Question 4

Mark allocation:	*AO1*	*AO2*	*AO3*	*AO4*
12	**2**	**10**		

Question: **Explain the connections between any THREE of the following: [12]**

- **Propaganda posters**
- **Winston Churchill**
- **Radio and cinema**
- **The Dig For Victory campaign**

Band descriptors and mark allocations

	AO1 2 marks		**AO2 10 marks**		
			BAND 4	**Fully explains the relevant connections between the chosen features, set within the correct historical context.**	**8-10**
			BAND 3	**Explains the connections between the chosen features, set within the correct historical context.**	**5-7**
BAND 2	**Demonstrates detailed knowledge and understanding of the key features in the question.**	**2**	**BAND 2**	**Begins to explain the connections between the chosen features.**	**3-4**
BAND 1	**Demonstrates some knowledge and understanding of the key features in the question.**	**1**	**BAND 1**	**A basic, unsupported explanation of connections between the chosen features.**	**1-2**

Use 0 for incorrect or irrelevant answers.

Indicative content

This content is not prescriptive and candidates are not expected to refer to all the material identified below. Some of the issues to consider are:

All the features mentioned were important in keeping morale high during the war; connections identified may include:

- *Propaganda posters were used during the Second World War to persuade people to play a part in the war effort, from encouraging women to go and work in the factories to promoting campaigns such as 'Dig for Victory'. The posters would encourage people to grow their own food and were part of a massive propaganda campaign aiming both to ensure that people had enough to eat, and that morale was kept high.*
- *The radio and the cinema were used to make the British people aware of what was happening during the war. Most people had a radio and listened to the news and other programmes to keep up their morale. It was also used to play important speeches, such as the ones by Winston Churchill. Churchill's broadcasts helped people to stay strong. Newsreels from the war and important propaganda messages from the government were shown in cinemas.*

© WJEC CBAC Ltd.

- *The 'Dig for Victory' campaign was set up during the Second World War by the British Ministry of Agriculture. Men and women across the country were encouraged to grow their own food in times of harsh rationing. Open spaces everywhere were transformed into allotments, from domestic gardens to public parks – even the lawns outside the Tower of London were turned into vegetable patches. Programmes aimed at helping people with advice about how to grow their own food and how to cook were often played on the radio and shown in cinemas.*
- *Propaganda posters were used to highlight the actions and messages given by Winston Churchill – they showed his use of the V for Victory sign and encouraged the Bulldog Spirit. Images of propaganda posters were also shown in cinemas.*
- *All of these factors were combined to effectively keep up British morale during the Second World War.*

© WJEC CBAC Ltd.