Propaganda

- Cult of Personality
- Posters
- Postcards
- Statues
- Sculptures
- Monuments
- Film
- Newsreels
- Youth Groups

- Books, Newspapers, Magazines
- Radio
- Speeches
- 1936 Olympics
- Nuremberg Rallies
- Marches
- Public Gatherings, Torchlight Processions
Recurring Themes

- Anti-Semitism
- Jews to blame for Germany's problems
- Anti-communist, anti-socialist, anti-democratic
- Pan-Germanism, nationalism, militarism
- Pro-Nazi
- Cult of Leader: Hitler as messianic (god-like) figure
Newspapers

- Newspapers controlled and censored by the government to ensure pro-Nazi ideas were promoted
Julius Streicher and Der Sturmer

- Julius Streicher ran 'Der Sturmer' (The Stormer or Attacker) with virulent anti-semitic propaganda
- Motto was 'The Jews are our misfortune'
- Circulation rose from around 20,000 in 1927 to almost 1/2m by 1935
Cult of Personality

- Nazi propaganda projected image of Hitler as a powerful and great leader.
- Statues, posters, books, newspapers, magazines, postcards, propaganda films and newsreels were used to develop a 'cult of personality'.
Ja!

Führer wir folgen Dir!

Kinder, was wisst Ihr vom Führer?

FRANZ SCHNEIDER VERLAG
Radio

- The Volksempfänger (German for "people's receiver") was a range of radio receivers developed by engineer Otto Griessing at the request of Propaganda Minister Joseph Goebbels.

- By outbreak of war 70% of German households had a radio
Nazi Magazines for Children
Books and schoolbooks used to spread Nazi Propaganda and Racial Theories

Page from book Kleine Rassenkunde des Deutschen Volkes (Small Ethnology of the German People) used as Nazi propaganda and a schoolbook.
Nazis organised public burning of books by Jewish and Communist authors
Youth Groups

• Youth Groups such as Hitler Youth and League of German Girls were set up

• These groups were used to indoctrinate children and young people with Nazi ideas and values

• Also promoted athleticism and militarism
Jugend dient dem Führer

ALLE ZEHNJÄHRIGEN IN DIE HJ.
Nazi Salute

- Heil Hitler (Hail Hitler) and salute when people met each other
- Sieg Heil (Hail Victory) was chanted at rallies

Dark times: The England team, left, which included a 23-year-old Stanley Matthews, perform a Nazi salute during the German national anthem in Berlin, 1938.
Symbols used by the Nazis

- The Swastika
- the eagle atop swastika, the formal symbol of the Nazi Party
- the SS bolts
- the black SS uniform
- the brown shirts of the Sturmabteilung
- the death's head insignia of the SS- and concentration camp units
Anti-Semitic Exhibits

- 'The Eternal Jew' exhibition opened in Munich
- Ran from November 1937 to January 1938
- About 5000 visitors per day
- Over 400,000 visited exhibition
Nazi propaganda in Film

- Films promoted:
- Anti-semitism
- Greatness of Hitler
- How badly Germany were treated in WWI
- Traditional German way of life
- War propaganda films produced during WWII
Hitlerjunge Quex

• Story of a boy in Hitler Youth who has a communist father
• Premiere attended by Hitler, Goebbels and Hess
• Very negative depiction of communists
The Eternal Jew
1936 Olympics
Olympics used by Germany for Propaganda purposes and show Germany as a powerful modern state.
Joseph Goebbels

- Born 1897
- Studied at Heidelberg University
- Joined Nazi Party 1922
- Initially favoured more socialist policies
- Became Gauleiter (leader) for Berlin 1926
- Edited newspaper 'Der Angriff' (The Attack)
- Elected to the Reichstag 1928
- Became Propaganda Leader for Nazis 1929
- Involved in organising election campaigns 1930-33
Minister for Public Enlightenment and Propaganda

- Goebbels made Minister for Propaganda 1933
- Extremely Anti-Semitic
- Organised Nazi control of the mass media (newspapers, radio, magazines, film)
- Exploited big events for Nazi propaganda purposes (Reichstag Fire, 1936 Olympics, Book Burnings)
- Involved in drafting Nuremberg Laws 1935 and Kristallnacht 1938
Goebbels during World War II

• In charge of organising propaganda during the war
• After Stalingrad advocated policy of 'Total War'
• Supported 'Scorched Earth' and 'Total Resistance' in defence of Germany
• Committed suicide in Hitler's bunker in 1945 with his wife after they had poisoned their 6 children
Leni Riefenstahl

- Born Berlin 1902
- Worked as ballet dancer and film actress
The Blue Light

- 1931 set up a film company
- Wrote, directed and starred in the Blue Light
Riefenstahl and Nazi Propaganda

• Made a short film on 1933 Nuremberg Rally called 'Victory of Faith'
The Triumph of the Will

- Asked by Hitler to make film of the 1934 Nuremberg Rally ('The Triumph of the Will')
• Shows 4 days of the 1934 Nuremberg Rally
• Day 1 shows Hitler arriving by plane with Wagner music playing and then welcomed by huge crowds
• Day 2 includes speeches by Goebbels and Streicher
• Day 3 Hitler Youth, Wermacht and torchlight procession
• Day 4 Hitler and Himmler laying wreath and speech by Hitler
Olympia

• Leni Riefenstahl also made a documentary on the 1936 Olympics called 'Olympia'
In 1937, Riefenstahl told a reporter for the Detroit News: "To me, Hitler is the greatest man who ever lived. He truly is without fault, so simple and at the same time possessed of masculine strength"
Riefenstahl after World War II

- In 1945 Riefenstahl was arrested by the Allies for pro-Nazi activities
- She denied knowledge of the Concentration Camps
- Kept in detention centres and house arrest till 1948
- Riefenstahl later said that her biggest regret was meeting Hitler: "It was the biggest catastrophe of my life. Until the day I die people will keep saying, 'Leni is a Nazi', and I'll keep saying, 'But what did she do?'"
Leni Riefenstahl 1950s to 2003

- Riefenstahl tried to work as a film maker in the 1950s
- From 1960s began to work as a photographer
- Won awards for books of photographs on Africa especially of Nuba tribesmen
- Began diving and underwater photography and became involved with Greenpeace
- Died in 2003
The Nuremberg Rallies

- Nazis held annual rallies in the early 1920s in Munich and Weimar and Nuremberg but from 1927 they were held in the medieval German city of Nuremberg.

- After 1933 the Annual Party Congress or Rally was a huge opportunity for propaganda for the Nazis.
Format of Rallies

- Performance of Wagner's Die Meistersinger von Nuremberg on eve of the rally
- Party Roll of Honour listed those who had died for party
- Processions in which various groups would be presented to Hitler
- SA, SS, Women's German League, Reich Labour Service, Hitler Youth
- Parade by the Wermacht (German armed forces)
- Speeches by Nazi leaders
- Finally speech by Hitler
Rudolf Hess speaking in Nuremberg
1929 Rally: The 4th Party Congress, known as the "Day of Composure"

- 24,000 SA and 1,300 Hitler Youth
- Hitler used these rallies to attack the Weimar government
1933 Rally of Victory

- The term "victory" relates to the Nazi seizure of power and the victory over the Weimar Republic.
- 1/2 million attended
- Goebbels attacked Jews in his speech
1934 Rally

- 1934 – The 6th Party Congress initially did not have a theme.
- Later it was labeled the "Rally of Unity and Strength" or "Rally of Power" or "Rally of Will".
1935 – The Rally of Freedom

- "Freedom" referred to the reintroduced compulsory military service and thus the German "liberation" from the Treaty of Versailles.

- Nuremberg Laws including the 'Blood Law' forbidding sexual relations between Jews and Germans of Aryan blood.
1936 The Rally of Honour

• Celebrated the remilitarization of the demilitarized Rhineland in March 1936.
1937 The Rally of Labour

- It celebrated the reduction of unemployment in Germany since the Nazi rise to power.

- This rally was particularly notable due to Albert Speer's Cathedral of light: 152 searchlights that cast vertical beams into the sky around the Zeppelin Field to symbolise the walls of a building.

- Prince Chichibu, a brother of the Emperor of Japan, attended and had a personal meeting with Adolf Hitler to boost relations between Japan and Germany.
Das überwältigende Glaubensbekenntnis der 100.000 Politischen Leiter unter dem von zahlfreien Scheinwesen gebildeten Lichtdom
1938 The Rally of Greater Germany

- This was due to the annexation of Austria to Germany that had taken place earlier in the year.
1939 The Rally of Peace

It was meant to reiterate the German desire for peace, both to the German population and to other countries.

- It was cancelled on short notice, as one day before the planned date on September 1, Germany began its offensive against Poland.
Der Reichskolonialbund ruft auch Dich!
Propaganda

Die NSDAP
Sichert die Volksgemeinschaft

Volksgenossen braucht ihr Rat und Helft so wendet euch an die Ortsgruppe
Higher Level Past Questions

• How did dictators use propaganda and/or terror to maintain their power? HL 2009

• What contribution did Joseph Goebbels and/or Leni Riefenstahl make to Nazi Propaganda? HL 2008