

# The Nazi Use Of Propaganda And Technology

 **Discover** : how the Nazis used media and culture to control people **Explore** : how they solved problems **Skill**: identifying evidence and evaluation.

One reason why there was so little opposition to Nazi rule was a result of the work of Dr J \_\_\_\_\_ G \_\_\_\_\_. His job title was the 'Minister For P \_\_\_\_\_ and Enlightenment.' Goebbels was a fanatic follower of Hitler and genuinely believed Hitler was the saviour of Germany, chosen by God. His job was to persuade, convince or brainwash other German into believing this too. It was Goebbels who would decide what the people could hear, see or experience. **How would he do this?**

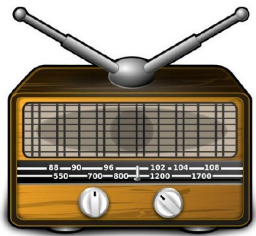


**Print**

## The Problem in 1933

Germany had no national newspapers but 47000 local ones. Many Jewish Communists and Social Democrat papers.

## Nazi Solutions



**Audio**

## The Problem in 1933

Goebbels believed radio was more important than newspapers. States had their own radio stations. Not many Germans had radios.

## Nazi Solutions



**Rallies**

## The Problem in 1933

Goebbels believed marches and rallies helped keep people loyal, feel safe and important. How would he make these rallies and marches exciting?

## Nazi Solutions



**Films**

## The Problem in 1933

Germans had enjoyed a 'Golden Age' of cinema in the 1920's. Would the German people accept Nazi political films in the 1930s?

## Nazi Solutions



'There were bands, marches and Hitler's brilliant speeches. The rallies brought colour and excitement to people's lives. They gave a sense of belonging to a colour and excitement to people's lives. They gave a sense of belonging to a greater movement. The rallies also showed the power of the Nazi state and persuaded people that every other German supported the Nazi cause. The Nazis also understood that the rallies brought order out of chaos so the rallies were organised to emphasise order'. (Ben Walsh, school text book)

Goebbels believed that propaganda worked best if people were entertained, so he wanted films to be well made. Two Nazi propaganda films are still regarded as masterpieces of cinema—The 'Triumph of the Will' about the Nuremberg Rally and 'Olympiad' about the 1936 Berlin Olympics. Both were by female director, Leni Riefenstahl.

The National Socialist Party rallies were held here every September, up until 1938. They lasted a week and drew as many as one million people to Nuremberg from all over Germany. The central events comprised numerous roll calls in the presence of Adolf Hitler as well as mass parades of all significant organisations of the Nazi state, both on the Nazi Party Rally Grounds and in the Old Town.

'The cinema was also closely controlled. All films, fictional or factual, comedies or drama had to control a pro Nazi message. Before every film newsreels were played to show the greatness of Hitler and all he had achieved. However, many Germans came late to avoid having to watch these.'

Ben Walsh, school textbook.



Goebbels formed the **Reich Radio Company**. It took control over all other radio companies. They also produced thousands of cheap radios (they could not pick up international broadcast)

In 1933 a mass book burning took place. Thousands of students joined in to burn books that had anti-Nazi ideas

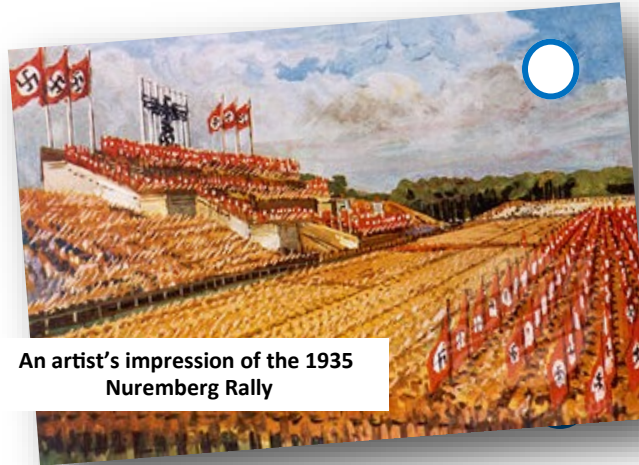


Goebbels banned anti-Nazi newspapers. People who did not subscribe for papers were threatened. Publishers, journalists were controlled and content edited by Nazis

The cinema was very popular with German people following the 'Golden Age' of the 1920's. The Nazis put in huge resources into making thousands of films. An examples included Jud Suss or the 'Eternal Jew'.

'Attention, the Fuhrer is speaking on the radio. On Wednesday 21 March, The Fuhrer is speaking on all German radio stations from 11am to 1130 am. It is ordered that all factory owners, department stores, shops, pubs, offices and blocks of flats put up loudspeakers an hour before the broadcast of the Fuhrer's speech so the whole workforce and national comrades can participate fully in the broadcast.

A Newspaper Advertisement, 16 March 1934.



An artist's impression of the 1935 Nuremberg Rally

Typical broadcasts were Hitler's speeches, German music and programmes about German history. The Nazis also invented the idea of new flashes and community programmes. They had children's programmes which taught children how to properly serve their country. Greg Lacy, school text book.



Dr Joseph Goebbels  
'Minister for Propaganda and Enlightenment'

By 1939, over 70 percent of German household had a radio. For those who did not 6000 speakers were put up in public places.

