



Nazi Propaganda

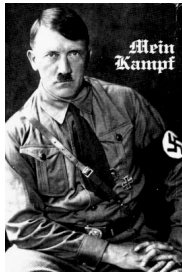
The Effective Propagandist



- "The effective propagandist must be a master of the art of speech, of writing, or journalism, of the poster and of the leaflet. He must have the gift to use the major methods of influencing public opinion such as the press, film and radio to serve his ideas and goals, above all in an age of advancing technology. . . It may be good to have power based on weapons. It is better and longer lasting, however, to win and hold the heart of a nation." -- Joseph Goebbels 1934

Racist Ideas

- The Nazi racist ideas were clear as early as 1925 when Hitler recorded his ravings in *Mein Kampf* (*My Struggle*).



Conspiratorial Jews

- In *Mein Kampf*, Hitler maintained that the Jews were everywhere, controlled everything, and acted secretly behind the scenes to harm the people of Germany.



Jews Inferior to Christians

- He said that German Jews were different from and inferior to German Christians and referred to physical differences between the blond haired, blue-eyed "Aryans" and the dark-haired, swarthy Jews.



Overrun by Inferior Peoples

- Other groups such as the "Gypsies" and Africans were also inferior according to Hitler. He played on fears that Germans would one day be outnumbered by the "inferior peoples."



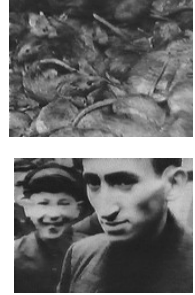
The Eternal Jew

- The film *The Eternal Jew* was created to justify the separation, exclusion, and ultimately the destruction, of the Jewish people. The narrator describes the Jews of Poland as filthy, sly and ugly and juxtaposes images of Jews with rats. The goal of propaganda is ultimately action. What does one do to rats? Exterminate them. This was the unstated message of the hate film.



Poster From the Nazi Anti-Semitic Hate Film, *The Eternal Jew*

- "Wherever rats turn up, they spread annihilation throughout the land, destroying property and food supplies. This is how they disseminate disease. Pestilence, leprosy, typhus, cholera, dysentery. Just like the Jews among mankind, rats represent the very essence of malicious and subterranean destruction." – From the script of *The Eternal Jew*



Der Stürmer

- The most notorious of the Nazi anti-Semitic newspapers was *Der Stürmer* (The Attacker). It began in 1923 as a political paper, but as the Nazis gained in influence, the paper became more and more anti-Semitic. By the time Hitler took power in 1933, the paper was strongly anti-Semitic and was a very popular Nazi publication.



Der Stürmer Ritual Murder Issue, May 1, 1934

- It specialized in selling the idea that the Jews were the worst enemy of the Germans, with the slogan "Die Juden sind unser Unglück" (the Jews are our misfortune). It was advertised with displays on the street which attracted a lot of attention.



Like other Nazi propaganda its style was simple and repetitive.

- One of its most popular features were the regular anti-Semitic cartoons of Philip Rupprecht. Jews were portrayed with huge hooked noses, bulging eyes, large ears, swollen lips, unshaven beards, long hairy arms and hands, and short crooked legs. The dominant characteristics were swindling and sexual perversion.



As the Jews disappeared from Germany, the circulation of the paper dropped, but it continued to publish until the end of the war.

Racial Superiority

- Nazi pseudo-science proclaimed the "Aryan race" to be the superior, culture producing race. Of the Aryans, the fair Nordic type was considered best.



German Propaganda Poster for the Hitler Youth Organization

German Youth

- By 1939, about 90% of the "Aryan" children in Germany belonged to Nazi youth groups. A massive propaganda campaign was aimed at Germany's youth. The Nazis indoctrinated boys and girls in their duties to the state from a young age. They saw education as critical to the new Germany.



- Hitler words about the young: "A violently active, dominating, intrepid, brutal youth -- that is what I am after. Youth must be all those things. It must be indifferent to pain. There must be no weakness or tenderness in it. I want to see once more in its eyes the gleam of pride and independence of the beast of prey... I intend to have an athletic youth--that is the first and the chief thing... I will have no intellectual training. Knowledge is ruin to my young men."

- "National Socialist education is an education in the thinking of the German people, in understanding German traditions, in awakening the pure, uncorrupted and honest people's consciousness, their sense of belonging to the people. Only a pure member of the German race can have such an understanding of his people, crowning it with the willingness to sacrifice all for the people. . . .Race, military training, leadership, religion! These are the four unshakable foundations of the new German National Socialist education!"

-- *The Educational Principles of the New Germany*, 1936



For young men, service to the totalitarian state meant fighting the Führer's wars, but for women service meant producing racially pure children for the Reich.

- From a 1942 biology textbook the Nazis wrote for 5th grade girls: "Each life form strives to ensure the survival of its species. . . .The species goes before the individual. History provides us with enough examples to prove that mankind too is under this law. In the midst of their prosperity, the Romans lost the desire to have children....Their state was undermined and overcome by foreign peoples in a short time....Our nation too once hung in the balance. National Socialism restored to the German people the will to have children, and preserved our people from certain decline."

- Here too we can recall the Führer's words in *Mein Kampf*: "Marriage too cannot be an end in itself, rather it must have the larger goal of increasing and maintaining the species and the race. That only is its meaning and its task.... The goal of female education must be to prepare them for motherhood."

Creation of a Master Race

- As part of the Nazi plan for the creation of a master race, "superior" women were paired with "superior" men to produce babies with "Aryan" features. In this photo women in this program show off their babies at a Lebensborn Center.



War Propaganda: Axis Sally

- Propaganda was a powerful weapon when used to attack the morale of the enemy through leaflets and radio broadcasts. Axis Sally (Mildred Gellars) was one such broadcaster. She was an American who went to Germany in 1934 and became a Nazi broadcaster. Her broadcasts were filled with anti-Semitic ravings. She also sent messages from American POWs to their families over the airwaves mixed with Nazi propaganda.



War Propaganda: Lord Haw Haw

- Lord Haw Haw (William Joyce) lived in England before the war and was active in the British fascist movement. He sent broadcasts back to England to damage morale there. At the end of the war the British hanged him for treason.



- And since other countries were doing the same thing, Germany warned its own citizens how to deal with enemy propaganda: "Warning! Enemy Propaganda! In modern warfare, weapons, the economy, physical resources and organization play a role. So too do spirit and soul. A new and sinister weapon is used against a nation's spiritual strength: Propaganda!" Listening to enemy broadcasts was strictly forbidden.

Simplification and Repetition

- Hitler understood propaganda well. He said simplification and repetition were the key to persuading the masses. In German propaganda you see complex ideas turned into simple easily remembered slogans which were repeated again and again until they entered the unconscious of the German people.



"One people, one government, one leader!"