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# Rosie The Riveter

Who:

- Rosie The Riveter
- Originally in a song By Redd Evans and John Jacob Loeb
  - 1942
  - Portrays Rosie as a tireless assembly line worker



What:

- Women in jobs campaign
- A poster to recruit women for the war effort
- “Rosie” is depicted as strong and fictitious
  - Rosie was based off a real life munitions worker

When:

- During the WWII era, 1942

Where:

- USA – across the country

Why:

- The labor force had depleted with all the men deported, needed women to step in.

Interesting Story:

- Normal Rockwell’s poster of Rosie The Riveter
- Model from Arlington, VT

Propaganda Techniques:

- Patriotism
- Fear
- Virtue words

Was it successful?

- Yes!
- One of the top 10 most requested posters at The National Archives