

MOBILIZING A NATION: PERSUASIVE APPEALS IN VIETNAMESE WAR POSTERS

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ABSTRACT

How did the government of North Vietnam use propaganda posters during the Vietnam War (1963-1975) to rally Vietnamese people's support of its war efforts and successfully drive the Americans out of Vietnam? Through an interpretive analysis of the visual iconography and texts found in 141 posters, the study demonstrates four thematic appeals in Vietnamese posters during the Vietnam War: 1/ Emotional appeals (hate and sympathy; pride and indomitability); 2/ Social appeals (total mobilization and patriotism; allegiance and solidarity); 3/ Authority assertion and dedication; and 4/ Idealized future. The study delivers cultural and political insights for research in macromarketing, advertising and communication, art history, political science and Asian studies.

Keywords: Vietnam War, propaganda, posters, mobilization, communications