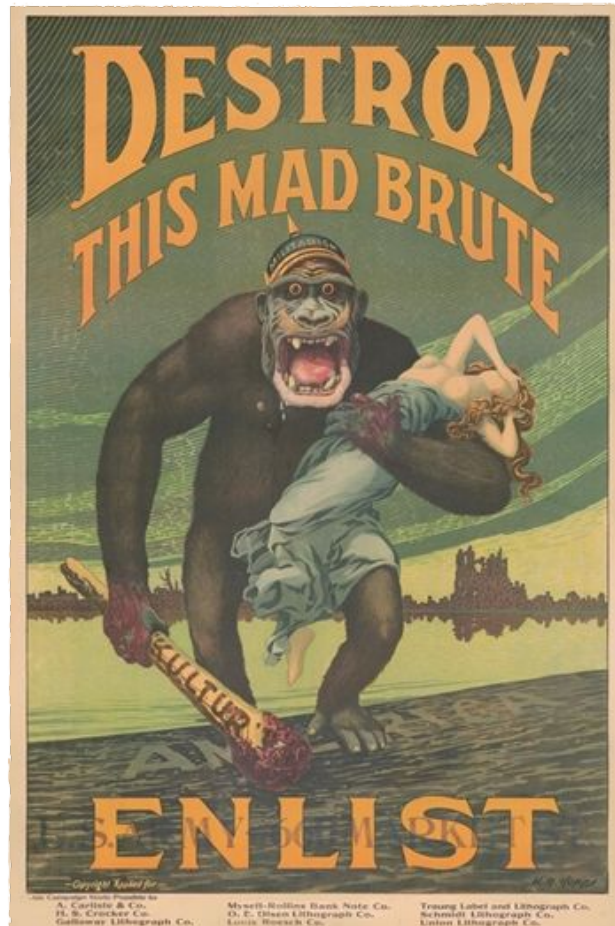


Milestone 2: Historical perspective

World war 1 propaganda of the
Germans from the United State
“Destroy this Mad Brute”

[https://www.metmuseum.org/art/collection/
search/746176?
exhibitionId=%7b2ce739b8-6f4e-434d-9528-91
17d9ac2883%7d&oid=746176&pkgids
=443](https://www.metmuseum.org/art/collection/search/746176?exhibitionId=%7b2ce739b8-6f4e-434d-9528-9117d9ac2883%7d&oid=746176&pkgids=443)



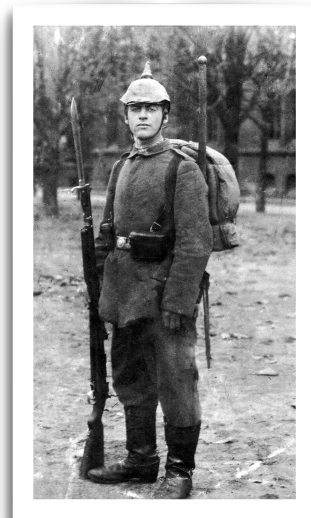
Who created this message?

United States created this message at the start of World War One. More specifically Harry Ryle Hopps, an American designer, born on 1869, tasked most likely to make propaganda for the Germans to make them look like the villains. Unfortunately I couldn't find anymore creditable information about the designer.

What techniques are used to attract my attention?

In this picture they use a few interesting techniques to convey their message. Harry Ryle Hopps created the focus onto the gorilla in this poster by making the gorilla design big and with bold colours. He additionally made the gorilla's face and body look horrifying, angry and irrational. To make the gorilla seem more terrifying to the audience the designer add blood to the bat with the words in culture in German. Another tactic this a man uses is putting the spike helmet on the gorilla to represent that the gorilla is meant to be a German because the German's soldiers in World War One wore hats with spikes on top of their head which you can find in a lot for propaganda about if you search WW1 German propaganda.

German helmet and a German soldier:



How might different people understand this message differently from me?

People in the early 19th century will most definitely see this picture differently then we would in the modern day. Majorly of the people in 19th century in America will probably see this and think about how horrible they think the are Germans. One of the reasons that an Americans might think this was because Germany and Austria-Hungary were the first countries to declare war and could be blamed starting the worst war in history at that point in time. Additionally they might think this because of the

German invasion of Belgium, a neutral country, and of France and many other German attacks in the First World War. Another message a young American might take from this is to help America take down the ferocious German by joining the military or help the military by engineering weapons.

What lifestyles, values, and points of view are represented in or omitted from this message?

There are many ideas represented in this message. First, is the idea that all Germans are savages and it's part of their nature to destroy. Another idea is represented that Germans don't have any morality by the seemingly defensive women in the gorilla's arms. Moreover, in the article I found this image it was stated that the women was an metaphor for Lady Liberty. I believe this meant that they are trying to say that the Germans were a massive threat to their independence. Moreover, the background of the poster is meant to symbolize the American bank which is plausibly suppose to communicate that the German will come for the United States. Overall, this poster has absolutely, in my opinion, no positive or award-looking ideas or values.

Why was this message sent? Profit and/or power.

I believe that the Americans were seeking power. By gaining more soldiers for the army the Americans can beat the Imperial Germans and Austria Hungary because the American president, Woodrow Wilson, was afraid that Germany would beat both the British, French and become an major adversary to the Americans. They can additionally showcase their strength to both their allies and enemy by displaying their powerful soldier. When the Americans joined World War 1 in 1917, they only had around 133 000 troops in the army. Therefore they needed soldiers fast in order to stop the Germans.

Message of this media is?

I think the main message is most likely portrayed as a "warning". That the German soldiers are terrible human beings and are like a savage gorilla. Additionally, this poster also portrays Germans as blood thirsty and aggressive to the people of the United States. Which is all propaganda since the imperial German army is know as one of the best armies in history for how organized and how updated their technological weapons were for that time period. Moreover, the American people probably view the Germans as wild beasts due to this messaging. Hopefully in the people in the future learn not to fall for propaganda.

Who is it targeted at?

This message I assume is targeted at young men around their 30s or 20s who might be interested in joining the army. The army desperately needed soldiers for their army to fight and use weapons. Even with the Selective Service Act forcing all men between twenty-one and thirty to register for the military, I believe they thought the more men they register into the army their would be a higher chance of beating the Germans. Additionally, another benefit for the Americans from this poster is the young men fighting in the war have higher morale and feel greater animosity towards the Germans from German propaganda similar to the poster. Propaganda although terrible can help your army win by making the soldiers angry at the opposition and willing to do anything to defeat them.

How does it sent it's message?

The message is sent by posters, postcard, trade cards and more. I believe that this media was mostly used in pictures due to the size of the image. Sadly, I could not find any knowledge of the use of the image on any reliable reference.