

English abstract

The dissertation analyzes French and German poster propaganda as it was used in and shortly after the First World War. It observes the visual motives, their cultural categories and the displayed themes. By examining 500 French and 500 German posters, the goal of the work is to create a detailed analysis of their contents, usage and argumentation, with which it wants to achieve closer understanding of the contemporary propaganda used by Germany and France.

The mentioned motives, categories and themes are then compared between the two nations. Through this comparison, the work strives to find out the unique (or similar) message and language of the propaganda used by each country.

Keywords: First world war, propaganda, posters, France, Germany, comparison, analysis