**G) John D Clare, GCSE History**  
“By January 1916, the number of men lost on the Western Front had soared. The government was forced to accept that voluntary enlistment would not supply enough men to make up the losses.”

**H) David Ferriby, Modern World History**  
  
“As the war continued, volunteers became fewer: in December 1915 only 55,000 volunteered compared to 436,000 in September 1914.”

**A) An extract from a soldier’s letter.**“I hate the thought of missing out. It’s my chance to do something, you know contribute to the war effort. I might even get a medal if I’m lucky…and the girls; they love a man in uniform, don’t they?”

**I) Ben Walsh, Modern World History**“Only 16,000 out of a possible 8 million affected by conscription actually refused to enlist”

**F) John D Clare, GCSE History**  
  
“The Government sponsored two films: *The Battle of the Somme* and *Britain’s War Effort.* Unfortunately, *The Battle of the Somme* alarmed and frightened the public instead of reassuring them. 13% of the running time showed dead or wounded soldiers”

**C) Greg Hetherton, Britain and the Great War**  
  
“Lord Kitchener’s job was to persuade men to sign up. He organised a poster campaign and 54 million posters were issued. Propaganda gave the impression that soldier’s lives were heroic, adventurous and rather romantic.”

**E) Jim McCabe, Modern World History**  
“People at home became weary of the war, sickend by news of casualties on the front. So in January 1916 the government introduced conscription. All able bodied men between the ages 18 and 41 could have been enlisted to fight.”

**B) Aaron Wilkes, Technology, War and Identities**  
  
“The propaganda campaign had a remarkable effect. The message of the posters was backed up by the newspapers. The result was by January 1916, a total of 2.5 million men had agreed to fight”

**D) David Ferriby, Modern World History**  
  
“Posters appealed to people’s patriotism, their family responsibilities and their fear and disgust of Germans”