



YES - EFFECTIVE



There is no doubt that propaganda was very successful in controlling the German people. It was extremely difficult not to remain immune from it as it was everywhere from cinema to music to literature.

Censorship was everywhere preventing any alternative argument. Newspapers were all controlled or restricted. Radios were also controlled or restricted. Culture was controlled or restricted.

Some suggest that propaganda was at its most effective when it worked on existing beliefs in some people - anti semitism or nationalism.

It also worked best in young people who were indoctrinated from an early age. Some believe that many Germans could not have kept the war going as long as it did or indeed carry out some of the anti Semitic attacks without the success of propaganda to brain wash them

NO - INEFFECTIVE



Other historians argue that the success of propaganda has been over estimated.

They believe it worked on those who were already Nazi supporters and willing to accept the messages in the propaganda . They believed it was less successful in those who didn't believe it.

There was resistance from groups who hated being told what to do and what to believe. Swing types for example hated being told what to listen to and what to wear. Many Germans complained in private but the scale of the regime of terror prevented them from speaking out against the Nazis

Obvious propaganda was less popular and therefore accepted. The eternal Jew for example was not popular at all.

Germans realised that they were being fed propaganda. This made the news boring and many stopped buying paper. Circulation went down by 10% in this period

Christian beliefs continued to be followed in Germany despite the propaganda and a distinctive Nazi culture did not emerge

One big argument is that the Nazis still needed their POLICE STATE. If propaganda really worked it would not need this ?



EVENTS
THE Nazis also specialised in events such as the 1936 BERLIN OLYMPICS.

This was carefully controlled to present a carefully defined view of Nazi germany.

Hitler quickly moved to stamp his authority on Germany in 1933 when he became Chancellor. He wanted to control Germany using **PROPAGANDA AND TERROR**

PROPAGANDA is the deliberate control of the media to put across a one sided message.

Hitler had realised the importance of propaganda as early as the 1920's. He believed the most effective form of Propaganda was repeating something over and over again.

The Nazis used several forms of propaganda

Background

This new ministry was started when Hitler took power. It controlled all aspects of culture and media. It controlled who was involved and who was **BANNED** or **RESTRICTED**.



PROPAGANDA AND CENSORSHIP



Were these policies effective?



REICH MINISTRY OF PROPAGANDA



The head of Propaganda was **JOSEPH GOEBBELS**

MASS RALLIES
These were spectacular set piece rallies which filled entire stadiums
They involved marches, fly pasts, speeches, music, fireworks and lights.

They were often filmed for propaganda purposes
Hitler tended to speak at these and up to 100,000 attended

The most famous was at **NUREMBURG** WHERE UP TO 400,000 would attend

REMEMBER CENSORSHIP IS IN ALMOST EVERY CATEGORY HERE

GAMES
Even seemingly innocent things like board games sometimes contained propaganda and anti Semitic messages

One game was called **Juden Raus** or Jews out.

The players took the role of policemen clearing out the Jews from the city!

RADIO
The Nazis were impressive with their use of new techniques and technology.

Radio was a new and incredibly popular new invention and the Nazis were expert at exploiting it.
They produced cheap radio sets called **PEOPLES RECEIVER 301**. These could be bought at low cost. The 301 referred to 30th January- when Hitler assumed power. Germany was to have the highest concentration of radio ownership in the world at 70%. The Nazis used this ruthlessly.

All radio stations were **controlled** by the Nazis

New radio sets often had **restricted** pre set Nazi stations
Listening to foreign radio stations like the BBC was **banned** and could have a death sentence in war time. Informers would sometimes be trained to report on hearing this.

Nazi broadcasts were reasonably subtle with propaganda messages mixed in with popular music and programmes on childcare or making the most from food scraps clearly intended to have other purposes.

Radio was broadcast everywhere including into factories so it would be hard to escape. Up to **6,000 loudspeaker pillars** were erected across Germany to spread the message even further. It is estimated that an incredible 53 million people heard one of Hitlers speeches.

FILM
Again this was quickly adopted by the Nazis.

- Film maker **LENI RIEFENSTAHL** was highly accomplished in new film techniques and produced the very famous **TRIUMPH OF THE WILL**. This used shots taken from planes and cars and placed rousing orchestral music in the background. It captured the scale of the Nazi Nuremberg rallies and became the most famous propaganda film of all time. She also produced Olympia on the Olympics in Berlin in 1936.

Anti Semitic films were also used. **THE ETERNAL JEW** was famous for portraying Jews as parasites. It was neither her subtle nor popular.

The **JUD SUSS** however, combined anti semitism in a storyline which was (slightly) more subtle and popular.
In war time Goebbels poured millions of marks into producing films to boost morale ... he used over 100,000 soldiers as extras in one film called **COLBERG**. He produced it in colour which was very expensive.

Germans had to attend the full showing of the cinema .. this often involved a **propaganda newsreel**- this could last up to 45 minutes.

MINISTRY OF CULTURE
This controlled all aspects of culture in Germany. Many areas were **CENSORED** - restricted or forbidden. Ok at the example below

- Anyone involved in journalism, art, theatre, radio, film, literature music etc **HAD** to belong to the Reich chamber of culture or they would be banned or severely restricted.

- Controlled **PAINTING AND ART**. The Nazis preferred a certain type of art that was very clear and showed racial supremacy or the glory of Germany or family. They hated modern art like **PICASSO** and banned art they called **degenerate**. Painters had to have special permission to paint. All new buildings had Nazi **sculptures** to show aryan supremacy. Arno **BREKER** was the Nazis favourite sculptor and produced thousands in a huge works in Berlin

- **MUSIC**- The Nazis favoured 'German' music such as classical **BEETHOVEN**. They banned **Jazz** for its 'racial African American origins' they banned Jewish composers like Mendelssohn. Opera was also promoted and German bands toured the country with KDF

- **LITERATURE**- up to **2,500** artists were banned for being communist, Jewish or degenerate . One famous German bestseller All Quiet on the Western Front was banned and burned for being anti war! In Berlin up to **20,000** books were burned. (Just add a zero to 2,500 to remember these numbers)

- **THEATRE**. The Nazis banned certain types of theatre and certain playwrights like **BRECHT**. Many left the country. The Nazis gave out books of tickets to the theatre at low prices. However, all had to be attended. Some were very simply Nazi propaganda pieces. All plays were encouraged to have a Nazi message.
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NEWSPAPERS
The Nazis bought their first newspaper the **VOLKISCHER BEOBACHTER** in the early 1920s, showing the importance of newspapers at a time when millions read them. They would also control The **Arrow & Der Sturmer**

When Hitler was in power they used a publishing house called **EHRER VERLAG** to secretly buy up newspapers in order to control them. They eventually controlled 69% of the market. (they allowed some to be free to make minor criticisms to give the impression of press freedom)

THE EDITORS LAW was one key element of **CENSORSHIP** and restriction. It made editors responsible for what their newspaper produced. They could be arrested and their papers shut down if they wrote anything critical of the government.

Journalists had to be on an **APPROVED LIST** to write. Their articles were often censored by Goebbels before hand. They had to attend **DAILY PRESS BRIEFINGS** to find out what the 'news' was that day.

The German public were often not fooled by this propaganda and became bored with newspapers. Readership dropped by about 10%