

## **Nazi Propaganda**

### **Introduction and aims:**

- Dr Josef Goebbels in charge
- Themes:
  - Promote German nation and community
  - Cult of personality
  - Pride in Aryan race and promote Nazi racial teaching
  - Anti-Semitism
  - Incite hatred of enemy during WW2
- Realised control of media was necessary – allowed them to present events to suit them

### **Different media:**

- Radio:
  - It was a new technology, Goebbels realised importance of keeping up
  - Goebbels encouraged radio ownership – by 1939, over 70% of households had one
  - Could only receive German stations, but in practice could get foreign stations during the war with some difficulty (however, it was illegal)
  - All radio stations controlled by Reich Radio Company – complete control over staff and content
  - Collective listening – Hitler's speeches broadcast in schools, workplaces etc.
  - Didn't just have propaganda, played popular music to keep people's attention
- Literature:
  - Banned books by authors who were Jewish or left-wing
  - Books censored, burned, authors had to leave Germany
- Newspapers:
  - Goebbels believed that objective of press was to get people to "think uniformly, react uniformly, and place themselves body and soul at the disposal of the government."
  - Closed down communist and SDP (previous party) newspapers
  - Controlled content and appearance, and the journalists allowed to write
  - Took over Jewish and Catholic companies
- Films:
  - Censorship and control over actors and directors
  - Largest film industry in Europe
  - Most films not political, but all films followed Nazi principles such as anti-Semitism
  - Political news reels had to be shown before films

### **1936 Olympics:**

- Greatest propaganda success – huge occasion, with a lot of media coverage
- Leni Riefenstahl made the documentary 'Olympia' about it
- Jesse Owens shattered German racial superiority ideas, as he did outstandingly well and he was black
- Anti-Semitism toned down
- Germans won most medals and everyone left with a positive impression of regime