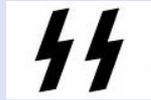




# PROPAGANDA



TERROR



**Aim:**

To establish how Hitler consolidated his power as Fuhrer

# PROPAGANDA



“The purpose of propaganda is to convince the masses. Their slowness of understanding needs time to absorb information. Only constant repetition will finally succeed in imprinting an idea into the mind”

**Mein Kampf**

Nazi Party **methods** for controlling and influencing attitudes:

- Censorship
- Propaganda
- Controlling culture and the Arts

**Write a definition of these methods**

Banning / blocking information or ideas through newspapers, pictures, radio and film; Also only allowing certain information or ideas to be allowed out.

Doesn't ban information, opinions or ideas, it creates them – newspapers, radio, cinema, posters

Which definition is which?



## Joseph Goebbels

1930: Head of Propaganda

1932: In charge of Hitler's presidential campaign

1933: Minister of People's enlightenment and Propaganda

Main Roles:

**In charge of policy towards –**

**Media**

**Sport**

**Culture**

**The Arts**

What is the message of these posters?



What was Goebbels' job? (clue: one of today's key words)

# MEDIA: Newspapers



- Newspapers flourished but had to provide views which the Ministry had agreed or face the consequences
- Journalists were often told what to write about at regular briefings
- All works had to be 'passed' by the Ministry
- Any anti-Nazi newspaper was closed down (1600 in 1935 alone, leaving only Nazi newspapers)

## Source D

Ministry of Propaganda order, 1935.

Photos showing Reich government ministers at dining tables with rows of bottles must not be published in future. This has given the absurd impression that members of the government are living it up.

## Source E

General Instruction No. 674, given to the press in September 1939 by the Ministry of Public Enlightenment and Propaganda.

In the next issue, there must be a lead article, featured as prominently as possible, in which the decision of the Führer, no matter what it may be, will be discussed as the only possible one for Germany.

# MEDIA: Radio



- Radios had already been used in election campaigns in the 1920s and early 1930s by Goebbels.
- All radio stations after 1933 were censored and just broadcasted Nazi propaganda
- Cheap, mass produced radios were sold to the public as well as placed in cafes, factories and schools
- Speakers were even placed in the streets
- All radios had a short range so they couldn't pick up foreign stations
- By 1939, 70% of homes had a radio

## Source F

Ministry of Propaganda order, March 1934.

Attention! On Wednesday 21 March, the Führer is speaking on all German [radio] stations from 11 a.m. to 11.50 a.m... All factory owners, stores, offices, shops, pubs and flats must put up speakers an hour before, so that the whole workforce can hear.

# Rallies:



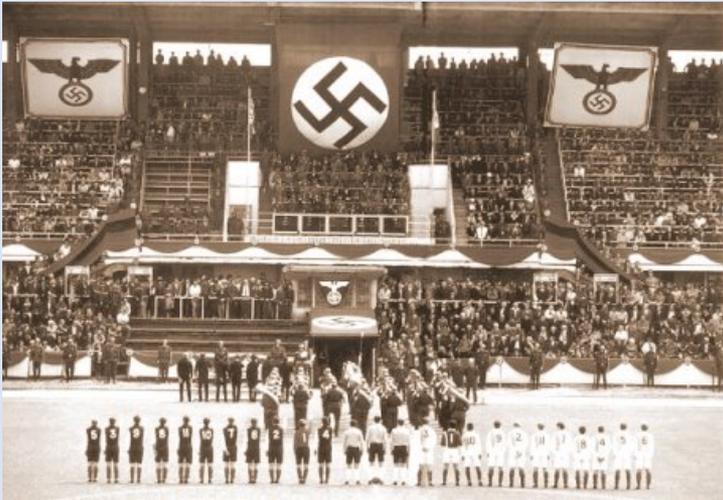
- Rallies had also been used previously in the election campaigns
- They became bigger and more frequent after 1933
- 1934 Nuremberg Rally was the biggest of all, with 200,000 people surrounded by swastikas and a giant eagle
- The idea was to show German unity and the strength of the Nazi Party



# Sport:



- Sports stadiums were 'Nazified' – covered in swastikas linking love of sports with love of Nazism
- All teams, including foreign visitors had to give the 'salute' during the national anthem – this suggested sports stars were paying respect to the Nazi state
- Sporting victories were taken as a victory of Nazi ideals – striving to be the best, German pride etc



## *Berlin Olympics* *1936*

- Hitler used the Olympics to show the world, Nazi Germany in a good light
- Olympic Stadium held 110,000 people – the biggest stadium in the world
- Well organised showing Nazi efficiency
- Germany won 33 medals – Goebbels hailed this as a success of Nazism
- Any information about the Olympics printed without permission would be at 'their own risk'



SAN FRANCISCO, CAL.—1. Schwartz, 2. Howe, 3. Bennett, 4. Swartina Team, SAN FRANCISCO, CAL.—1. Acropoli, 2. Dr. Ben Givens, and Yorkston & Hanson. Middle

# Sport:



## *Berlin Olympics 1936*

The Olympic stadium was the largest in the world and could hold 110,000 spectators.

Every detail was carefully stage-managed and news reports were controlled.

All filming was under the direction of Leni Riefenstahl. All camera crews had to be approved by her and all shots supervised.

Signs declaring 'Jews not wanted' were removed. Foreign visitors got a positive image of Germany.

Germany won more medals than any other nation – 33 gold, 26 silver and 30 bronze.

# Culture and the Arts:

## Source J

A painting called *The Führer Speaks*, by Paul Padua, produced in 1939. It shows a family listening to a radio broadcast by Hitler.



- As we know, the Nazis hated the 'modern' art of the Weimar years
  - Instead they wanted romantic ideas about Germany's past with traditional ideas on country life and family
  - **1933 – Reich Chamber of Culture** set up which covered art, architecture, literature, music, theatre and film
  - All culture and Arts had to promote Nazi ideas
- 
- All 'artists' had to apply and register with the Chamber, if rejected they could no longer teach or produce artwork
  - In 1936 12,000 paintings were removed from art galleries including Picasso and Van Gogh
  - The Gestapo made surprise visits to registered artists to make sure the Chamber of Fine Arts rules were not being broken

Approved Art work – Why was this approved?

# Why did the Nazis like this picture?

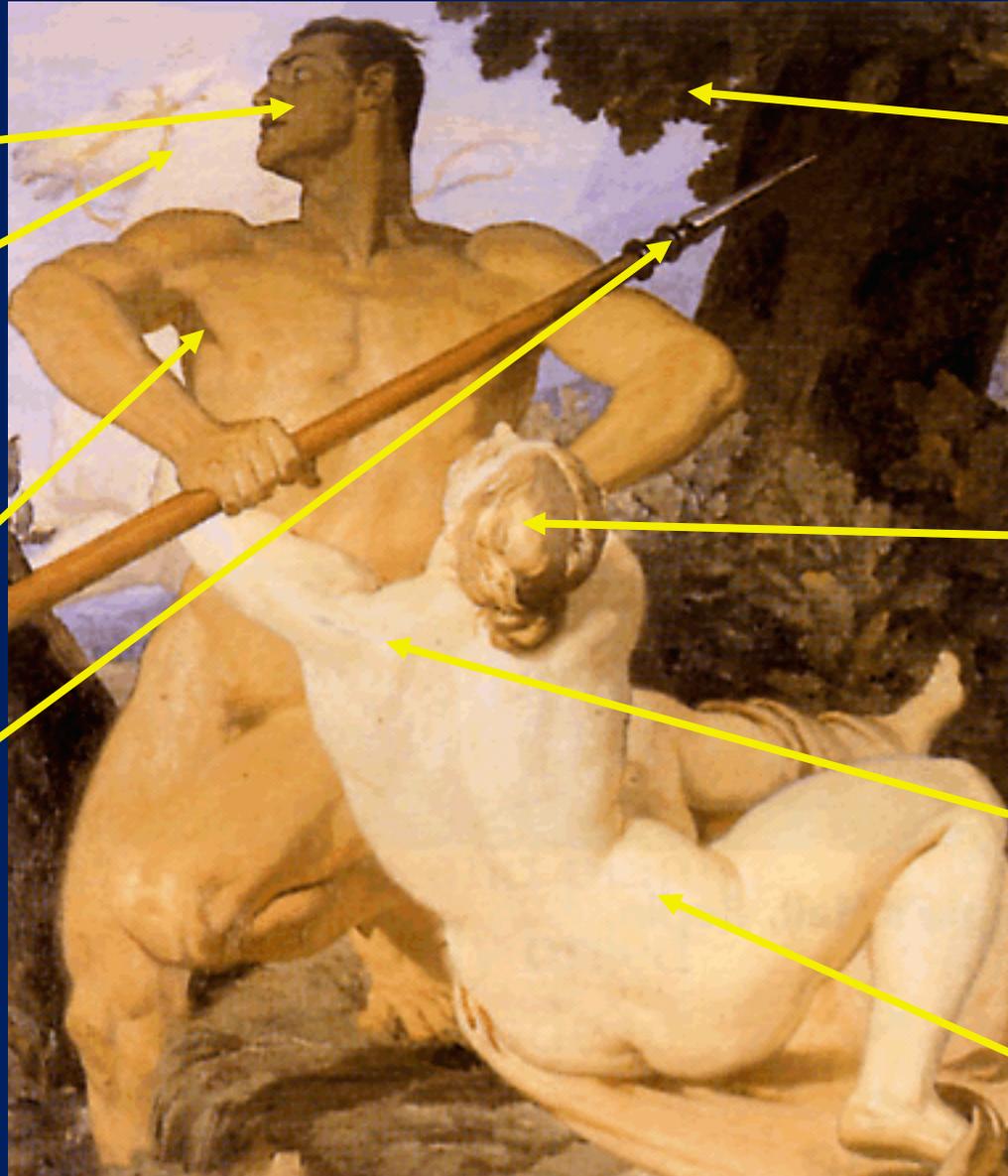
Determined  
and  
purposeful

A conqueror

Muscular  
– a “real  
man”

Warlike

Traditional  
theme and  
style →



Of the  
countryside

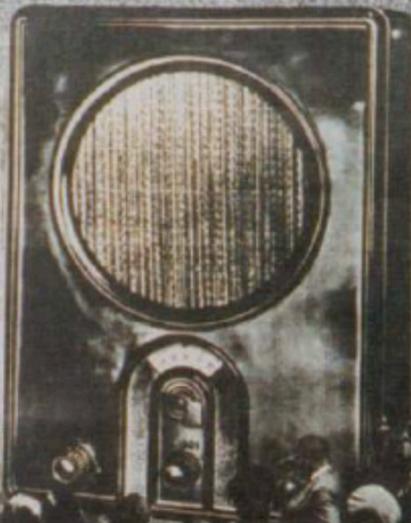
Aryan

Dependant

Maternal



Ganz Deutschland  
hört den Führer



mit dem Volksempfänger

▼ Source T A Nazi poster from the 1930s. The writing says 'All Germany hears the Führer with the People's Radio'. Could also be translated as 'All Germany listens to the Führer...'

## Posters

Posters were cleverly used to put across the Nazi message, with the young particularly targeted. They were to be seen everywhere and the messages they contained were simple and direct.



▲ Source U A propaganda poster of 1934 which says 'Loyalty, Honour and Order'

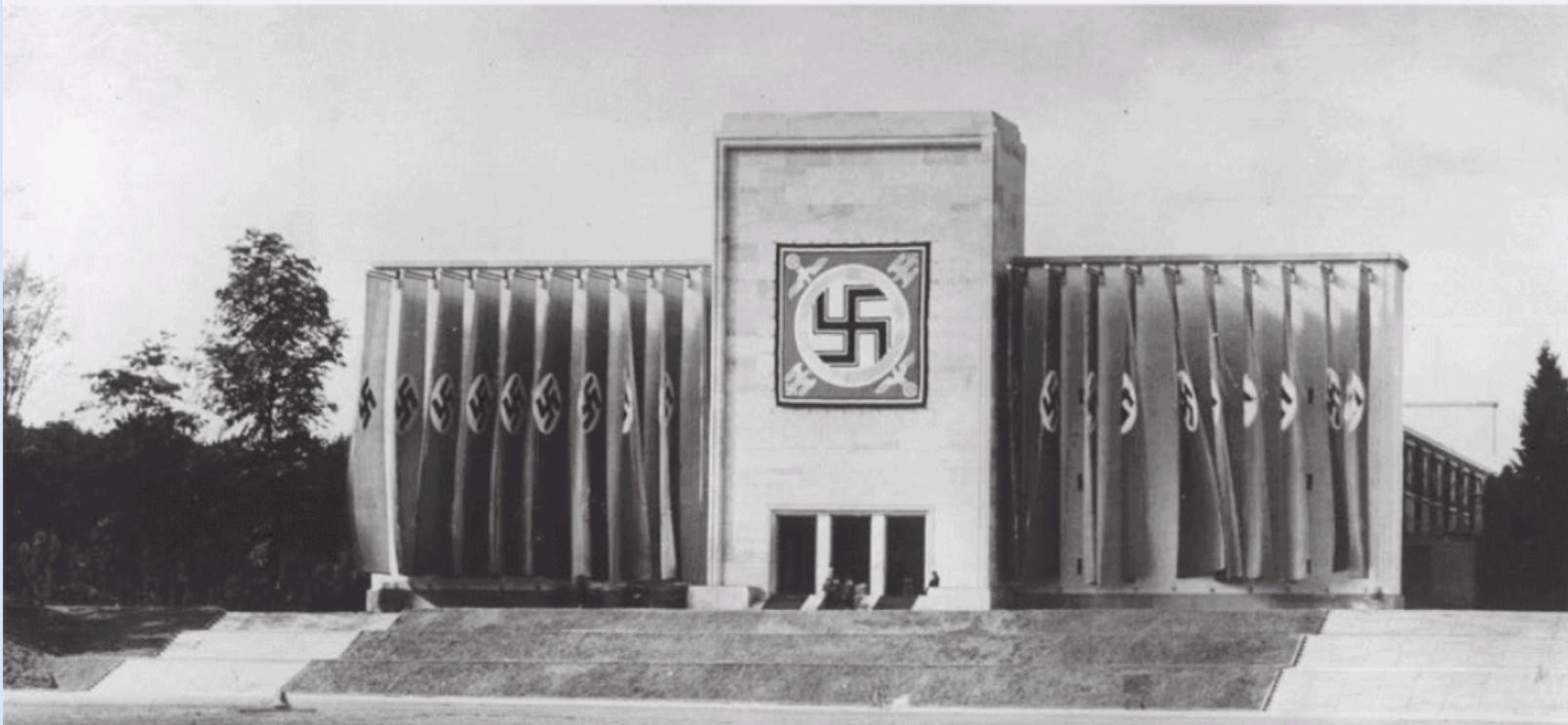


# Architecture:

- Hitler hated the 'modern, futuristic' Bauhaus architecture of the Weimar years
- Architecture should show power and strength
- Albert Speer (Hitler's favourite architect) designed huge buildings, giving the impression of **power** and **permanence**.
- He used features from Ancient Greece and Rome so buildings seemed grand and historic
- Buildings were covered in Nazi flags to reflect the power of the building to the Nazi Party.

## Source K

A photograph of a building designed by Albert Speer for the Nazi Party rallies at Nuremberg, taken in 1938.



# Music & Literature:

- No new books could be published without the Chamber of Culture's approval
- Existing books which the Nazis didn't like were censored or removed; 2,500 writers were banned
- Millions of books were taken from universities and public libraries and burned on huge, public, bonfires
- May 1933 – 20,000 books by Jews, communists and anti Nazi authors were destroyed including works by Sigmund Freud and Albert Einstein

Source M

A photograph of Nazi supporters burning books in Berlin on 10 May 1933.



- The Nazis controlled the performance and composition of music in Germany
- Some music was censored and banned such as jazz as it was seen as the work of black people and therefore inferior
- Wagner, Beethoven, Bach and traditional German folk music were favoured

# Film:

## Speech & Cinema clip

- Cinemas were useful in getting Nazi views across, as all Arts, new films had to be passed by the Chamber and Goebbels specifically
- Each film was followed by a 45 minute 'official' newsreel showing German achievements or anti Jewish propaganda **Eternal Jew Clip**
- Nazis made 1,300 of their own films with underlying messages
  - Hitlerjunge Quex (1933) was about a young Nazi being killed by communists
- Hansi the Canary was a character based on Micky Mouse with his hair across is forehead, who is pestered by a villainous black crows with stereotypical Jewish features



# Homework:

- Using your Propaganda overview sheet from today's lesson, complete the following table for homework...
- Remember this is a crucial element of this whole course and as exam questions go, is probably one of the best we can hope for...

Something like... Explain why the Nazis were able to use Propaganda to control Germany [12] as always, 3 good, confident examples will give you 3 good supported paragraphs

Type of Propaganda	What it is	How did they use it? Was it effective?	Example
<b>Media</b>			
<b>Rallies</b>			
<b>Etc...</b>			