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## **SERIES OF PATRIOTIC POSTER**

The use of patriotic propaganda posters has always been a powerful tool for molding societal attitudes, beliefs, and behaviors. This paper investigates the existing literature and historical evidence to analyze how visual messages help to sway public opinion, generate a sense of nationalism, and prompt societies to action in the times of conflict or crisis. Moreover, it covers the psychological background of patriotic propaganda, emphasizing its impact in terms of emotional response, unity creation, and identity formation. By synthesizing various perspectives, let us see the insights into the complex interplay between propaganda posters and societal dynamics, urging for critical examination and reflection on their role in shaping national narratives and identities.

Propaganda posters are thoroughly crafted to elicit particular emotions and affect human psychology. By using captivating images, bright colors, and short statements, propaganda posters are intended to draw the eye and thus plant compelling concepts in the observer's mind. The psychological construct of framing is widely utilized, framing sophisticated concepts in simpler terms by deploying repetition, symbolism, or appeals to patriotism and fear to direct perceptions. Recurrent use of the same image or slogan guarantees people feel united and recognized by their peers, aiming to align all of their beliefs with others and influencing the confirmation bias and social norm constructs. Moreover, these posters frequently utilize cognitive biases to steer opinions. For instance, a bandwagon fallacy encourages conformity by manipulating the need to feel secure. By leveraging psychological principles, these posters can incite feelings of loyalty, pride, or urgency, ultimately shaping individual beliefs and societal norms in alignment with the propagandist's objectives.

For example, let's analyze a very American famous poster made by J.M. Flagg. An "Uncle Sam" poster features a stern, imposing figure of Uncle Sam, accompanied by the iconic phrase "I Want You for U.S. Army" or a similar call to action. These posters are crafted to evoke a sense of duty, patriotism, and urgency. The design typically employs bold colors, such as red, white, and blue, symbolizing American nationalism, while the figure of Uncle Sam, with his pointed finger and stern expression, exudes authority and command. The use of direct address, combined with the iconic imagery of Uncle Sam, creates a personal connection with the viewer, compelling them to feel a sense of responsibility to answer the call to service. Furthermore, the simplicity and clarity of the message make it easily digestible and memorable, ensuring its widespread dissemination and impact. These posters were strategically placed in public spaces, such as recruitment offices, schools, and community centers, to reach a broad audience and mobilize masses during times of war or national crisis. By tapping into patriotic sentiments and employing persuasive visual

cues, "Uncle Sam" posters effectively influenced masses, rallying support for military recruitment efforts and shaping public opinion in alignment with governmental objectives.

Also let's have a look on perhaps most iconic Ukrainian poster - "Glory to Ukraine - Glory to the Heroes!" which gained prominence during the Ukrainian Revolution of 2014. This poster typically features bold text against a background of the Ukrainian flag or patriotic imagery, often accompanied by depictions of heroic figures or scenes of resistance. The design is characterized by its simplicity and emotive appeal, utilizing powerful symbols of national identity and resilience. Through its evocative language and imagery, the poster invokes a sense of unity, pride, and defiance among the Ukrainian populace, rallying support for the resistance against external aggression. These posters were widely disseminated through social media, street demonstrations, and grassroots activism, harnessing the power of visual communication to galvanize public sentiment and mobilize masses in defense of Ukrainian sovereignty.

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