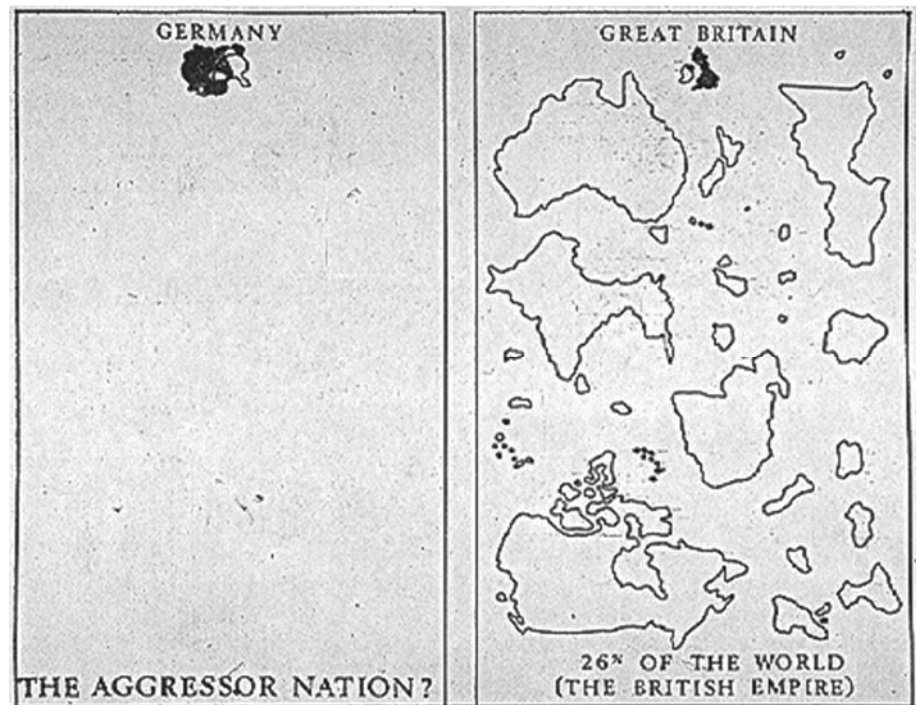


Geography 222 – Propaganda Maps

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Propaganda maps are those that use cartography to persuade the map reader into feeling a certain way. A good propaganda map never lies to accomplish this, but rather presents data in a certain way and uses design elements to appeal to the reader's emotions.

When German forces marched into Poland in 1939, the world was shocked. To combat the notion that Germany was an “aggressor nation” supporters published a propaganda map comparing their conquest of Poland to the fact that Great Britain had spent the last few centuries conquering the world and “owned” about ¼ of the world's land.



This is brilliant from a propaganda standpoint because it leaves out the nuance of the situation and artfully uses whitespace to prove a point. The map says nothing of the holocaust or the atrocities we associate with World War II, but it doesn't actually lie about anything. Further, the way the cartographer stacked all of Britain's colonial holdings gives a clear comparison to how much land each nation had conquered. Now don't get me wrong! This map does not mean the Nazis were behaving like any other European nation at the time. Looking back on history we can see the flaws with this map and this reasoning, but you can see how in 1939 this map presented some moral ambiguity into the initial debate over how the world would deal with Adolf Hitler.

The map below is a more modern example. It was developed by *Kharita*, a self-described “collaborative initiative of Lebanese, Palestinian and other activists” (kharita.wordpress.com). As such, we can easily guess that this map of the “Israeli Assault on Gaza” will have an anti-Israeli stance. Even if the map reader doesn’t know who produced the map, it is full of clues about its purpose. **Look at the map and list at least five things that suggest it is trying to persuade the reader into a certain stance on the Palestine/Israel conflict.**

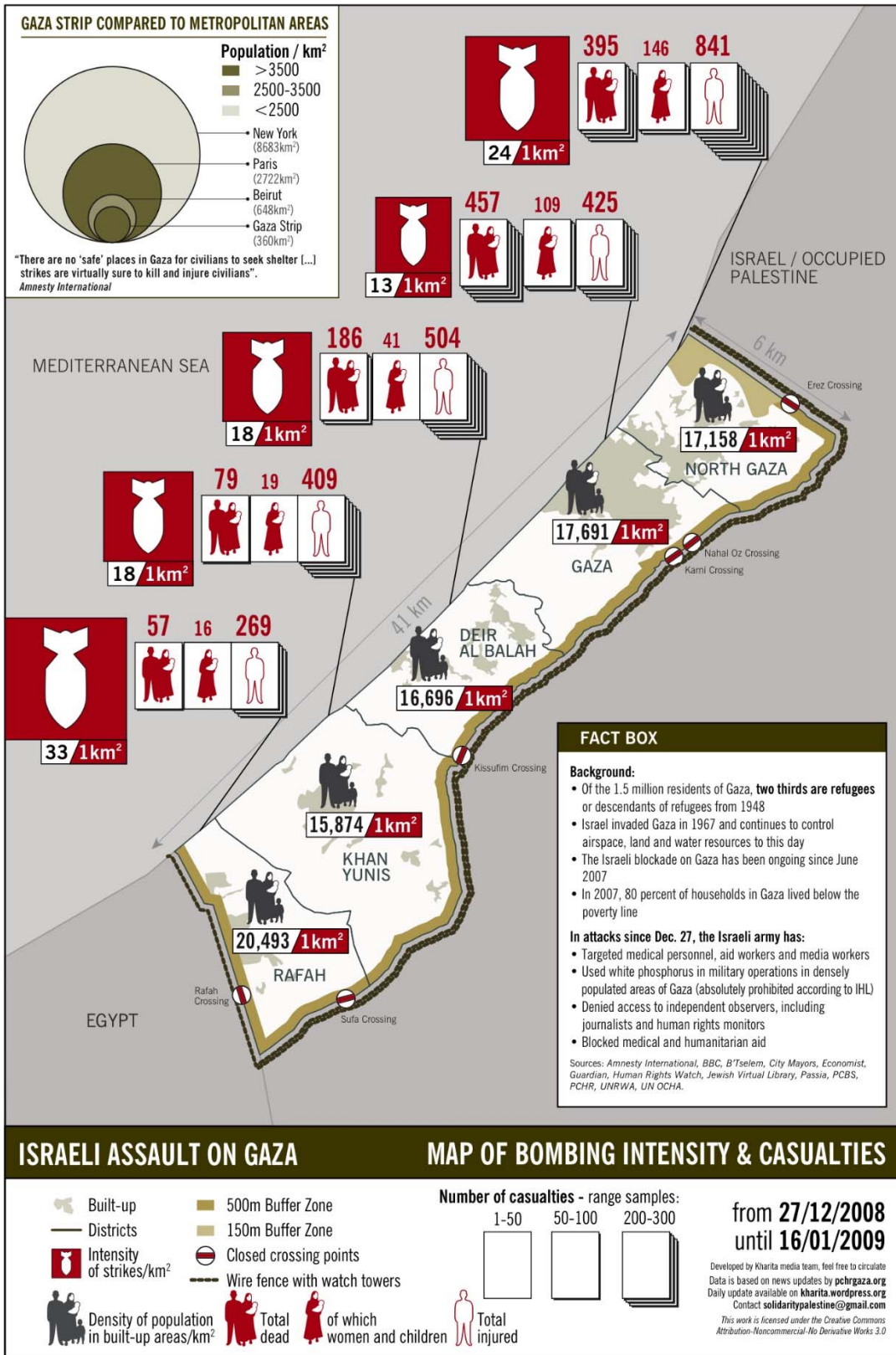
1.

2.

3.

4.

5.



Applying the techniques

Today we will see how we can make two completely different maps using the same data. *You will make one map that shows that lung cancer among white males in California is high compared to the rest of the US. For your second map, while using the same data you will show the opposite, i.e. California has relatively low lung cancer rates among white males.* Because we are interested in persuading the map reader, your maps should use some techniques as mentioned above. Don't be afraid to use bold colors, bold text, whitespace, etc. to make sure you get your point across.

Don't forget the importance of font choice! There is a big difference between CANCER and **CANCER!!!**

The process

1. Open up the cancer.mxd from your geog222_maps folder. You should simply see a feature class representing the 50 states in a dull color and sad coordinate system/projection.
2. Add the table "lung_cancer" from geog222.gdb. Open it in ArcMap and you will see a mess of mysterious fields...

OBJECTID*	STATE	RWM5054	CWM5054	LBRWM5054	UBRWM5054	RWF5054	CWF5054	LBRWF5054	UBRWF5054	RWM5559	CWM5559	LBRWM5559	UBRWM5559	RWF5559
1	AR	16.1888	537	14.7985	17.5791	4.3058	137	3.5743	5.0393	26.239	941	24.5568	27.9213	4.2506
2	CA	27.2418	6852	26.5853	27.8982	4.9402	1362	4.6757	5.2047	36.3352	10604	35.6352	37.0351	5.9877
3	CO	20.8871	650	19.0852	22.289	4.2694	138	3.5494	4.9894	26.0889	904	24.3817	27.7961	5.0923
4	CT	31.3637	1551	29.7765	32.9508	5.3228	286	4.7005	5.9452	39.0207	2114	37.339	40.7023	5.6827
5	DE	25.6457	173	21.7791	29.5124	6.0406	44	4.2337	7.8478	37.795	278	33.3038	42.2862	6.0911
6	DC	35.9875	405	32.2505	39.5244	5.3974	80	4.193	6.8018	46.5484	492	42.3532	50.7395	5.8802
7	FL	28.1844	1838	26.8633	29.4856	4.8671	329	4.3306	5.4035	38.0882	3660	36.8363	39.3401	5.0726
8	GA	23.0774	1045	21.8258	24.5291	4.3253	223	3.7489	4.9018	32.3222	1661	30.7347	33.9996	4.8443
9	HI	0	0	0	0	0	0	0	0	0	0	0	0	0
10	ID	14.0837	198	12.5982	16.7293	4.0549	48	2.8675	5.2423	20.3183	289	17.9597	22.8729	4.7501
11	IL	28.2033	5952	27.4751	28.9314	5.7206	1229	5.3977	6.0435	36.4673	7999	35.6682	37.2744	5.696
12	IN	22.5958	2112	21.8292	23.5654	5.0262	490	4.5792	5.4731	31.4817	3095	30.3693	32.5942	5.2526
13	IA	18.8401	1296	17.8119	19.8683	4.3622	315	3.8773	4.8471	25.7466	1811	24.5583	26.935	4.0481
14	KS	18.8721	889	17.44	19.9043	3.8635	195	3.3187	4.4083	25.0039	1257	23.6197	26.3881	3.9316
15	KY	17.2939	1024	16.2283	18.3594	4.9664	300	4.4	5.5327	24.3846	1518	23.1524	25.6188	5.382
16	LA	37.5866	1346	35.5268	39.6465	5.7294	218	4.9517	6.5071	45.6851	1854	43.5616	47.8085	6.2271
17	ME	23.2256	528	21.2364	25.2147	4.218	105	3.3871	5.0486	32.9822	773	30.6537	35.3107	5.4104
18	MD	33.5577	1434	31.7778	35.3377	4.8015	228	4.1707	5.4523	43.7362	2119	41.8302	45.6302	5.9269
19	MA	27.132	3156	26.1767	28.0873	4.9366	683	4.5647	5.3085	37.3249	4495	36.4222	38.4222	5.5138
20	MI	26.3876	3746	25.3255	27.2496	4.4991	612	4.1373	4.8689	35.6472	5435	34.6867	36.5077	5.2028
21	MN	17.453	1329	16.488	18.378	4.3282	324	3.8545	4.882	21.1567	1718	20.1516	22.1619	4.1023
22	MS	21.3393	527	19.4843	23.1943	5.0791	127	4.1781	5.9801	30.3113	822	28.2203	32.4023	4.294
23	MO	23.5958	2308	22.8306	24.563	5.0802	537	4.6303	5.4901	33.1913	3383	32.0709	34.3118	5.4619
24	MT	25.38	394	22.8332	27.9268	3.6015	46	2.4929	4.7101	28.41	449	25.7646	31.0555	4.3546

3. The data are lung cancer statistics from the National Cancer Institute in 2010, and use the following codes:

Column heading format: [V] [RG] [T] [A], where:

V = variable: R, C, LB, or UB (R = Mortality rate per 100,000 persons, C = the actual count of deaths)

RG = race / gender: BM, BF, WM, WF (B = black, W = white, F = female, M = male)

T = calendar time: 5094, 5069, 7094, and the 9 5-year periods 5054 through 9094

A = age group: blank (all ages), 019, 2049, 5074, 75+

Example: RBM70942049 = rate for black males ages 20-49 for the time period 1970-1994

4. Using the table provided symbolize the data for **White Males between 1990-94**. You should use the “**count**” for one map and the “**rate**” for another. In doing so, you will wind up with two very different maps, yet you never changed the data. This is how we can persuade people with maps; we never lie, but we show what helps our argument and hide what doesn't...
5. Make sure that you are conscious of your purpose and the map reader you are trying to reach. Imagine a lawsuit being put forth by health activists in California to sue the tobacco industry for a disproportionate amount of lung cancer deaths. You can make one map to support the lawsuit, and another to help disprove the notion, i.e. California has relatively low rates compared to the rest of the nation.

Below, you will see two examples. These are not the only way to make these maps, but they should provide you with ideas as to how to use style and statistics to persuade people with maps. Think about some of the emotional triggers each one plays upon. Remember that all choices for color, projection, font, etc. were deliberate. As you complete your maps, also think about which one is a better depiction of the truth. *Will such an exercise help you question the maps you see from now on?*

Lung Cancer Rates in the United States

