



Apr 23rd, 9:00 AM - 4:00 PM

Advertising Aimed at Working Women During World War II and Immediately After

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ADVERTISING AIMED AT WORKING WOMEN DURING WORLD WAR II
AND IMMEDIATELY AFTER

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This study uncovered the advertising industry's motivations to help the government in the recruitment campaigns for women workers during the war and then to attempt to persuade working women to return home during reconversion. It takes an in-depth look at the techniques employed in such advertising. This study also analyzed the effects advertising had on social attitudes, women's career choices, and women's daily lives. Eleven women were interviewed that worked in civilian jobs, war jobs, and the armed services during W.W.II. Numerous advertisements were collected and combined with the results of this study to create a series of visual projects. These projects relate historical, personal, social, and interpreted viewpoints about the researched subject to the viewer.