Schenck v. United States / Advertisement Analysis—Answer Key


**Observe**

1. What do you notice first?
   Student answers will vary but may include “EVERY MAN,” “MUST REGISTER,” “THURSDAY SEPTEMBER 12,” “REGISTER PROMPTLY,” the eagle and stars, the soldiers, “For the Selective Service Draft,” or “Penalty for Failure to Register – One Year’s Imprisonment.”

2. How is the text and other information arranged on the page?
   Student answers will vary but may include that capital letters are used frequently, “EVERY MAN” is very large and toward the top, or that “MUST REGISTER,” is centered top to bottom so draws attention to it.
3. What is the significance of the date of the publication of this advertisement?  
   This advertisement was published on September 10, 1918. The deadline for registering is September 12, 1918, only two days after the publication.

Reflect

4. Who do you think was the audience for this advertisement?  
   The audience for this advertisement is “EVERY MAN” between the ages of 18 to 45.

5. What techniques were used to try to persuade the viewer of this advertisement?  
   The techniques of symbolism (eagle, stars), an appeal to patriotism (“Patriots Will Register”), and the threat of punishment (“Penalty for Failure to Register – One Year’s Imprisonment.” And “No Man Can Exonerate Himself by the Payment of a Fine.”)

6. What can you tell about what was important at the time and place of publication?  
   In Albuquerque, New Mexico in 1918, patriotism and military service were important.

Question

7. What do you still wonder about?  
   Student answers will vary.