

World War II British Propaganda to The Home Front, Barrow-In-Furness – Weapons of Mass Destruction, Or Weapons of Mass Communication?

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Some wars are fought and won with weapons of mass destruction, others with weapons of mass communication. When Britain and its Allies won WWII in 1945 there were many factors that made this possible, but what motivated an island of die-hards to stand up to the domination of Hitler? This study investigates the effectiveness of the Ministry of Information's food and conservation propaganda efforts on the small town of Barrow-in-Furness, Great Britain. Contextual analysis of posters and 20 oral interviews were conducted. Findings reflect that home front propaganda helped civilians adjust to wartime life. Propaganda led to austerity and created a sense of unity, responsibility, pride and trust, and boosted morale. Interviewees claimed the posters provided safe and helpful information that influenced how they adapted to wartime realities. Thus, Britain's success in WWII can be attributed to both its weapons of mass destruction and its weapons of mass communication.