Joseph Goebbels and nazi propaganda



"Ein Volk, ein Reich, ein Führer"

"Fuhrer command, we will follow!"

"The Jews are our Misfortune."

"catch-the-thief"

"Germany, the Saviour"

"We are true fighters of God"

Joseph Goebbels

- 29 October 1897, Germany
- 1 May 1945 committed suicide
- Ph.D in Heidberg University in 1921
- Doctoral thesis on 18th century drama
- after work as journalist, bank clerk and caller on the stock exchange



Joseph Goebbels

- Became a nazi party member 1924
- 5 may 1927 party's weekly newspaper, Der Angriff
- Married Magda Quandt 1931 and had 6 children
- Reich Minister of Public Enlightenment and Propaganda, from 1933 to 1945



Nazi Propaganda

- Focus on the Jews
 - -reason for bad economics
- Imminent victory
- Need for security
- Treaty of Versailles



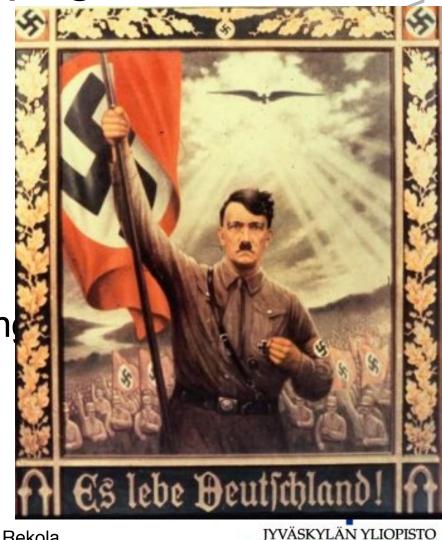
Nazi Propaganda

- Public opinion could be manufactured and streamlined.
- radio news and commentaries were very important in use of propaganda.
 - second was entertainment
 - third education
 - Bring culture to the masses (example cheap radios)
- Propaganda as daily routine



Ways of propaganda

- mass meetings
- Books
- press, journalist under pressure
- Cheap radios, broadcasting propaganda



Ways of propaganda at movie theatre

- films and short films (1935, 140 short propaganda films by ministry)
 - mobile cinema vans (1935, 1500 vans)
- Film studios made light romances and comedies which gathered mass audience, but first were shown propaganda newsreels and Nazi epics



Goebbels' propaganda style

- Seldom told complete lies
 - skills in twisting ideas and conceal facts
 - double talk
 - a master in subtle lies, re-interpretations and innuendoes
- Later in speech: simplicity-repetition
 - reduce problems (vs. downplay)
- Use of history (Anschluss, 1848 image of "Greater Germany"
- Play with questions and answers (especially after Stalingrad)



JYVÄSKYLÄN YLIOPISTO

Five aspects of Goebbels propaganda s.412

- 1. Tendency to unmask (the opponent)
- 2. To belittle and to ridicule
- 3. Method of distortion
- 4. The fine art of keeping silent
- 5. Reply to some of the more insular arguments

Use of propaganda in extreme crisis

(genuine or manufactured)

- Playing emotions of the masses
 - romanticism
 - national integration
 - on the majesty of "the historic hour"
 - aggressiveness
 - intolerance
 - the urge to crush the weaker
 - "inferior" nation or race



1936-1939

- "German is not only an Island of peace—she is an armed Island of peace", Germany enjoys hers peace "because she is in a position to defend her freedom"
- Example:
 - March 1936 Militarising Rhineland, bold move from Hitler--> blame for France and Soviet Union



Propaganda at War

- The use of the lightning German victories (Poland and in Scandinavia)
- totalitarian control
- protect the world from the enemy, blame for the enemy. We were forced to....
 - Preventive actions



Goebbels' speech during Russian winter 1942

- appeal for gratitude (s. 249)
- The abnormal winter
- Justification of the blameless High Command
- A task for the people
 - Need for things
 - Very effective speech
- Heroism of the German soldiers, used romantic and semi-poetical language.



Second period of War

- Check people's moods from reports etc. and uplift those which Goebbels wanted
- Taking people into his confidence, impression that he was serving public and telling "news" (s.273)
- When to admit mistakes? analysis and judgement



Goebbels

http://www.youtube.com/watch?v=73p0qvKR-1944



End of war Propaganda

- Revenge
- appeal to fear, prefer to die
- Miracle weapons, new submarine, jet and V2
- "as often before, God will throw Lucifer back in to abyss.."



Litterature

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