

Bellwork

- What was one way that Hitler changed the ministerial bureaucracy?
- Who was a part of the ruling party as related in the Party Hierarchy section?
- What percentage of the political leaders came from the teaching profession?
- How was the Army able to keep the party out of its organization?
- Give two ways Hitler was able to control the party.



PROPAGANDA

DECONSTRUCTING NAZI PROPAGANDA IMAGES

What is Propaganda?

Biased information

Created to shape
public opinion and
behavior

*True, partially true, or
blatantly false information*

**Simplifies complex
issues or ideas**

PLAYS ON EMOTIONS

**SYMBOLS, IMAGES,
WORDS, OR MUSIC**

*Advertises a cause,
organization, or
movement and its
opponents*

Directs human
action toward a
given goal

Common Propaganda Techniques

- **Bandwagon**
- **Testimonial**
- Plain Folks
- **TRANSFER**
- **Fear/Card Stacking**
- *Logical Fallacies*
- **GLITTERING GENERALITIES**
- **Name-calling**

Bandwagon

- An appeal to the subject to follow the crowd
- Tries to convince the subject that one side is the winning side and that winning is inevitable
- Appeals to a person's desire to be on the winning side

iPhone 5

Loving it is easy. That's why so many people do.



Testimonial

- Quotations or endorsements which attempt to connect a well-known or respectable person with a product or ideal with the intent to better “sell” the product or ideal



“ PROACTIV+
IS A **GAME
CHANGER.**”

“It’s not just clearing your blemishes. You’re taking care of your skin at the same time.”

—Adam Levine

ORDER NOW



Plain Folks

- An attempt to convince the public that his or her views reflect those of the “common person”
- The candidate tries to appear to be working for the benefit of the “common person”

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SOAP DISPENSER
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STEP CAN
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9.99 page 5

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19.99 page 11

bedbathandbeyond.com

BEYOND

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BRETT FAVRE
AT HOME IS UNWINDING RELAXED FIT

Brett Favre

Wrangler
★★★★★
FIVE STAR
Premium Denim

YOU CAN COUNT ON WRANGLER.
COMFORT. QUALITY. VALUE.

AP **JOE WURZELBACHER** **E08**
"Joe the Plumber"

TRANSFER

- An attempt to make the subject view a certain item in the same way as they view another item
- Used to transfer negative feelings for one object to another
- In politics, this technique is often used to transfer blame or bad feelings from one politician to another or from one group of people to another

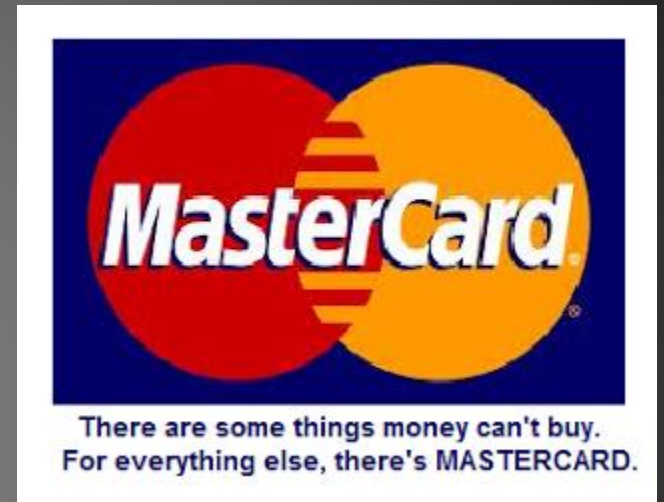


Fear/Card Stacking

- Only presents information that is positive to an idea or proposal and omits information contrary to it
- While the information presented is true, other important information is purposely omitted

Logical Fallacies

- An argument that sounds as if it makes sense but the premises given for the conclusion do not provide proper support for the argument



GLITTERING GENERALITIES

- Uses words that have different positive meaning for individual subjects, but are linked to highly valued concepts
- Words often used as glittering generalities are honor, glory, love of country, and freedom

Diet
Coke

The
perfect
duet.

STAY EXTRAORDINARY.

May all your dreams come
true this Christmas.



HOPE.
ACTION.
CHANGE.

 **Obama'08**

Community Kickoff | March 31, 2007

Name-calling

- Uses derogatory language or words that carry a negative connotation when describing an enemy
- Attempts to arouse prejudice among the public by labeling the target something that the public dislikes

IF DEMOCRATS
HAD ANY BRAINS,



THEY'D BE
REPUBLICANS

ANN COULTER

#1 New York Times Bestselling Author

READ BY THE AUTHOR



EVERY 60 SECONDS an animal is abused.



ASPCA

Don't let
criminals harm
more innocent
victims.

You can help
save lives.

Donate Today

Common Propaganda Traits

- **USES TRUTHS, HALF-TRUTHS, OR LIES**
- *Omits information selectively*
- **Simplifies complex issues or ideas**
- **Plays on emotions**
- **ADVERTISES A CAUSE**
- **Attacks opponents**
- **TARGETS DESIRED AUDIENCES**

Homework

- Read the article on Nazi propaganda using the HYBRID method!
- Your work will be checked tomorrow.

NAZI PROPAGANDA PRACTICES



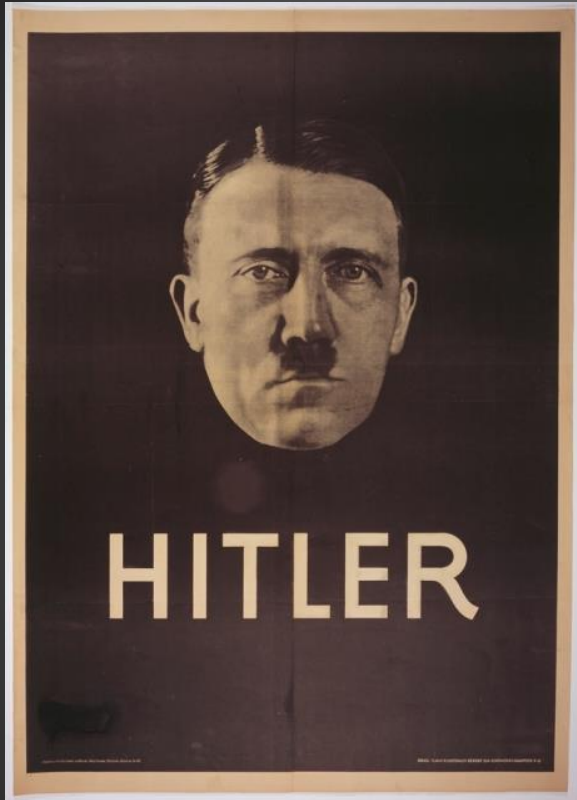
Volksgemeinschaft:

“National Community”



- A cornerstone of Nazi ideology and propaganda
- An organic, racial union of all “Aryan” Germans
- Political strife and dissension have no place in National Socialist society
- Contributing to the general welfare of the nation, not individualism
- Nazi propaganda played a crucial role in selling the myth to Germans who longed for unity, national pride and greatness

Making a leader



Modern techniques of propaganda -- including strong images and simple messages -- helped propel Austrian-born Adolf Hitler from being a little known extremist to a leading candidate in the 1932 German presidential elections. The style of this poster is similar to some of film stars of the era. Election poster, 1932; photo by Heinrich Hoffmann

- Nazi propaganda idolized Hitler as a gifted statesman who brought stability, created jobs, and restored German greatness
- Under the Nazi regime, Germans were expected to pay public allegiance to the “Führer” in quasi-religious forms, such as giving the Nazi salute and greeting others on the street with “Heil Hitler!,” the so-called “German Greeting”
- Faith in Hitler strengthened the bonds of national unity, while non-compliance signaled dissension in a society where open criticism of the regime, and its leaders, were grounds for imprisonment

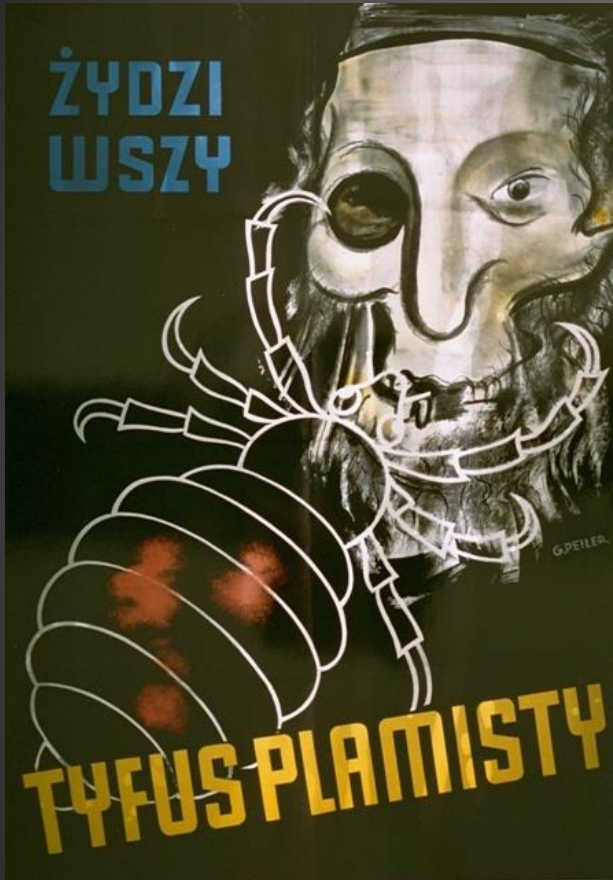
Defining the Enemy



Nazi propaganda often portrayed Jews as engaged in a conspiracy to provoke war. Here, a stereotyped Jew conspires behind the scenes to control the Allied powers, represented by the British, American, and Soviet flags. The caption reads, "Behind the enemy powers: the Jew." Circa 1942.

- One crucial factor in creating a cohesive group is to define who is excluded from membership
- Nazi propagandists contributed to the regime's policies by publicly identifying groups for exclusion, inciting hatred or cultivating indifference, and justifying their pariah status to the populace
- Propaganda helped to define who would be excluded from the new society and justified measures against the "outsiders":
 - Jews
 - Sinti and Roma (Gypsies)
 - homosexuals
 - political dissidents
 - Germans viewed as genetically inferior and harmful to "national health"

Deceiving the Public



- Propaganda served as an important tool to win over the majority of the German public who had not supported Adolf Hitler and to push forward the Nazis' radical program
- A new state propaganda apparatus, headed by Joseph Goebbels, sought to manipulate and deceive the German population and the outside world
- Propagandists preached an appealing message of national unity and a utopian future

An antisemitic poster published in Poland in March 1941. The caption reads, "Jews are lice; They cause typhus." This German-published poster was intended to instill fear of Jews among Christian Poles.

Rallying the Nation



"Greater Germany: Yes on 10 April" (1938). This election poster emphasizes the message of jumping on the Nazi political bandwagon, as represented by the hands raised in a unified Nazi salute.

- The Nazi Party dramatically increased its public support by advertising itself as a protest movement against the corruption and ineffectiveness of the Weimar “system”
- Throughout World War II, Nazi propagandists disguised military aggression aimed at territorial conquest as acts of ethnic self-defense necessary for the survival of “Aryan civilization”
- Nazi propaganda frequently stressed the power of a mass movement to propel the country forward, subtly underscored by the upward angle of the hands
- This poster typifies the propaganda strategy of using simple confident slogans, with bold graphics often using the characteristic Nazi colors of red, black, and white.

Indoctrinating Youth



"Students/Be the Führer's propagandists." With militant appeals to nationalism, freedom, and self-sacrifice, the Nazi Party successfully recruited students disenchanted with German democracy and their current student organizations.

- From the 1920s onwards, the Nazi Party targeted German youth as a special audience for its propaganda messages
- These messages emphasized that the Party was a movement of youth:
 - dynamic
 - resilient
 - forward-looking
 - hopeful
- Millions of German young people were won over to Nazism in the classroom and through extracurricular activities

Writing the News



- Der Stürmer was the most notorious, antisemitic newspaper in Germany
- The newspaper, headed by Julius Streicher, published lurid tales of Jewish “ritual murder,” sex crimes, and financial malfeasance
- The Nazis understood the power and attraction of emerging technologies, such as film, loudspeakers, radio, and television, in the service of propaganda
- These technologies offered the Nazi leadership a means for mass dissemination of their ideological messages and a vehicle for reinforcing the myth of the National Community through communal listening and viewing experiences

"All of Germany Listens to the Führer with the People's Radio." The poster depicts a crowd surrounding a radio. The radio looms large, symbolizing the mass appeal and broad audience for Nazi broadcasts.

Closure

- Choose your favorite propaganda type and provide an example of the use of the type by the Nazi Party. Why is this your favorite? How is it used today?