

Continuity and Change

1. Record information that helps you to identify what has changed and what has remained the same in recruitment methods and message between 1914 and today.
2. Write a paragraph describing in what ways the recruitment message is the same, and in what ways the recruitment message is different, and why.

See *Counterpoints* pp. 32 and 46, and the online resource 'Canadian Forces Recruitment' (<http://bit.ly/CanadianForces>).

Canadian Expeditionary Forces - WWI	Canadian Forces - Current
Patriotism and loyalty to the British Empire	Truth, Duty, Valour
Desire to be a hero	Sense of achievement, self-confidence
Public pressure	Purpose and accomplishment
Adventure	Benefits
Honour	Education all expenses paid
Because of being shamed	Secure jobs
Camaraderie – everyone was signing up	Leadership Training
Language of use primarily English	Bilingualism
	Military training
	Sports, physical training
	Camaraderie
	Excitement, Adventure

Recruitment in the early stages of World War One was hardly necessary as there was a rush to enlist. British descendants felt extreme loyalty to the British Empire. The recruits were looking for honour, adventure, and desired to be heroes. Camaraderie would have been a draw as everyone was signing up. As time went on, there was greater public pressure and shame for those who did not enlist.

Today, after two world wars and other conflicts, young people no longer see glory in participating in war. They do however, value helping people in distress. The Canadian Forces still appeals to a sense of duty, valour and honour to encourage recruitment. Patriotism is still a call, but it is to Canada, not the British Empire. Excitement and adventure still has attraction, but now the Canadian Forces offers education, leadership training, medical benefits, secure and exciting jobs, family support, and a sense of achievement. The attraction of camaraderie and teamwork endures. Young people today demand far more benefits than their predecessors before they are willing to engage in the Canadian Forces.