

Team Members: _____

I: S.O.A.P.S.

The acronym S.O.A.P.S. provides students with prompts that provide them with a strategy for dissecting and interpreting primary documents/political cartoons for higher order synthesis when juxtaposed with specific factual information.

Who is the Speaker?

Who designed the ads?
Modern Ads?

World War I Propaganda?

Any further questions raised/unanswered?

What is the Occasion?

What were the intended outcomes?
Modern Ads?

World War I Propaganda?
Yellow Dog Ads?

Soldier picture?

Loyalty Articles?

Any further questions raised/unanswered?

Who is the Audience?

To whom was the ad being focused?
Modern Ads?

World War I Propaganda?

Any further questions raised/unanswered?



What is the Purpose?

What behavior were they trying to be changed?
Modern Ads?

World War I Propaganda?

Any further questions raised/unanswered?

What is the Significance?

How did the messages influence the choices made by the viewer?
Modern Ads?

World War I Propaganda?

Compare and Contrast the modern ads with the WWI examples?

II. Conclusions

What were the men of Brown County told about through propaganda that could have influenced their behaviors?