

## Seduction or instruction?: First World War posters in Britain and Europe



This book makes a critical and historical analysis of the public information poster and its graphic derivatives in Britain and Europe during the First World War. Governments need public support in time of war. The First World War was the first international conflict to see the launch of major publicity campaigns designed to maintain public support for national needs and government policies. What we now know as spin has its origins in the phenomenon. Then, as now, the press, photography and film played an important role, but in the early 20th century there was no radio, television or internet and the most publicly visible advertising medium was the poster. Considering the museological and memorialising imperatives behind the formation of the war publicity collection at the Imperial War Museum, this fascinating book goes on to provide constitutional and iconographical analyses of the British Government recruiting, War Loan and charity campaigns; the effect of the inroads of the poster into important public and symbolic spaces; a comparative analysis of European poster design and the visual contribution of the poster through style and iconography to languages of imagined communities; and the construction of the individual subject. The book will be of interest to design historians, historians and readers involved with the study of communication arts, publicity, advertising and visual culture at every level.

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