 3, the 'Hunger' word was emphasized and a woman and two children were illustrated as weak. Additionally, the poster stated that the United States troops had fought against hunger in Belgium for three years and made propaganda for the low consumption of wheat, meat, fat, and sugar. It was also determined that, all them among three posters were published by the U.S. Food Administration. The findings are supported by other studies about the United States' food policy on meat, bread, sugar, wheat, and fat consumption (Gifford, 2002; Tunc, 2012).



Poster 1

Poster 1. 'Eat less wheat, meat, sugar, and fats, to save for the army and our allies' (1918) (digital.library.unt.edu).



Poster 2

Poster 2. 'Save a loaf a week help win the war' (1917) (digital.library.unt.edu).

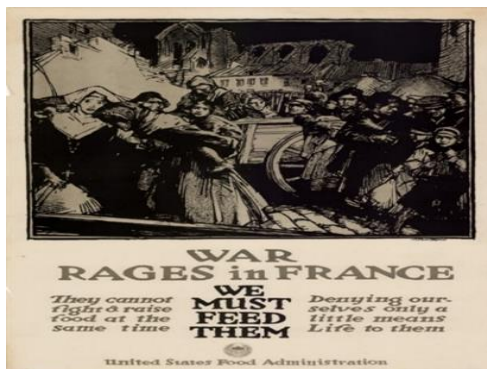


Poster 3

Poster 3. 'Hunger' (1918) (www.loc.gov).

Supporting the Allies

Among the food-themed propaganda posters published during World War I, four posters with the theme of supporting the Allies were detected. Propaganda was made on the posters about the need to provide food support to the allies. In poster 4, it was stated that the war in France was heating up and the French people couldn't fight and grow crops at the same time. In the poster, a crowd of people of all ages and ruined buildings were illustrated using black and white colors, to make of the United States public's empathy towards the French people. The poster was published United States Administration. In poster 5, it was illustrated a hungry and wounded soldier dressed in red, blue, and white colors. The findings are supported by other studies that indicated the food aid of the United States to France during the World Wars (Zieger & Zieger, 2001; Chafe, 2003).



Poster 4

Poster 4. War rages in France (1918) (digital.library.unt.edu).



Poster 5

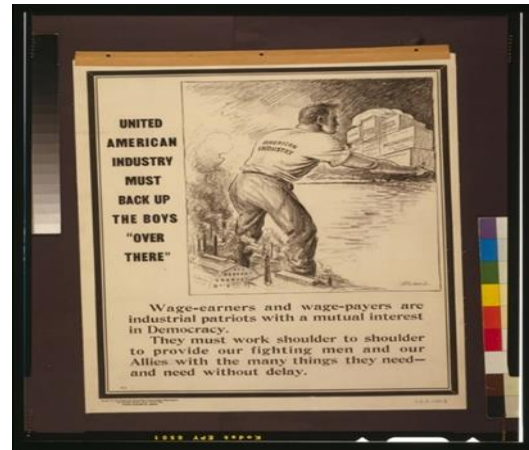
Poster 5. Food for France (1918) (www.loc.gov).

Propaganda was made for helping New York in terms of food through poster 6. The poster emphasized food sharing by illustrating a monumental female figure offering food to exhausted women and children with a view of New York City in the background and a large tray in her hands. The poster featured the symbol of Jewishness and the text 'Jewish Relief Camp'. It was understood that propaganda was made by Jews. The finding is supported by other studies that stated Jewish relief to the United States in terms of food during the World Wars (Lucas, 1918; Granick, 2014). Poster 7, depicted a monumental man with food and ammunition supplies on his back. Propaganda was made related to the need to work collectively to provide the necessities of European soldiers in the United States. The finding was supported by other studies that determined the food and ammunition supplies of the United States to Europe during World Wars (Klause, 1998; Maddox, 2018).



Poster 6

Poster 6. SHARE (1917) (www.loc.gov).

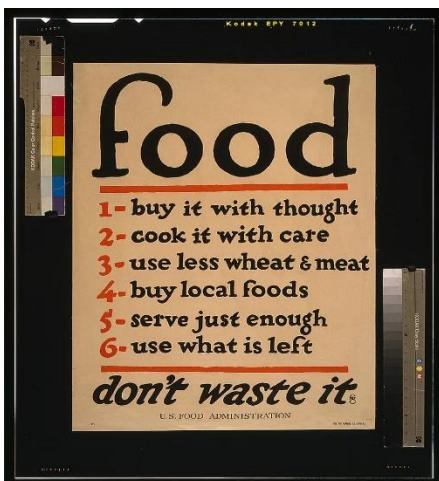


Poster 7

Poster 7. United American industry must back up the boys (1917) (www.loc.gov).

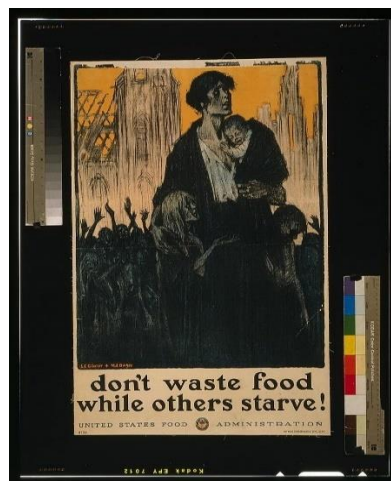
Reducing the Waste

Among the food-themed propaganda posters published during World War I, 6 posters with the theme of reducing waste were detected. The relevant posters stated that reducing food waste was important for winning the war.



Poster 8

Poster 8. Food doesn't waste it (1917) (www.loc.gov).



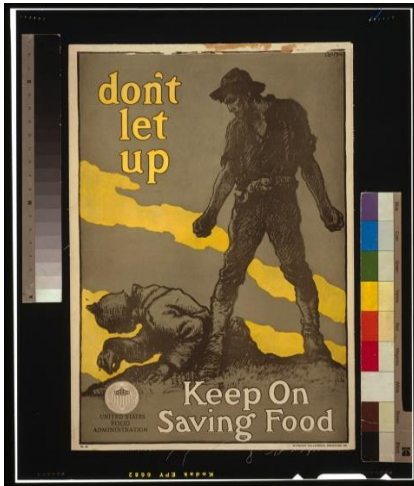
Poster 9

Poster 9. Don't waste food while others starve! (1917) (www.loc.gov).

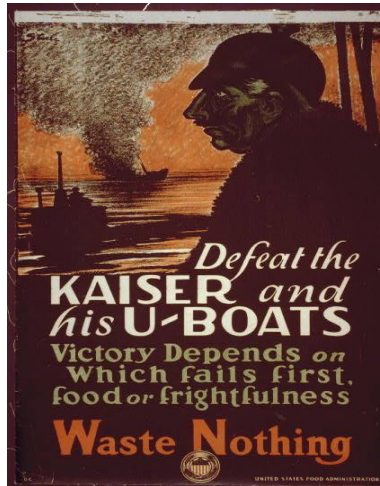


Poster 10

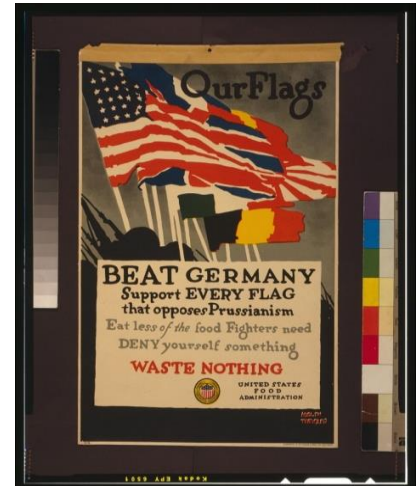
Poster 10. Be Patriotic (1918) (www.loc.gov).



Poster 11



Poster 12



Poster 13

Poster 11. Don't let up keep on saving food (1918) (www.loc.gov).

Poster 12. Waste Nothing (1917) (www.loc.gov).

Poster 13. Beat Germany Support every flag (1918) (www.loc.gov).

Poster 8 emphasized the 'Food' and 'Don't waste it'. Poster 9, illustrated ruined buildings in the background and a thin man and his children in the foreground, with the text 'Don't waste food while others starve'. Poster 10, depicted a woman wearing a dress and hat contained with the colors and stars of the US flag, with the text 'Be patriotic, sign the pledge to protect your country's food'. Poster 11 depicted a man standing over an enemy soldier, looking at him and shaking his hands, with the text 'Don't let up' and 'Keep on saving food'. Poster 12 illustrated a dark human figure and a burning and sinking ship in the background with the 'Defeat the Kaiser and his ships', 'Victory depends on which fails first; food or fright', and 'waste nothing' text. Poster 13 showed the flags of the allied countries, with the American flag in the foreground, and emphasized the 'Defeat Germany, support all flags opposing Prussianism', 'Eat less than the warriors need', and 'Don't waste anything' texts. All of the 6 posters were published by the U.S. Food Administration and propaganda was made for reducing the waste with the posters. The finding is supported by other studies about the food waste policy of the United States (Parfitt, Barthel, & Macnaughton, 2010; Chen & Chen, 2018).

Prevention of Stockpiling

Among the food-themed propaganda posters published during World War I, 1 poster with the theme of preventing stockpiling was detected. In Poster 14, it was shown that stockpiling was against the law, and propaganda was made to prevent the stockpiling. The poster was published by the Canada Food Board. The finding is supported by other studies that detected Canada's food policy against stockpiling (Brookfield, 2012)



Poster 14

Poster 14. Patriotic Canadians will not hoard food (1914) (www.loc.gov).

Supporting Production

Among the food-themed propaganda posters published during World War I, two posters with the theme of supporting production were detected. Poster 15 depicted a ruined building and war in the background and a boy plowing the soil in the foreground and emphasized the 'Farm to win overthere' text. The poster was published by the U.S. Department of Labor. In the poster, propaganda was made for boys who were 16 and 21 years old to produce food. Poster 16 depicted the character of Uncle Sam on the farm with the text 'Uncle Sam says garden to cut food costs'. The poster was published by the U.S. Department of Agriculture. The findings are supported by other studies about the food production policy and posters of the United States during the World Wars (Collingham, 2012; Witkowski, 2003).



Poster 15

Poster 15. Farm to win 'Over There' (1917) (www.loc.gov).



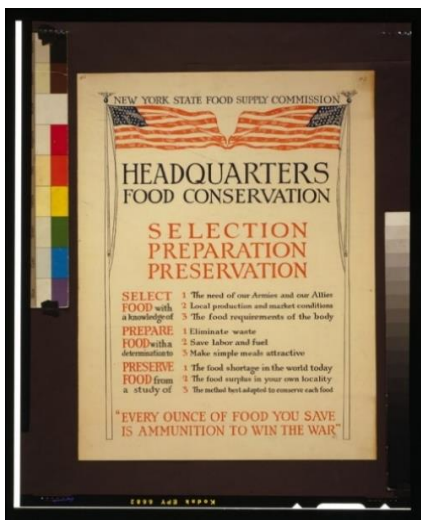
Poster 16

Poster 16. Uncle Sam Says: Garden to cut food costs (1917) (www.loc.gov).

Corn, Fish, and Canned Food Consumption

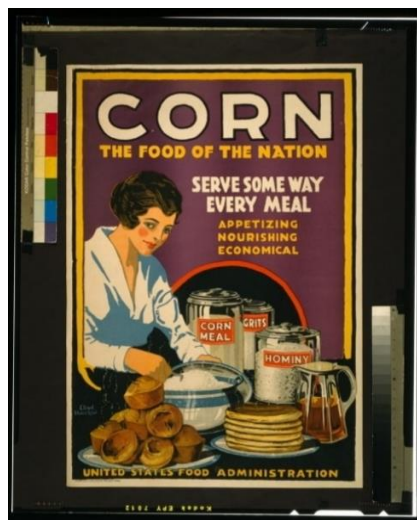
Among the food-themed propaganda posters published during World War I, 6 posters with the theme of increasing the consumption of corn, fish, and canned food were detected. Propaganda was made to increase the consumption of corn, fish, and canned food through posters. Poster 17 showed the American flags and described the stages of selection, preparation, canning, and preservation of canned products. The poster was published by the New York

State Food Safety Commission. Poster 18 depicted the jars of corn flour, semolina, and corn porridge on a table and a woman serving pancakes and muffins. Also, the poster emphasized the 'Corn, the food of the nation' text. The poster was published by the U.S. Food Administration. Poster 19 showed a woman cooking with cornmeal in her foreground and emphasized the 'She is doing her part to help win the war' text. Propaganda was made for using corn in every meal through Poster 18 and Poster 19. Poster 20 illustrated the vegetables and emphasized the 'Fish and vegetable meals' text. The poster was published by the Canada Food Board. Poster 21 showed the fish and emphasized 'Protect the products of the land, eat more fish, they feed themselves' text. The poster was published by the U.S. Food Administration. Poster 22 depicted a butcher pointing fish to his customer and emphasized the 'Buy fresh fish' text. It was stated that meat should be saved for soldiers and allies in the poster. The poster was published by the Canada Food Board. The finding is supported by other studies that detected the food policy was based on corn, fish, and canned food in the United States during World Wars (Tunc ve Babic, 2017; Erenberg, & Hirsch, 1996).



Poster 17

Poster 17. Headquarters food conservation (1917) (www.loc.gov).



Poster 18

Poster 18. Corn the food of the nation (1918) (www.loc.gov).



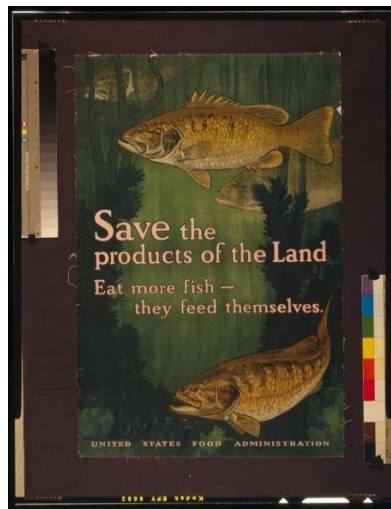
Poster 19

Poster 19. She is doing her part to help win the war (1918) (www.loc.gov).



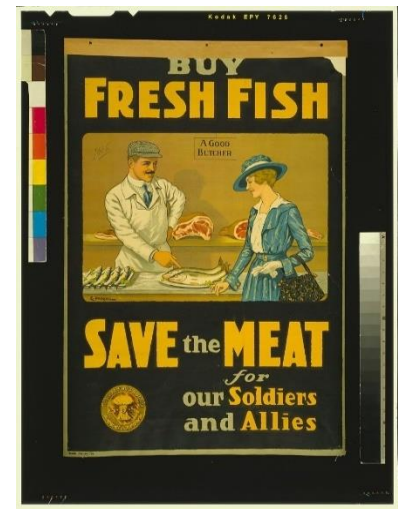
Poster 20

Poster 20. Fish & vegetable meals (1914) (www.loc.gov).



Poster 21

Poster 21. Save the products of the land and eat more fish (1917-1918) (www.loc.gov).

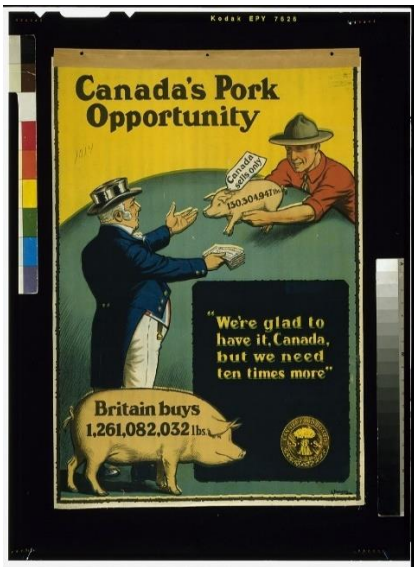


Poster 22

Poster 22. Buy fresh fish save the meat (1914-1918) (www.loc.gov).

Opportunity for the Food Supply

Among the food-themed propaganda posters published during World War I, 3 posters with the theme of opportunity for the food supply were detected. Propaganda was made to increase the supply of eggs and pork through the posters.



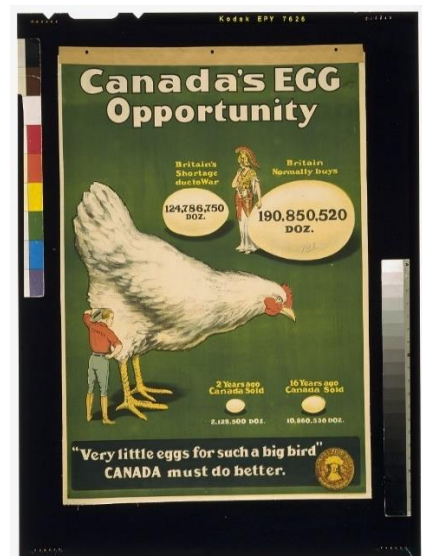
Poster 23

Poster 23. Canada's pork opportunity (1914-1918) (www.loc.gov).



Poster 24

Poster 24. Canada's beef opportunity (1914-1918) (www.loc.gov).



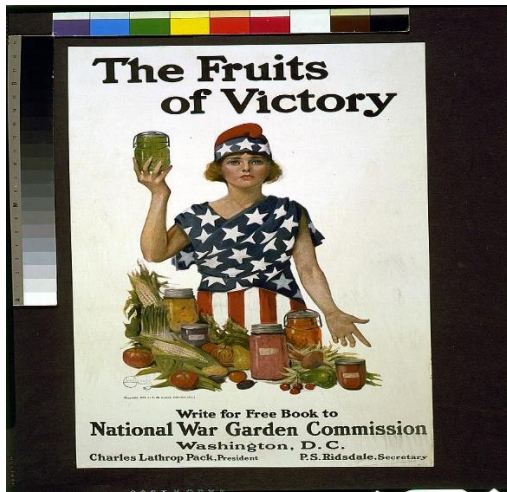
Poster 25

Poster 25. Canada's Egg opportunity (1914-1918) (www.loc.gov).

Poster 23 illustrated two men representing England and Canada exchanged money and pork and emphasized the 'Canada's pork opportunity' and 'We are glad to have it, Canada, but we need ten times more' text. Poster 24 showed statistics on United Kingdom's beef import from Canada and emphasized the 'Canada's beef opportunity' and 'Speed up -we must do better' texts. Poster 25 featured a large chicken, two people representing Canada and the UK, and eggs. The poster emphasized the 'Canada's egg opportunity' and 'Very little eggs for such a big bird-Canada must do better' texts. All of the posters were published by the Canada Food Board. The finding is supported by other studies that determined Canada's food policy related to egg and pork export (Chesney, 2010)

Recipes

Among the food-themed propaganda posters published during World War I, 2 posters with the theme of recipes were detected. Propaganda was made for making bread and preparing food with vegetable-fruit, and fish through poster 26. Also, propaganda was made for writing recipe books including recipes prepared with fruit and vegetables through poster 27.



Poster 26



Poster 27

Poster 26. The Fruits of Victory (1918) (www.loc.gov). **Poster 27.** Canada food board recipe book (1914-1918) (www.loc.gov).

Poster 26 illustrated a woman wearing a dress with the colors of the American flag, holding canned food with vegetables in her hands, and emphasized the 'Write for free book to National War Garden Commission' text. Poster 27 showed the four recipe books and suggested buying Canada Food Board Recipe Books. The poster was published by the Canada Food Board Ottawa. The findings are appropriate to American and Canadian food policies which are related to encouraging the increase of canned food and fish consumption.

Food-themed Propaganda Posters during the World War II

As a result of the analysis in the study, 27 food-themed propaganda posters were detected that were published during World War II. It was found that three posters were related to food preservation and canned food, one poster was related to reducing waste, five posters were related to supporting production, four posters were related to fish, carrot, and potato consumption, 1 poster was related to sharing food, and two posters were related to supporting the allies. The most frequent theme was found supporting production (%36) among the posters. Additionally, the least frequent themes were found as reducing waste (%6) and sharing food (%6). The themes, numbers, and percentages of the food-themed propaganda posters published during World War I are given in Table 2.

Table 2. The themes, number, and percentage of food propaganda posters identified for the World War II period.

THEMES	NUMBER	PERCENTAGE
1- Supporting Production	5	%32
2- Consumption of Fish, Carrots, and Potatoes	4	%25
3- Food Preservation AND Canned Products	3	%19
4- Supporting Allies	2	%12
5- Reducing Waste	1	%6
6- Sharing Food	1	%6

Food Preservation and Canned Food

Among the food-themed propaganda posters published during World War II, 3 posters with the theme of food preservation and canned products were detected. Propaganda was made for preserving food with canned through the posters. Poster 28 showed a mother and her daughter making canned vegetables and emphasized 'We will have lots to eat this winter, won't we, mom?' text. The poster was published by the U.S. Government Printing Office. Poster 29 illustrated a crate of food in the foreground and soldiers landing with parachutes in the background and emphasized

the 'Where our men are fighting, our food is fighting'. At the bottom of the poster, advice is given to 'buy wisely, cook carefully, store carefully, and use leftovers'. The poster was published by the U.S. Government Printing Office. Poster 30 illustrated a woman holding canned vegetables in her arms and emphasized 'Of course I can!' and 'I'm patriotic as can be- And ration points won't worry me' texts. The poster was published by the U.S. Food Administration. The finding is supported by other studies that stated the success of American food policy related to the production of canned food during World War II (Kahn & Sexton, 1988).



Poster 28

Poster 28. Grow your own can your own (1943) (digital.library.unt.edu).



Poster 29

Poster 29. Our food is fighting (1943) (digital.library.unt.edu).

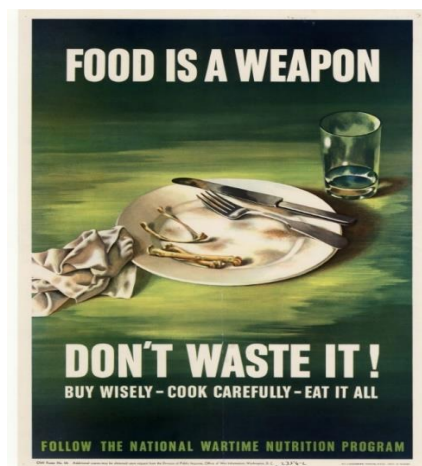


Poster 30

Poster 30. Of course, I can (1944) (digital.library.unt.edu).

Reducing Waste

Among the food-themed propaganda posters published during World War II, three posters with the theme of reducing waste were detected. Poster 31 depicted an empty plate and emphasized the 'Food is a weapon, don't waste it' text. The poster was published by the U.S. Government Printing Office. The finding is appropriate to American food policy which is related to food preservation.



Poster 31

Poster 31. Food is a weapon don't waste it! (1943) (digital.library.unt.edu).

Supporting Production

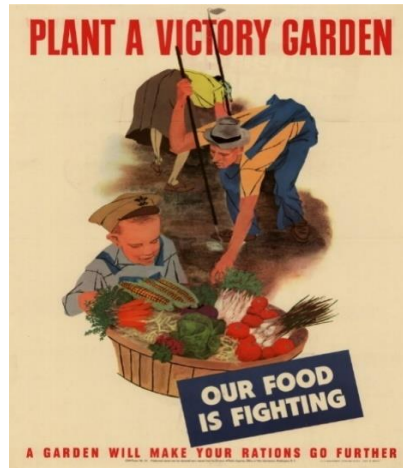
Among the food-themed propaganda posters published during World War II, five posters with the theme of supporting production were detected. Propaganda was made to participate in food production through posters. Poster 32, illustrated a man holding a pitchfork and a woman holding a basket with the vegetables. The poster also

emphasized 'Work on a farm.. this summer' text. The poster was published by the U.S. Government Printing Office. Poster 33 depicts a woman and a man working in a garden and emphasizes 'Plant a victory garden' and 'Our food is fighting' texts. The poster was published by the U.S. Government Printing Office. Poster 34 illustrated a man and a woman planting in the background and vegetables such as peas, cabbage, carrots, potatoes, and onions in the foreground. The poster emphasized, 'Your victory garden counts more than ever!' text. The poster was published by the U.S. Government Printing Office. Poster 35 showed a man holding cabbage and carrots in one hand and a basket with various vegetables in the other. The poster emphasized the 'Dig on for victory' text. Poster 36 illustrated many vegetables in a basket and emphasized 'Your own vegetables all the year round...If you dig now for victory now' text. The finding is supported by other studies that stated Unites States' food policy related to encouraging food production and propaganda during World Wars (Hyland, 1977; Witkowski, 2003).



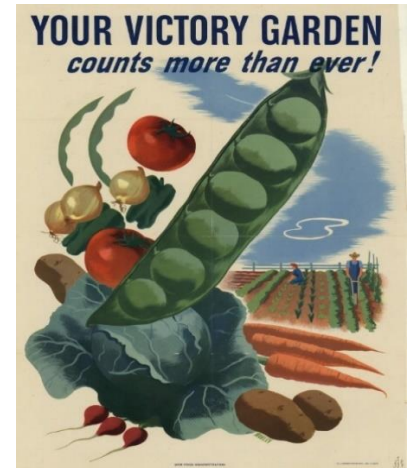
Poster 32

Poster 32. Work on a farm this summer (1943) (digital.library.unt.edu).



Poster 33

Poster 33. Plant a victory garden our food is fighting (1943) (digital.library.unt.edu).



Poster 34

Poster 34. Your victory garden counts more than ever! (1945) (digital.library.unt.edu).



Poster 35

Poster 35. Dig on for victory (1939-1946) (www.camdennewjournal.co.uk).



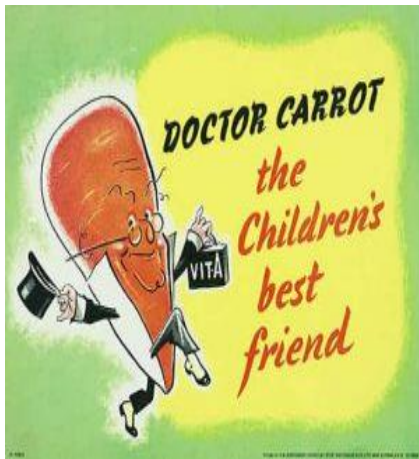
Poster 36

Poster 36. If you dig for victory now (1939-1945) (www.camdennewjournal.co.uk).

Fish, Carrot and Potato Consumption

Among the food-themed propaganda posters published during World War II, four posters with the theme of fish, carrot, and potato consumption were detected. Propaganda was made for increasing the consumption of carrots, potatoes, and fish through posters. Poster 37, showed the character of Doctor Carrot and emphasized the 'Doctor Carrot the children's best friend' text. Poster 38 showed a bucket of fish and emphasized 'Fish is a fighting food' and

'We need more' texts. The poster was published by the U.S. Government Printing Office. Poster 39 illustrated the character of Potato Pete and emphasized the 'Potatoes set our shipping free, Potatoes give you energy' text. Poster 40 depicted a child playing cricket in the garden with his mother and emphasized 'Potatoes feed without fattening and give you energy' text. The finding is supported by other studies about United States food policy based on the fish, potatoe and carrot cultivation and consumption (Collingham, 2012).



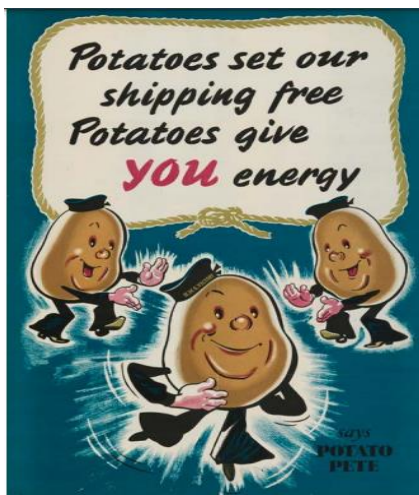
Poster 37

Poster 37. Doctor carrot the children's best friend (1939-1945) (eng410wwiilit.commons.gc.cuny.edu).



Poster 38

Poster 38. Fish is a fighting food (1943) (dc.library.northwestern.edu).



Poster 39

Poster 39. Potatoes set our shipping free potatoes give you energy (1939-1945) (eng410wwiilit.commons.gc.cuny.edu).

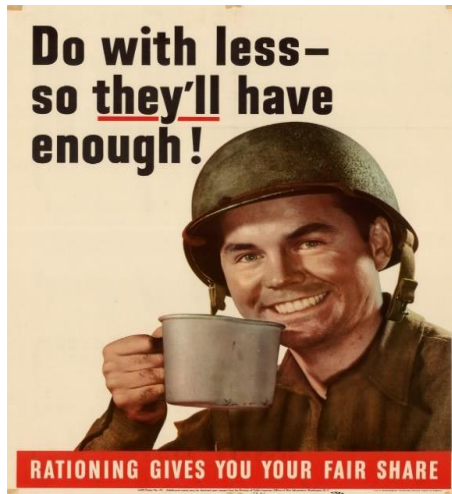


Poster 40

Poster 40. Potatoes feed without fattening and give you energy (1939-1945) (www.awm.gov.au).

Sharing Food

Among the food-themed propaganda posters published during World War II, one poster with the theme of sharing food was detected. Propaganda was made for providing food to soldiers by decreasing food consumption through the poster. Poster 40 illustrated a soldier holding a large metal cup and emphasized 'Do with less-so they'll have enough' and 'Rationing gives you your fair share' texts. The poster was published by the U.S. Government Printing Office. The finding is supported by other studies about to United States' food policy that saw food as a weapon (Tarrant, 1981).



Poster 41

Poster 41. Do with less- so they'll have enough (1943) (digital.library.unt.edu).

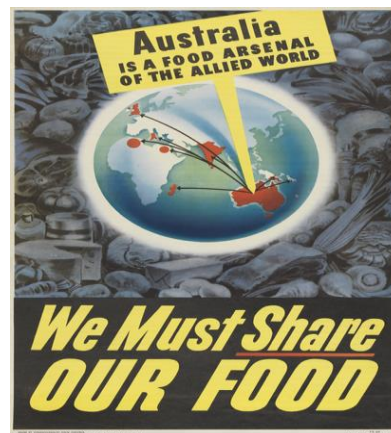
Supporting the Allies

Among the food-themed propaganda posters published during World War II, two posters with the theme of supporting the Allies were detected. Propaganda was made to support allies by sharing food resources through the posters. Poster 42 illustrated England and its supply facilitating. One of these facilities depicted in the poster was food. Poster 43 illustrated food in the background and allied countries in the foreground. The poster emphasized 'Australia is a food arsenal of the allied world' and 'We must share our food' texts. The findings about supported allies in terms of food during World War II are supported by other studies that stated food sharing of Britain and Australia with their allied countries (Friedmann,2005).



Poster 42

Poster 43. What Britain puts in the common pool (1939-1945) (digital.library.unt.edu).



Poster 43

Poster 43. We must share our food (1944) (www.awm.gov.au).

Conclusion and Discussion

Propaganda aims to direct the behaviors of individuals and societies. It was used frequently, especially during the World Wars. Posters, mass communication tools, were used to reach wider target audiences in this period. States published propaganda posters to spread their policies developed during wartime. Food was handled as a theme in propaganda posters related to food policies of countries. In this study, food propaganda posters published during World War I and World War II were identified and the food policies handled in these posters were analyzed through the thematic analysis method.

As a result of the analysis, it was seen that all of the posters contained messages for the public. It was found that the most common themes in the posters published during World War I were reducing waste (22%) consumption of corn, fish, and canned food (22%), and supporting the allies (15%). The posters were published by official organizations in the United States and Canada. The findings are compatible with the agricultural products, fisheries, and food processing opportunities in the United States and Canada during the war period and the literature studies on the food policies of these countries (Garcia-Lara & Serna-Saldivar, 2019; Milner, 2007). The meat, bread, sugar, and fat consumption, which is the most common theme in the posters after the support of the allies, is compatible with literature studies. In the literature, there are studies that stated wheat, sugar, fat, and meat were imported by the United States during the World Wars and the state made propaganda to reduce these imports (Shalaby et al., 1988; Pechlaner & Otero, 2010; De Oliveira et al., 2019).

The posters published during World War II mostly focused on the promotion of production (32%), consumption of fish, carrots, and potatoes (25%), and food preservation and canning (19%). The posters were published by official organizations of the United States and its ally Australia. Considering the literature studies focusing on the United States' encouragement of the consumption of potatoes, carrots, and fish (Sumner, 2019; Hornick, 1992) and stating the importance of preserving and canning food during the war period (Hoover, 1917; Veit, 2007), the research findings are in line with studies.

It was found that the posters in both two wars handled the themes of reducing waste, supporting production, and canned food consumption. The finding is compatible with the studies that investigated the agricultural policies of America and Canada regarding the importance of production and protection of food during the war period (Ban, 2000; Landon, 1933).

As a result of the study, it was also found that the posters published during World War I gave more space to texts, while posters published during World War II gave more space to illustrations. This finding can be explained by the increase in the number of visual mass media and the evolution of communication culture towards the more visual (Schill, 2012).

The study aims to provide an interdisciplinary perspective in the fields of communication and gastronomy both literature and application. If suggestions are given for literature, propaganda of states should be examined with different research techniques and today food policies of states and propaganda tools should be investigated in terms of different theories. At the application, states and public institutions should use mass communication tools effectively for their food policy. Propaganda should be made to motivate the public related to food production, conservation, and waste management.

Declaration

All authors of the article contributed equally to the article process. The authors have no conflicts of interest to declare.

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