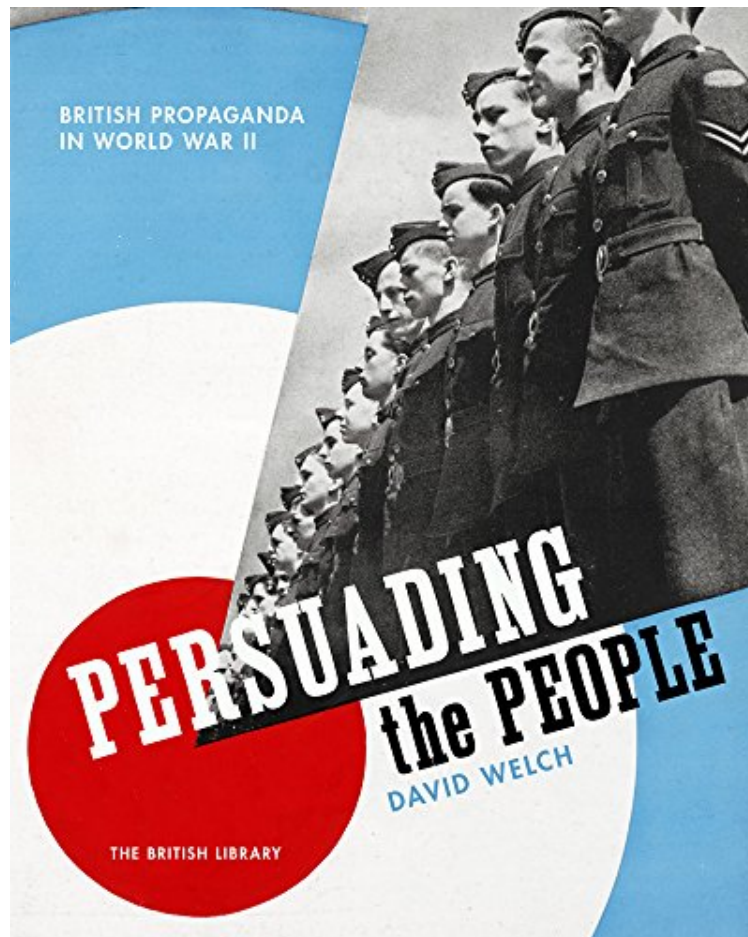


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## Persuading the People: British Propaganda in World War II

David Welch

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During World War II, the UK government created the Central Office of Information to act as the country's marketing and communications agency. In these desperate times, the Office produced steady streams of propaganda for the home front, for the colonies and for dissemination through occupied countries. In addition to patriotic material encouraging Britons to maintain a stiff upper lip, thousands of postcards, leaflets, posters, booklets and other promotional materials were dropped from aircraft over occupied countries in World War II. In 2000, the master set of copies was deposited with the British Library, making an enormous collection of great social and historical significance available to the public for the first time.

About the Author David Welch is a historian who founded the Centre for the Study of War, Propaganda and Society at University of Kent. His books include *The Hitler Conspiracies*, *The Third Reich: Politics and Propaganda*, and *Propaganda, Power and Persuasion*.