

Q4 US History Project²⁰¹³

You and your learning team will create a 10-minute black and white “mental-hygiene-type” movie that attempts to convince American teens in the 1950’s, 1960’s and/or 1970’s to do one of the following:

- Volunteer to go to Mississippi for Freedom Summer 1964
- Support or oppose American involvement in the Vietnam War
- Support or oppose the nuclear arms race
- Support or oppose the space program
- Support or oppose the environmental movement of the 1970’s

See example “mental-hygiene-type” movies at: <http://archive.org/details/prelinger> and search for “Knickerbocker” or “Coronet”

★ Your movie must use one “mental hygiene” film technique and at least one of the propaganda techniques we learned about in class.

★ Your movie must be saved as a movie file to a CD-ROM or a flash drive (in iMovie see “share”).

★ Your movie is a homework assignment and it is due on **Tuesday, May 21.**

Quarter IV Group Project Rubric

3 2 1 0

Movie has a story and a plot – not just a presentation of arguments – and the story works with historical facts

7 6 5 4 3 2 1 0 **LOTS OF POINTS!**

Demonstrated a competent understanding of the historical period and issues involved

7 6 5 4 3 2 1 0 **LOTS OF POINTS!**

The right amount of historical facts and historical vocabulary used, got the facts right

5 4 3 2 1 0

Creative and convincing – used one “mental hygiene” film technique and at least one of the propaganda techniques – and identified them

4 3 2 1 0

Clearly communicated movie and message

30 Points Total!

4 3 2 1 0

All members involved the movie



Mental Hygiene Films

For the quarter-century following World War II, a special kind of classroom film received wide circulation. These "mental hygiene" films thrived in a confused and nervous America. The rebellious behavior of young people challenging the social norms struck fear into the hearts of parents and educators, who saw dark futures for the teens who broke the rules and refused to fit in with society. These concerned adults embraced the mental hygiene film as a new means of delivering social guidance. The creators of the films took their cues from the wildly successful training and propaganda films of the World War II era.

Mental hygiene films, usually only about ten minutes long each, addressed civil defense, fitting in, the tragic consequences of being bad, dating, health, drugs, and driving.



Mental Hygiene Film Techniques (use one):

- Show how to behave and how that behavior results in good outcomes or happiness. (*Duck and Cover, Date with Your Family*)
- Show the wrong way to do things and the pain associated with the results. (*Live and Learn*)
- Contrast the wrong way to do things with the right way to do things and show the resulting pain and happiness. (*Dating Do's and Don'ts, Joan Avoids a Cold, Habit Patterns, Are You Popular?*)
- Show someone moving from the wrong way to the right way and how their life has improved. (*Shy Guy, Maintaining Classroom Discipline*)
- Show how deciding the "right way" changes a miserable life into a great one. (*A Word to the Wives*)

Propaganda Techniques (use at least one):

- Bandwagon: an appeal to the subject to follow the crowd, to join in because others are doing so as well.
- Card Stacking: only presenting information that is positive to an idea or proposal and omitting information contrary to it.
- Lesser of Two (or more) Evils: tries to convince us of an idea by presenting it as the least offensive option.
- Oversimplification: an attempt to simplify a complex situation in terms of clear-cut right and wrong.
- Testimonial: quotations or endorsements, in or out of context, which attempt to connect a famous or respectable person with a product, item, issue, or candidate.