Name:

Date:

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Join or Die Analysis

Objective

What caused American colonists in different states to unify as one nation leading up to the French and Indian War?

Directions: In May 1754, Ben Franklin's article *Join or Die* appeared in the *Pennsylvania Gazette*. It was reprinted across the nation in almost all colonial newspapers. An image that Ben Franklin drew to go with the article appears below, along with an excerpt of the article. Analyze the image, read the excerpt, and answer all of the analysis questions that accompany them.

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Source: Political cartoon - Join or Die May 9, 1754 Pennsylvania Gazette

- 1) **Predict:** What do you think the abbreviations around the snake represent?
- 2) Predict: The caption under this image reads "Join or Die". This was also the name of the article it appeared with. You will read an excerpt from the article following this image. What do you think "Join or Die" might be about?

1 Accordingly we hear, that the Back Settlers in Virginia, are so terrify'd by the Murdering and Scalping 2 of the Family last Winter, and the Taking of [Fort Necessity, a fort being defended by the American 3 colonists], that they begin already to abandon their Plantations, and remove to Places of more Safety. 4 - The Confidence of the French in this seems well-grounded on the present disunited State of the 5 British Colonies, and the extreme Difficulty of bringing so many different Governments and Assemblies 6 to agree in any speedy and effectual Measures for our common Defence and Security; while our 7 Enemies have the very great Advantage of being under one Direction, with one Council, and one 8 Purse. Hence, and from the great Distance of Britain, they presume that they may... kill, seize and imprison our Traders, and confiscate [steal] their goods and possessions at Pleasure (as they have 9 done for several Years past) murder and scalp our Farmers, with their Wives and Children, and take an 10 11 easy Possession of such Parts of the British Territory as they find most convenient and want for them; which if they are permitted to do, must end in the Destruction of the British Interest, Trade and 12 Plantations in America.

Benjamin Franklin - Join or Die May 9, 1754 Pennsylvania Gazette

1) Close Reading: According to lines 1-3, why are the colonists so fearful of the French and their allies?

2) *Close Reading:* According to lines 3 - 7, what advantage do the French-American colonists have over the British-American Colonists?

- 3) Close Reading: Does Benjamin Franklin appeal to the emotional side of colonists? How?
 - Cite textual evidence from the reading.