Nazi propaganda



What was Propaganda and why was it important to the Nazis?

<u>Propaganda</u> within Nazi Germany was taken to a new level. Hitler was very aware of the value of good propaganda and he appointed **Joseph Goebbels** as head of propaganda. In 1933, he set up the Reich Chamber of Culture. Any artist who wanted to publish a play or book, make a film, write a piece of music had to be a member.

<u>Propaganda</u> is the art of persuasion - persuading others that your 'side of the story' is correct. Propaganda was used to encourage the German people to have the same ideas and beliefs of the Nazi Party and ensure that they stayed loyal to Hitler.

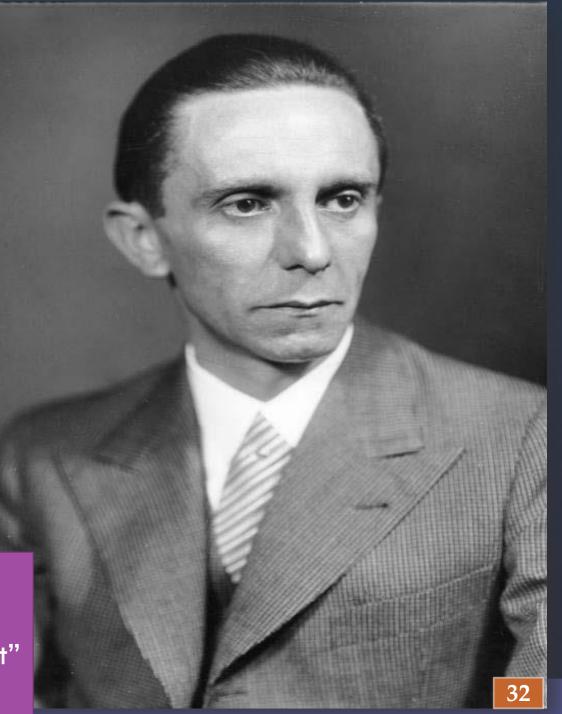
<u>Censorship</u> stopped people knowing anything different.

Information was strictly controlled. Germans were allowed to hear only about Nazi strengths and successes. Any informational harmful to the Nazis was censored.

Dr Joseph Goebbels was in charge of propaganda. Goebbels' official title was Minister of Propaganda and **National** Enlightenment. Goebbels was given complete control over the radio, press, cinema, and theatre.

"Make the lie big, make it simple, keep saying it, and eventually they will believe it"

Adolf Hitler



Nazi propaganda



How did the Nazis use propaganda to control the German people?

Newspapers were allowed to print only stories which were pro-Nazi and were given detailed instructions about what to write. Anti-Nazi newspapers were closed and their editors sacked.

Cheap radios were made available to ensure that the Nazi message reached many homes. They were called the 'people's receivers'. They were made so that foreign stations could not be picked up, so that the only view of the world they received was the Nazi one. Loudspeakers were installed in public areas.

The cinema was used in their propaganda campaign. A typical programme at the cinema would also include newsreels and documentary films with a Nazis slant.

In May 1933, **books** which the Nazis disagreed with were publicly burnt in Berlin. "Where one burns books, one eventually burns people" commented the author Brecht.

How did the Nazis use propaganda to control the German people?

Huge <u>rallies</u> and marches of party members were used to impress people at home and abroad, especially the annual meeting at Nuremberg.

Arenas to hold 400,000 people were built. There were army parades, gymnastic displays, bands and choirs, firework displays and fly pasts by the air force.

The Nazis also used the <u>1936 Olympic Games</u> in Berlin as a massive propaganda event to demonstrate the superiority of the <u>Aryan race</u>. The black American athlete <u>Jesse Owens</u> winning four gold medals, however, dampened some of the Nazi celebrations.

Music had to be German and composers like Wagner, Beethoven and Mozart were in favour. German folksongs and marching music were also encouraged. However, jazz was banned because it was black American. Blacks were considered inferior.

Berlin, Dienefag 31, Januar 1933

ÖLKISCHER BEOBACHTER

The German people

were enthusiastic

about their

newspapers and there

were hundreds in

Germany.

Newspapers were

only allowed to print

stories that supported

the Nazis. They were

given instructions on

what to write. Those

newspapers that

refused to support the

Nazis were closed

down. About 1500

were closed by 1934.

Rampfblatt ber national-fogialififden Bewegung Großbeutidlanbe

Ein historischer Tag:

Erste Maßnahmen der Reichsregierung Hitler

Interview des "Völkischen Beobachters" mit dem Reichsinnenminister Srick — Tagung des neuen Kabinetis

Der Reichsprafibent von Sindenburg bat Abolf Sitler gum Reichstangler ernannt. Der neuen Regierung werben neben Abolf Sitter als Reichstangter ber frühere Minifier Dg. Frid als Reichsinnenminifier und der Reichstagsprafident Dg. Goering als Reichsminifter ohne Gefchaftsbereich und Reichstommiffar für den Luftverfehr angehören. Da. Goering wird aleichzeitig mit ihr Babrnehmung der Gefcafte des Dreußifden Innenminifferiums befraut.



as Ziel der neuen Regierung:

Die geiflige und willensmäßige Erneuerung des deutschen Bolfes

Ertfart Reichsinnenminifter Dr. Frid

n einer Unterredung mit dem "Boltifden Beobachter"

Die im Anfchlug an die Ernennung Moolf Sitlere ferausgegebene

"Der Reichsprafident hat herrn Abolf Ditler jum Reichstangler er-nannt und auf beffen Borfclag die Reichbregierung wie folgt neu gebilbet: Reichotangler a. D. bon Baben jum Stellbertreter bes Rangfers

Geheimen Binangraf M.b.R. Dugen berg jum Reicheminifter ber Wirtschaft und zum Reichemlnifter für Ernäfteung und Landwirtschaft; Frang Gelbte zum Reichsarbeitsminifter;

Freiheren bon Elt - Rubenach gum Reichtpofiminifter und gum bereich nab gelichreitig jum Bieichelommiffar für ben Luftverlehr. Beichtunfifter Coer im g wurde mit ber Bahrnehmung der Gelichtlin

und Reichstommiffar für das Land Peengen; - Freiheren bon Reur ath jum Reichsminister des Austrartigen;

amtliche Mitteilung hat folgenben Wortlaut:



Staatefefrefare in Dreugen

Der Grundflein

The Volkischer Beobachter was one of several Nazi newspapers.





The People's Radio

To make sure that all Germans could hear Hitler speak, Goebbels organised the sale of cheap radios. These were called the "People's Radio" and they cost only 76 marks. Goebbels believed that if Hitler was to give speeches, the people should be able to hear him. Loud speakers were put up in streets so that people could not avoid any speeches by the Fuhrer.



A poster advertising cheap Nazi-produced radios. The text reads 'All Germany hears the Fuhrer on the People's Radio.' The radios had a short range and were unable to pick up foreign stations.



The Nazis used mass rallies at Nuremberg to build up their image.

The Olympic

Games in 1936

was used as

propaganda.

Propaganda was used to boast about Nazi successes and achievements.

Nazi Propaganda

Censorship was used to ban information harmful to the

Nazis.

Goebbels controlled all aspects of the media and communication.

The Nazis used newspapers, films and the radio to get their message across.

SUMMARY

Checkpoint your understanding What do you know and understand?

- ✓ Joseph Goebbels was responsible for Nazi propaganda.
- √ He controlled the media through the Chamber of Culture.
- √ Huge rallies and marches of party members were used to impress people at home and abroad especially the annual meeting at Nuremberg.
- ✓ Goebbels attacked anyone critical of the Nazis.
- ✓ Radios were made cheap so everybody could hear the Nazi message.
- ✓ Goebbels organised the burning of books in Berlin in May 1933.
- √The Olympic Games 1936 was used as propaganda.
- ✓ Information harmful to the Nazis was censored.

