

LOVE HATE & PROPAGANDA

World War Two for a New Generation

CBC  Radio-Canada

PROPAGANDA CONTEST

What if you believed in a cause and you wanted everyone else to come on board? How would you do it? How would you sell it? Whatever your method, you would probably be engaging in the creation of **PROPAGANDA**.

Propaganda is a form of communication that tries to persuade people to support a view or a cause. It uses words and pictures in compelling ways to sway opinion and influence attitudes. To some, it's the art of persuasion; to others, it's a "black art" that can mislead and deceive. It probably depends a lot on who's making it!

This spring, CBC and Radio-Canada are broadcasting a six-part television series called "**Love, Hate, and Propaganda: World War Two for a New Generation**".



Designed by Hubert Rogers,
published by the Wartime Information Board in 1943.

It's a look at how the world went mad, and how propaganda campaigns in that era sometimes awakened powerful passions—love, betrayal, devotion, hatred. In that time of war, many of the messages were negative. But propaganda can be a force for good as well. That's where **you** come in!

In this contest, **YOU are the PROPAGANDIST !**

We are challenging secondary and post-secondary students to be our new message makers. Choose a cause, perhaps one that is near and dear to your heart, like animal rights, or better food in the school cafeteria, or perhaps global warming or protecting the environment. And then create your own persuasive pitch, your own 'propaganda campaign'.

There are two ways to enter:

- Create a propaganda poster.
- Create a video, no longer than thirty seconds.

All material must be original. No film, video, drawings or photographs allowed from other sources.

Here are a few examples of "propaganda" posters :



Courtesy of Napin Mandhachitara



Courtesy of Rami Hage Obeid

Who can enter?

The contest is open to secondary and post-secondary students in the following age groups:

- a) 14-17 years of age. Poster or video category.
- b) 18+ years of age and over. Poster or video category.

No group submissions please, just individual entries, a maximum of one entry per category. No offensive language or art will be accepted. Anything that promotes hatred towards different groups of people will not be accepted. CBC/ Radio-Canada reserves the right to make this judgment. All decisions are final.

Where to Send your Entry

You can submit your entries by mail or on-line.

By Mail
Love, Hate, Propaganda contest
C/O CBC Television-Documentary Unit
Room 6C-220-K
P.O Box 500
Station "A"
Toronto, ON
M5W 1E6

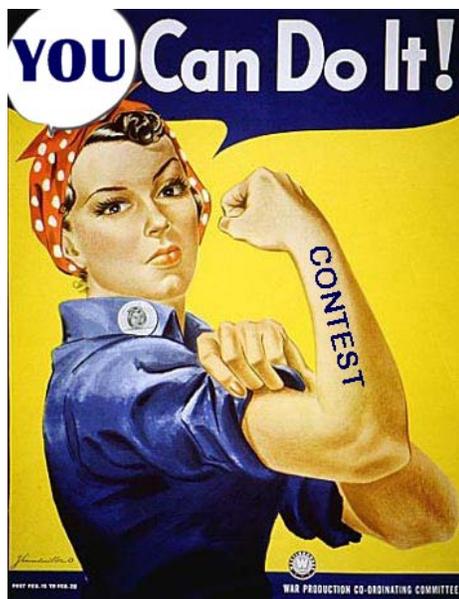
More contest details will be available as of Dec. 7, 2009 on our website
www.cbc.ca/lovehatepropaganda

Submissions accepted between **January and March 2010**.
Please include information about yourself: name, age, address, contact info,
and name of school (teacher where relevant). This information will remain
confidential.

What happens to your entry?

A special jury appointed by CBC/Radio-Canada will choose winners for both the poster and video category within each age group. We will also post some of the most interesting entries on our website in 2010.

Show how talented you are in the art of persuasion... and win some great prizes.



If you have questions please contact lhpc@cbc.ca