

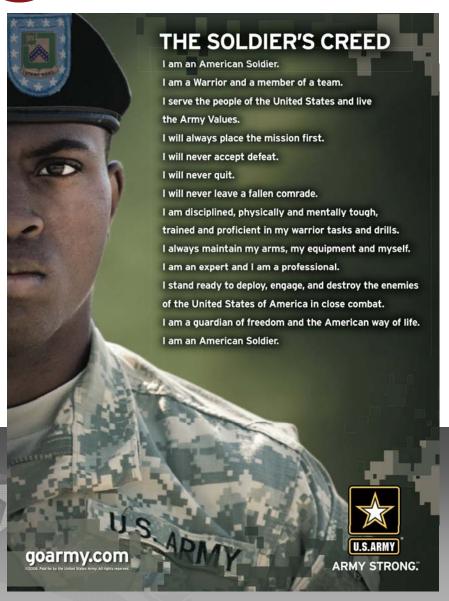
A Content Analysis of Patriotic Symbolism in Military Recruitment Posters

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### Introduction



- ★ Recruitment posters attract young men and women
  - ★ How is the military constructed?
- ★ Mission of Military is to protect country
- ★ National Identity



### Research Question

★ How does patriotic symbolism varies between World War II and the Iraq war?





### Thesis



★ The recruitment posters reflect a military attitude and the military's belief of what the general public sentiment is towards the war they represent

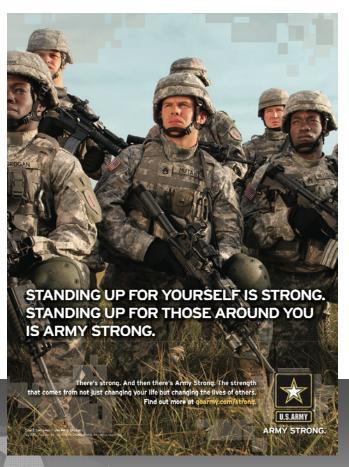


#### Literature Review

- ★ History of the American Military: WWII and Iraq
  - ★ Loyalty and Courage during times of despair
- ★ Patriotism and the Media
  - **★** Construct meaning
  - ★ United States Office of War Information
  - ★ Freedom of Information Act
- ★ Patriotism and the Military Recruit
  - ★ Personal Motivations



## Theory



- Social Construction Theory
  - Berger and Luckmann (1966)
- National Identity
  - Stuart Hall (1996)



### Methodology

- **★ Content Analysis**
- **★ 126 posters** 
  - ★64 from World War II
  - ★62 from the Iraq War
- **★ Demographics**
- \* Coding
  - **★** characters
  - ★ national symbols
  - **★**themes
- \* Strengths/Weaknesses

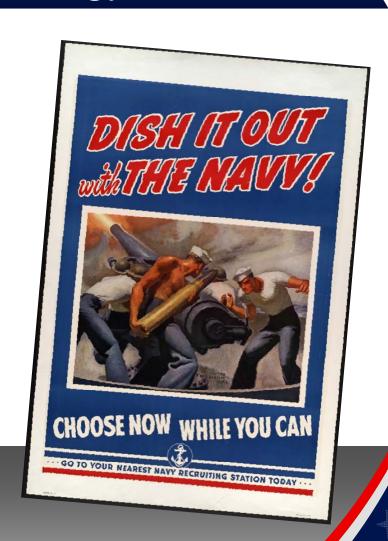




Table 1: Comparison of Themes in Words on Poster

	World War II	Iraq war	Total
Honor/respect	6 (9.4%)	25 (40.4%)	31 (24.6%)
Revenge/Protection	15 (23.4%)	13 (20.9%)	28 (22.2%)
American	17 (26.5%)	7 (11.3%)	24 (19.1%)
Personal	11 (17.3%)	8 (12.9%)	19 (15.1%)
Supporting Roles	9 (14%)	6 (9.7%)	15 (11.9%)
Necessity/belonging	6(9.4%)	3 (4.8%)	9 (7.1%)
Total	64 (100%)	62 (100%)	N=126 (100%)



Table 2: Use of National Symbols in Recruitment Posters

	World War II	Iraq War	Total
Colors red white and blue	20 (39.2%)	3 (15.8%)	23 (32.9%)
Stars and Stripes	11 (21.6%)	7 (36.8%)	18 (25.7%)
Military symbols	7 (13.7%)	7 (36.8%)	14 (20.0%)
Historical figures	8 (15.7%)	1 (5.3%)	9 (12.8%)
National Monuments	2 (3.9%)	1 (5.3%)	3 (4.3 %)
Eagle	3 (5.9%)	0 (0.0%)	3 (4.3%)
Total	51	19	n =69



Table 3: Character Appearance

	World War II	Iraq War	Total
Work Uniform	18 (41.8%)	13 (24.5%)	31 (32.3%)
Combat Gear/Camis	11 (25.6%)	19 (35.8%)	30 (31.2%)
Formal Uniform	8 (18.6%)	15 (28.3%)	23 (24.0%)
Civilian clothes	4 (9.3%)	4 (7.5%)	8 (8.3%)
Other	2 (4.6%)	2 (3.8%)	4 (4.2%)
Total	43	53	n= 96



Table 4: Characters in Action

	World War II	Iraq War	Total
In Combat/ preparing	21(48.3%)	13 (24.5%)	34 (35.4%)
Solitary movement	13(30.2%)	15 (28.3%)	28 (29.2%)
At work (non- combat)	8(18.6%)	13 (24.5%)	21(21.8%)
Training	0 (0.0%)	7 (13.2%)	7 (7.3%)
At attention	1 (2.3%)	5 (9.4%)	6 (6.3%)
Total	43	53	n=95





### Discussion

- ★ Narrative of the Nation
- ★ Collective national identity
- ★ Reason for involvement determines public discourse
- ★ Change in the way Military is depicted





### Questions?

