# Introduction

This is a WW II propaganda poster enticing women to join in the war effort in the UK.

# Description

There is a caption at the top of the poster stating the objective : being healthy and happy.

The picture is separated between a young lady on the left and a landscape on the right. She is wearing a green and brown uniform and holding a pitchfork. Her hand is at the centre of the poster. She occupies a lot of space on the poster. She is in the countryside. Her feet are in wheat and she looking to the right of the picture where the fields and the horizon are.

On the bottom right is the message : join the women’s land army.

At the very bottom we can see some practical information (contact name and address).

Interpretation :

The fact that all the colours used in the picture are in the blues, greens and browns **reflects** the idea of nature (blue for the sky ; green and brown for the land). Nature appears idealised, so does the lady : they are selling an ideal of health and happiness in a time of war hardship. Town people were suffering greatly from the war and this poster must have attracted many women. The actual farm work is at the centre of the poster but **from** the general look **we can infer** that it looks easy and clean and not too difficult (the lady doesn't look very strong). **The fact that** she is looking to the right **symbolises** looking to the future in a positive way.

The word army reminds us that it is wartime otherwise it looks like a job advert.

Conclusion :

I think it is / is not effective propaganda because…

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