Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Analyzing a Poster

Look at the “**Last Best West” poster on p. 240** of your textbook, and answer the following questions.

1. What images/ symbols are used to convince people to come to Canada?
2. What slogans are used?
3. How is this poster made to look official?
4. Fill out the chart:

|  |  |
| --- | --- |
| What outright lies are on the poster? | What details are accurate? |
| What is misleading about the poster? | What lies of omission are made? |

1. Who (what groups of people) is this poster aimed at? Who are they trying to attract? (think about push factors, as well as the design of the poster)
2. Do you think this poster would be effective in attracting immigrants?
3. Do you think the Canadian government was right to use such posters to attract settlers?