Jacobite propaganda

What was the point of Jacobite propaganda?
What was the point of Jacobite propaganda?

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background</td>
<td>3</td>
</tr>
<tr>
<td>Teacher’s notes</td>
<td>4</td>
</tr>
<tr>
<td>Tasks</td>
<td>6</td>
</tr>
<tr>
<td>Source 1</td>
<td>7</td>
</tr>
<tr>
<td>Source 2</td>
<td>10</td>
</tr>
<tr>
<td>Source 3</td>
<td>13</td>
</tr>
<tr>
<td>Source 4</td>
<td>16</td>
</tr>
</tbody>
</table>

This resource was produced using documents from the collections of The National Archives. It can be freely modified and reproduced for use in the classroom only.
What was the point of Jacobite propaganda?

**Background**

**Propaganda** is information made to influence public opinion. In this lesson you are going to look at extracts from three examples of printed propaganda produced by the **Jacobites** and another from the protestant Scottish Church which opposed them.

The term **Jacobite** comes from the word **Jacobus**, Latin for James. The first three sources are examples of how the supporters James Francis Edward Stuart (also referred to as 'The Old Pretender') son of James II, deposed king of England, tried to persuade the people of Scotland to restore the Stuarts and their heirs to the thrones of England, Scotland and Ireland.

In these documents the Jacobites attacked the government of Britain and criticised the House of Hanover’s right to the throne. It was difficult to control this material as printing presses were cheap and easy to get hold of and it was possible to print broadsheets, handbills or songs anonymously. This made it hard for the authorities to stop the spread of these papers and arrest the publishers. What tended to happen was that supporters of the British government printed their own propaganda in return to attack the Jacobites, an example of this is provided by the fourth source. However, it could be argued that as the Whig government produced their own pamphlets in response to the Jacobites, it strengthened, rather than weakened the cause in the early decades of the 18th century.
What was the point of Jacobite propaganda?

Teacher’s notes

This lesson is a suggestion for how our Jacobite document collections could be used to create your own enquiry question for a lesson. The documents used come from Jacobite Rising 1715: Rebels with a cause? Here you could also listen to an audio file of the complete source or explore other documents available in the collection to provide further context for this lesson. There is a second document collection available on The Jacobite Rebellion 1745: a serious threat to the Hanoverians?

In this lesson transcripts are provided for each of the source extracts with a glossary. Other words are defined within square brackets in the transcript itself.

Propaganda has been commonly associated with modern industrial societies and those governments wanting to influence public opinion and distribute particular information using the mass media. In the 20th century, for example, from Nazi Germany to the era of the Cold War, radio, film, recorded music and television have all been used to construct particular messages for the public.

Again the print media, such as newspapers, books, pamphlets, cartoons, posters and comics have also served the same purpose. Our key stage 2 lesson on government propaganda on the home front in the Second World War looks at posters and film and considers the nature of persuasive writing.

In earlier times too, we can find evidence of propaganda campaigns, such as those used by anti-slavery Abolitionists in Britain and the United States in the 19th century.

Access to the technology of the printing press was the key for the spread of ideas and information on a wider scale. Historically, we have seen this from the European Reformation onwards. You can also find examples of print propaganda for the parliamentarian side in the 1640s in our English Civil War website. It is no surprise therefore, that the Jacobites and their opposition harnessed the power of the press.

Finally, academic studies of the nature of 20th century propaganda have highlighted some techniques which would seem to feature in earlier printed material as part of the general attempt to persuade or influence opinion. For example, you may wish to discuss with your pupils, before looking at the sources, how generally propaganda may aim to achieve the following points and then consider how they apply to the examples used in this lesson.

Does the printed material contain any evidence of the following techniques?

Appeal to authority (In this case to King James VIII and III and ancestors or House of Hanover)

Appeal to fear (What will happen if a person does not support the Jacobites/or Church of Scotland/House of Hanover?)

nationalarchives.gov.uk/education/
What was the point of Jacobite propaganda?

Appeal to prejudice (any use of emotive terms, language, and/or overtone that to achieve victory it is necessary to stay with the cause?)

A repeated lie (The term ‘The Old Pretender’, the pupils should research the origin of this label and how it is used)

Appeal to common sense? (Is there any evidence of this in the texts & what makes this a persuasive technique?)

Cult of personality (Is an idealized image/unquestioning flattery employed, is praise for Stuarts or Hanover evident?)

Demonization of the enemy (who and how?)

Repetition of phrases/words (how is this used?)

Use of virtue words such as peace, happiness, security, justice, leadership, freedom (Are these to construct an image of the Stuarts or Hanoverians?)

External links

Education Scotland's website providing an introduction to history of the Jacobites.

The National Archives Pinterest board on the Jacobites brings the best web resources on the subject into one place.
What was the point of Jacobite propaganda?

Tasks

**Source 1: Questions**

What qualities does King James III have according to these verses?

How is language used to suggest he has these qualities?

Who is the ‘foreign scum’ on the throne referred to in the song?

How effective do you think a song might be as a piece of propaganda?

**Source 2: Questions**

What is James Francis Edward Stuart’s claim to the throne of Britain, according to this extract?

How convincing is the case made against ‘The Elector of Brunswick’? Explain your answer

Compare the effectiveness of this source to source 1 as a means of propaganda

**Source 3: Questions**

What is James Francis Edward Stuart’s claim to the throne of Britain, according to this extract?

How does this differ from source 2 as piece of propaganda? (Clue: think about style of language, tone, use of fonts, audience)

**Source 4: Questions**

Who does this pamphlet support? Explain your answer

According to this pamphlet, what would happen if James Francis Edward Stuart became King of England and Scotland?

How is the style of language, tone, use of fonts used to get its message of this pamphlet across?

Do you think this would have been an effective piece of propaganda? Give your reasons
What was the point of Jacobite propaganda?

Source 1

Extract from a Jacobite song, consisting of 43 verses, calling for the return to the throne of James Francis Edward Stuart and end to rule by George I, House of Hanover, 1722 (SP 35/40 f179).
A PROPHETICK

CONGRATULATORY HYMN TO HIS SACRED BRITANNICK MAJESTY KING JAMES THE III

Written by Mr—during his Concealment after his Escape from—O.S & Left at his Lodgings

I.
Sound the shrill Trumpet, fill it’s Silver Womb
With sweeter Notes than ever yet were blown
Great Britain’s Majesty to welcome home.

II.
Tune all Your Instruments & Voices raise
With loftier strains, & with Seraphick Lays
To Heaven’s & to immortal James’s Praise.

III.
See, See, He comes of all Mankind the first,
Insufferings, Pietie, & Experience nurs’d,
The Royal Englishman, Great, Good & Just:

IV.
On tiptoes Atlas then, Lift Heaven more high,
And give us Air enough to breath our Joy
In raptures rivalling Heaven’s Hierarchy;

V.
No more shall foreign scum pollute our Throne;
No longer under such. We’ll blush & groan;
But Englishmen an English King will own.
What was the point of Jacobite propaganda?

Source 1: Glossary

Prophetick: to happen in the future

Congratulatory: to express praise and pleasure

James III: son of James II, king of England, James Edward Francis Stuart, also called 'The Old Pretender', he claimed the English, Scottish and Irish thrones (as James III of England and Ireland and James VIII of Scotland) from the death of his father in 1701

Seraphick: like an angel of the highest class who was caretaker for God’s throne

Loftier strains: higher melodies or tunes

Heaven's Hierarchy: According to medieval Christian theologians, the angels are organized into three levels each made up of different orders or choirs

Immortal: never ending, for all time

Pietie: piety, holiness or dutiful respect

Atlas: Greek god responsible for holding the heavens on his shoulders
After his Demise, his Crowns which the Prince of Orange had usurpt, being then rightfully ours, according to the fundamentall Laws of the Land, we immediately claim’d our Right to the same by a Declaration under our great Seal dated at St. Germain’s 8. Oct: 1701. and as soon as it pleas’d Divine Providence to enable us to attempt the recovery thereof, we readily embrac’d the occasion, and ’tis sufficiently known that the miscarriage of that expedition could not be imputed to us.

When we found after this that a Treaty of Peace was upon the point of being concluded without any regard had to us, we publish’d our Protestation dated at St. Germain the 25. April 1712, in the most solemn & most Authentick manner our Circumstances would then allow of, asserting thereby our incontestable Right to our Crowns, & protesting against whatever might be stipulated in the said Treaty to our prejudice.

Tho we have been oblig’d since that time to remove from France to a remoter place, we have still continued to have our Kingdoms & our People in our view, to whom we are convinc’d God in his mercy will sooner or later restore us; and notwithstanding the malice & open Rebellion of some & the forced compliance of others, we have never cease’d to hope that God would in time open our People’s eyes, & convince them not only of the Notorious injustice done to the Crown & us, but of the dangerous consequences thereof for themselves. It is not our interest alone we are concern’d for, our natural & unalterable love for our People is such, that as we could not see without grief their blood & Treasure lavish’d in the last war in opposition to our undoubted Right, so we can not now with less sorrow see them expos’d to be subjected to an Arbitrary power, & become a prey to foreigners.

Besides that the Elector of Brunswick is one of the remotest Relations we have, & consequently one of the remotest Pretenders to our Crowns after us, it is evident that nothing is more opposite to the Maxims of England in all respects than that unjust Settlement of the Succession upon his family. He his a foreigner, a powerful Prince, & absolute in his own Country, where he has never met with the least contradiction from his Subjects: He is ignorant of our Laws, Manners, Customs & Language, & supported by a good Army of his own People, besides the assistance which a Neighbouring State is oblig’d to grant him upon demand, & many thousands of Aliens refug’d in England these thirty Years past, who having their dependance wholly upon him will be ready to stand by him upon all occasions.

Moreover what can our Subjects expect but endless wars & Divisions from subverting so sacred & fundamentall a Constitution as that of Hereditary Right, which has still prevail’d against all insurrections how successfull & for how long time forever continued, the Government finding still no rest till it return’d again to its true Center. And how can they be ignorant of the just pretentions of so many other Princes that are before the House of Hanover, whose Right, after us, will be as doubtless as our own, and who neither want nor power to assert it in their turns, & to intail a perpetuall war upon our Kingdoms, with a Civill war in their own bowels, which their Divisions will make unavoidable.

From all which it is plain our People can never enjoy any lasting peace or happiness till they settle the succession again in the right Line, & recall us the immediat Lawfull Heir, & the only born English-man now left of the Royall family.
What was the point of Jacobite propaganda?

Source 2: Transcript

After his Demise [death], his Crowns which the Prince of Orange had usurp’d being them rightfully ours, according to the fundamentall Laws of the Land, we immediately claim’d our Right to the same by a Declaration under our great Seal dated at St. Germaines 8. Oct: 1701. And as soon as it pleas’d Divine Providence to enable us to attempt the recovery thereof, we readily embrac’d the occasion [took action], and ‘tis sufficiently known that the miscarriage [failure] of that expedition could not be imputed [related] to us. When we found after this that a Treaty of Peace was upon the point of being concluded without any regard had to us, we publish’d our Protestation dated at St. Germaines the 25. April 1712 in the most solemn & most Authentick manner our Circumstances would then allow of, alerting thereby our incontestable Right to our Crowns, & protecting against whatever might be stipulated in the said Treaty to our prejudice [against us]. Tho’ we might have been oblig’d since that time to remove [travel] from France to a remoter place, we have still continued to have our Kingdoms & our People in our view, to whom we are convinc’d that God in his mercy will sooner or later restore us; and notwithstanding the malice [evil] & open Rebellion of some & the forc’d compliance [consent] of others, we have never ceas’d to hope that God would in time open our People’s eyes, & convince them not onely of the Notorious [wicked] injustice done to the Crown & us, but of the dangerous consequences thereof for themselves. It is not our interest alone we are concern’d for, our naturall & unalterable love for our People is such, that as we could not see without grief their blood & Treasure lavish’d in the last war in opposition to our undoubted Right, so we cannot now with less sorrow see them expos’d to be subjected to an Arbitrary power, & become a prey to foreigners.

Besides that the Elector of Brunswick is one of the remotest Relations we have, & consequently one of the remotest Pretenders to our Crowns after us, it is evident that nothing is more opposite to the Maxims of England in all respects than that unjust settlement of the Succession upon his family. He is a foreigner, a powerful Prince, & absolute in his own Country, where he has never met with the least contradiction from his subjects: He is ignorant of our Laws, Manners, Customs & Language, & supported by a good Army of his own People, besides the assistance which a Neighbouring State is oblig’d to grant him upon demand, and many thousands of Aliens refug’d in England these thirty years past, who haveing their dependence wholly upon him will be ready to stand by him upon all occasions.

Moreover what can our Subjects expect but endless wars & Divisions from subverting [overthrowing] so sacred & fundamentall a Constitution as that of Hereditary Right, which has still prevail’d against all usurpations how successful & for how long time so ever continued, the Government finding still no rest ‘till it return’d again to it’s true Center. And how can they be ignorant of the just pretentions of so many other Princes that are before the House of Hannover, whose Right, after us, will be undoubted as your own, and who neither want will nor power to assert it in their turns, and to intail [result] a perpetuall war upon our Kingdoms, with a Civill war in their own bowels, which their Divisions will make unavoidable.

From all which it is plain our People can never enjoy any lasting peace or happiness’ till they settle the succession again in the right Line, & recall us the immediate Lawfull Heir, & the onely born English-man now left of the Royall family.
What was the point of Jacobite propaganda?

Source 2: Glossary

Usurp’d: unjustly taken
Prince of Orange: William III of England and Ireland
Fundamental: basic rule or principal
Divine Providence: God’s will
Constitution: the fundamental political points on which a state is governed
Hereditary right: having title or possession of the throne by inheritance
Incontestable: not possible to deny or dispute
Authentick: genuine
Stipulated: set down
Arbitrary: unreasonable
Elector of Brunswick: Georg Ludwig, Elector of Hanover, the nearest heir and non Catholic relative to Queen Anne. The Act of Settlement 1701 said Catholics could not inherit British throne
What was the point of Jacobite propaganda?

Source 3

A handbill addressed ‘to all true-hearted Scotsmen’ to restore James Francis Edward to the throne, 1 January 1715 (SP 54/10/173)
Source 3: Transcript

To all True-Hearted SCOTSMEN, whether Soldiers or Others.

When our Brave and Ancient Nation is like to be engag’d in War, I think it is every Man's Business to consider, that whatever may be said in Defence of Soldiers of Fortune fighting in foreign Countries (when perhaps it is neither so easy, nor so much the Duty of Strangers to consider the Quarrel) yet no Man can, with any Shew of Reason, plead the Lawfulness of making War a Trade, when it comes to be Civil or Domestic. In this Case, 'tis only the Lawfulness of the Cause, and the Good of his Country that can warrant any Man to engage in it: For if he embark on the wrong Side, from a Principle of Interest, or any selfish Consideration, every Slaughter he makes of a contrary Party is a fresh Murder; and if he falls himself he goes to the Devil for Hire.

By the Earl of Mar's Manifesto we find, That the present Quarrel turns upon these Two Points, be Restoring our Lawful Natural King. And the Dissolving the Union: Both which should be seriously weigh'd by all Scotsmen, being of the utmost Importance, both on the Score of Conscience, Hour, and Interest.

As to the Restoring to His Throne King JAMES VIII. Whatever some Men's Interest may prompt them to say or do; yet I'm confident, that in our secret Thought we are agreed, That He our Lawful Rightful Sovereign: And we all know, that He is the Undoubted Lineal Heir by [blood] and Descendant of the Ancient Race of our Scottish Kings: whose Ancestors, in a direct [line], have sway'd the Sceptre in our Hereditary Monarchy for many Generations, without Cont.; a Prince upon whom the Crown is entail'd by the Fundamental Laws of our Country, and to whom, even before He was born, we have often sworn Allegiance and Fealty by those Oaths given former Kings, by which we bound ourselves not only to them, but to their Lawful Heirs and accessors.

... BUT whether a King and Parliament had Power to alter the Succession, or not, never any Man, before [1688], except the Rump Parliament, pretended, that a Meeting without a King, or without any Authority from Him, had Power to make void the Throne; which was, in effect, to unhinge the Monarchy, and razethe Constitution from the very Foundation. They who contriv'd [thought up] the Scheme, both here and in England, were so sensible of the Weakness of their Arguments to satisfy the Minds of the People, that they were forc'd to bring in a Supplemental Topic, The illegitimacy of the Prince of Wales's Birth [suggestion here that that Charles Francis Edward was not the true son of James II-hence call him the “Old Pretender”].

So impudent a Piece of Slander, that, however serviceable it was to their Interest to make it appear, and however frequently challenged to do so, they never durst bring it to a fair Trial.

THINGS being thus, (as I don’t doubt but you are very sensible they are) Pray, Gentlemen, consider whether you are safe, either in Conscience or Honour, to draw your Swords for so precarious and ill-founded an Establishment. I should be unwilling to think, that in the present Case, Soldiers should consider the Justice of the Cause less than other Men, because they are more concerned than others, being the chief Actors in any Blood and Slaughter that may ensue: and he that sheds the Blood of his Fellow-subjects and Countrymen, probably his Brethren and nearest Relations, in a Cause that he cannot show to be just, will give the World but a slender Opinion either of his Religion or good Sense. As you would then approve your selves to God, the World, and your selves to be Christians, Men of Honour, and Scotsmen, consider seriously before you draw your Swords, whom you are to fight against, and what you fight for.
What was the point of Jacobite propaganda?

Source 3: Glossary

**Manifesto**: a public declaration of intentions or opinions

**The Union**: The Acts of Union were two Acts of Parliament: the *Union with Scotland Act 1706* passed by the Parliament of England, and the *Union with England Act* passed in 1707 by the Parliament of Scotland. England and Scotland, both separate states with the same monarch, became a united kingdom called ‘Great Britain’

**King James VIII**: King of Scotland, and as *James III* of England and Ireland, James Francis Edward Stuart, ‘The Old Pretender’

**Fundamental**: basic

**Entail’d**: tied

**Fealty**: loyalty, devotion

**Accessors**: descendants

**Raze**: bring down

**Constitution**: rules of the country

**Void the Throne**: decide who would be king

**Supplemental Topic**: an extra argument

**Impudent**: outrageous

**Draw your Swords**: take up arms
What was the point of Jacobite propaganda?

Source 4

Extracts from a Scottish Church pamphlet addressed to the people of Lothian and Tweeddale, 2 November 1715 (SP 54/10/58)

Edinburgh, November 2, 1715:

Be the Ministers and Elders of the Provincial Synod of Lothian and Tweeddale, being deeply impressed with the Divine Goodness, brightly displayed in the late happy Revolution, begun and carried on by King WILLIAM, of Glorious Memory, and in bringing our only Lawful and Rightful Sovereign King GEORGE to the peaceable Possession of the Throne of His Royal Ancestors, notwithstanding the many open and secret Practices that have been used of late Years to defeat His Succession, cannot sufficiently adore that kind Providence, which so often, and so reasonably interposed to save this Nation from Popery and Slavery.

And being sensibly touched with the present most horrid Rebellion against the King’s Person and Government, begun, and carried on by Papists, and some who have professed themselves Protestants; whereby our Holy Religion and Liberties are threatened with utter Ruin, and our Country with Blood and Confusion, judge it our Duty, as Watchmen, in the Fear of the LORD, to declare before the World, and unto you our Flocks, our Abhorrence of the Principles and Practices of these Rebels; and to warn you all of the Sin and Danger of abetting and encouraging their wicked and pernicious Designs.

It is with just Resentment we observe, That any who bear the Name of Protestants, should be engaged in a War against a Protestant Prince, whose Illustrious House hath been noted for Their Zeal for the Protestant Religion; The Succession of which Family we cannot but look upon as the best Security, next to the Divine Protection, to our Religion, and whatever else is dear and valuable to us: Are not all the reformed Churches of CHRIST in Europe great Debtors to the Divine Mercy for a Prince of the reformed Religion on the Throne of these Nations and the Settlement of the Succession in His Royal Family, being Protestants? Should we then, who are more immediately concerned in this Blessing, be unthankful to GOD for it, of all Men we would be most inexcusable, and would provoke a Holy and Righteous GOD to deprive us and our Posterity of the Purity of Religion, transmitted to us, at the Expence of the Blood of our Godly Ancestors; These Things we have always endeavoured both in our Judicatories, and upon all proper Occasions, to possess you with just Sentiments of.

We think it our Duty to warn you our daily Hearers of the Danger you are in of Popery, in Case of the Accession of a Popish Pretender to the Throne of these Kingdoms, and of the Influence this Rebellion hath to forward it. We ever look’d upon the Pretender and Popery as inseparable; and the Reformation of the Church of Scotland in the utmost Danger under the Reign of a Popish King: Thse Things are so evident, that they need no Illustration. We have for many Years been the Sons and Daughters of This Religion;...
Source 4: Transcript

Edinburgh, November 2, 1715.

WE the Ministers and Elders of the Provincial Synod of Lothian and Tweeddale, being deeply impressed with the Divine Goodness, brightly displayed in the late happy Revolution, begun and carried on by King WILLIAM of Glorious Memory, and in bringing our only Lawful and Rightful Sovereign King GEORGE to the peaceable Possession of the Throne of His Royal Ancestors, notwithstanding of the many open and secret Practices that have been used of late Years to defeat His Succession, cannot sufficiently adore that kind Providence, which so often, and so seasonably interposed to save this Nation from Popery and Slavery.

And being sensibly touched with the present most horrid Rebellion against the King’s Person and Government, begun, and carried on by Papists and some who have professed themselves Protestants; whereby our Holy Religion and Liberties are threatened with utter Ruin, and our Country with Blood and Confusion, judge it our Duty, as Watchmen, in the Fear of the LORD, to declare before the World, and unto you our Flocks our Abhorrence of the Principles and Practices of these Rebels; and to warn you all of the Sin and Danger of abetting and encouraging their wicked and pernicious Designs.

It is with just Resentment we observe, That any who bear the Name of Protestants, should be engaged in a War against a Protestant Prince, whose Illustrious House hath been noted for Their Zeal for the Protestant Religion; The Succession of which Family we cannot but look upon us as the best Security, next to the Divine Protection, to our Religion, and whatever else is dear and valuable to us: Are not all the reformed Churches of CHRIST in Europe GREAT Debtors to the Divine Mercy, for a Prince of the reformed Religion on the Throne of these Nations, and the Settlement of the Succession in His Royal Family, being Protestants? Should we then, who are more immediately concerned in this Blessing, be unthankful to GOD for it, of all Men we would be most inexculsable, and would provoke a Holy and Righteous GOD to deprive us and our Posterity of the Purity of Religion, transmitted to us, at the Expence of the Blood of our Godly Ancestors; These Things we have always endeavoured both in our Judicatories and upon all proper Occasions, to possess you with just Sentiments of.

We think it is our Duty to warn you our daily Hearers of the Danger you are in of Popery, in Case of the Accession of a Popish Pretender to the Throne of these Kingdoms, and of the Influence this Rebellion hath to forward it: We ever look’d upon the Pretender and Popery as inseparable; and the Reformation of the Church of Scotland in the utmost Danger under the Reign of a Popish King: These Things are so evident ...
What was the point of Jacobite propaganda?

Source 4: Glossary

King William: William of Orange
King George: George I, Georg Ludwig, Elector of Hanover, successor to Queen Anne
Providence: care and guidance of God
Seasonably interposed: recently happened
Abhorrence: severe dislike
Transmitted: passed on
Popery: the Roman Catholic Church, especially its doctrines, ceremonies, and system of government
Papists: Catholics
Flocks: people, congregations
Abetting: aiding
Pernicious: deadly or destructive
Illustrious: famous, glorious
Zeal: enthusiasm
Posterity: future
Transmitted: passed on
Judicatories: Law courts