



# The Conquest of the masses

Who, How and Why

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The art of propaganda lies in understanding the emotional ideas of the great masses and finding, through a psychologically correct form, the way to the attention and thence to the heart of the broad masses  
AH, Mein Kampf



# NSDAP - the final years of Weimar Republic

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why?  
without people it will not  
happened  
conditions

- ❖ 1928 810,127 vote for NSDAP
- ❖ 1932 13,765,781

- ❖ support for the Nazis in national elections between May 1928 and September 1930 rose from 2.6% to 18.3%
- ❖ 1932 NSDAP the largest party in the Reichstag 37.3% of the total vote
- ❖ January 1933 Chancellorship
- ❖ economical situation
- ❖ membership 1928 100.000 1931 800.000

- ❖ Why millions of Germans voted for NSDAP?
- ❖ Victims of Propaganda?



# Adolf Hitler

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- ❖ twice wounded in the WWI
- ❖ 1919 assigned by Reichswehr (army) to inform on group of extremists in Munich
- ❖ German army turned him into a propagandist....

I started out with the greatest enthusiasm and love. For all at once I was offered an opportunity of speaking before a large audience; I could 'speak'.. And I could boast of some success: in the course of my lectures I led many hundred, indeed thousands, of comrades back to their people and fatherland. AH



# Mein Kampf

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- ❖ published in 1925
- ❖ two chapters dedicated to the art of propaganda
- ❖ *the receptivity of the great masses is very limited, their intelligence is small, but their power of forgetting is enormous*
- ❖ no distinction between agitation and propaganda (as bolsheviks did)



- ❖ Plekhanov 1892
- ❖ Propagandist present MANY ideas to one or a few persons
- ❖ Agitator presents ONLY ONE OF A FEW ideas but the the whole masses

Norddeutsche Ausgabe  
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Norddeutsche Ausgabe  
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# VÖLKISCHER BEOBSACHTER

Organ der NSDAP

Die Brennessel

Verlag: Völkischer Beobachter, Berlin, Unter den Eichen 15. Preis: 10 Pf. (1/2 Mark) pro Stück. Abonnement: 3 Mark pro Vierteljahr. Ausland: 4 Mark pro Vierteljahr. Postamt: Berlin 10, No. 100. Telephon: 10000. Telegramm: Völkischer Beobachter. Druck: Völkischer Beobachter, Berlin, Unter den Eichen 15.



Das brennende Reichstagsgebäude  
Der sinnliche Bericht:

Das Maß ist voll!

## Jetzt wird rücksichtslos durchgegriffen

Kommunistische Brandstifter zünden das Reichstagsgebäude an – Der Mitteltrakt mit dem großen Sitzungssaal vernichtet – Kommunistischer Brandstifter verhaftet – Das Reich zur Entfesselung des kommunistischen Aufwandes – Schärfste Maßnahmen gegen die Terroristen – Alle kommunistischen Abgeordneten in Haft – Alle marxistischen Zeitungen verboten

Der Wallot-Bau in Flammen Das Fanal!



# Völkischer Beobachter

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- ❖ first propaganda tool
- ❖ Munich newspaper
- ❖ bought in 1920, first used in 1925
- ❖ small circulation
- ❖ development in 1929 26,715

- ❖ against Jewry, Bolsheviks
- ❖ Ein Volk, ein Reich, ein Fuehrer
- ❖ pointing out the humiliation of Versailles Treaty
- ❖ important role as the info tool in the Anschluss Time



# NSDAP and Joseph Goebbles

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Germany awake, Jewry  
be damned

- ❖ 1930 appointed as head of party propaganda (active even before)
- ❖ massive changes of inner party structure
- ❖ paid membership in 1927 only 72.950 people
- ❖ DER ANGRIFF (The Attack) journal
- ❖ slogan *Deutschland erwache, Jude verrecke*

# der **Sturm**

Herausgeber:  
**Dr. Goebbels**  
Berlin

**Das deutsche Abendblatt in Berlin**

**Für die Unterdrückten  
Gegen die Ausbeuter**

Kammer 25  
**Montag, den 30. Januar**  
7. Jahrgang 1933

**Einzelpreis 10 Pf.**  
**Auswärts 15 Pf.**





# Der Angriff

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- ❖ anti-parliamentarism
- ❖ anti-Semitism
- ❖ a vehicle to dissemination of one of the most important positive themes in Nazi propaganda “THE LEADER MYTH”
- ❖ depicted Hitler as both charismatic superman and man of the people

# UFA

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- ❖ Universum-Film-Aktiengesellschaft
- ❖ baron Alfred Hugenberg
- ❖ demonstration against the movie ALL QUIET AT THE WESTERN FRONT
- ❖ since 1930 always great equipment at the NAZI rallies such as microphones, sound systems etc.
- ❖ 1928/30 electoral breakout - massive appearance in cinemas etc.



# NEW SOCIAL ORDER

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- ❖ collapse of german values?
- ❖ support in rural regions, firstly mainly protestant
- ❖ community of the people



In propaganda as in love,  
everything is permissible which is  
successful JG

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- ❖ propaganda as a tool how to organize the party and lead
- ❖ for Goebbles propaganda was to be an active force cementing the nation together
- ❖ people need to be mobilize into total commitment to the Völkischer Staat



# Restructuring the means of communication

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# The Ministry of Popular Enlightenment and Propaganda

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- ❖ everything in accordance
- ❖ established by presidential decree in 1933
- ❖ making Goebbels responsible for 'spiritual direction of the nation'
- ❖ the political structure of 3rd Reich was based on two pillars THE PARTY and THE STATE
- ❖ propaganda / 3 channels the RMVP, the Central Propaganda Office of the Party and the Reich Chamber of the Culture

# The ministry structure

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- ❖ Dept 1 Legislation and Legal Problems, Budget Finance, and Accounting
- ❖ Dept 2 Co-ordination of Popular Enlightenment and Propaganda, Regional Agencies of the Ministry; German Academy of Politics; Official Ceremonies and Demonstrations; National Emblems; Racial Questions; Treaty of Versailles; Opposing Ideologies; Youth Organizations; Public health and Sport; Eastern and Border Questions; National Travel Committee
- ❖ Dept 3 Radio; National Broadcasting Company
- ❖ Dept 4 National and Foreign Press, Journalism, Press Archives, News Service
- ❖ Dept 5 Film, Film Picture Industry, Film Censorship, Newsreels
- ❖ Dept 6 Theatre
- ❖ Dept 7 Music, Fine Art, People's Culture



# Reich Chamber of Culture

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- ❖ Kulturpolitik / important element of German life
- ❖ triumph of Goebbles over Rosenberg (the chief ideologist)
- ❖ regional offices

# Art under Nazis

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- ❖ seen as expression of race
- ❖ 'Modernism' associated as decadent Jewish Liberal culture
- ❖ official art, official expression etc.



# RADIO

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- ❖ consolidation of the control over Radio (between 25-30)
- ❖ the voice of the nation
- ❖ production of cheapest wireless set in Europe the VE 3031 (people's receiver)
- ❖ All Germany listens to the Führer with the People's Radio
- ❖ problems in the middle of war, listeners were switching it off out of boredom

# PRESS

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- ❖ not so easy to get it under control
- ❖ variety
- ❖ appointed to different parties
- ❖ the Third Reich adopted three-pronged approach to the control of the press
- ❖ first everyone involved was rigorously controlled
- ❖ secondly the Party's publishing house *the Eher Verlag* gradually acquired the ownership - directly or indirectly of the vast majority of the media
- ❖ Max Amann head of Eher Verlag, establishing the Reich Association of the Media



- ❖ Frankfurter Zeitung, Berliner Tageblatt - liberal newspapers remained free for some time
- ❖ 1933 Nazis owned 95 daily newspapers / 2.5% of all papers
- ❖ 1934 they would acquire the large Jewish publishing firm of Ullstein
- ❖ by 1939 the Eher Verlag controlled 2/3 of the market
- ❖ press instrument for virulent anti-Semitic campaigns

# Film

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- ❖ both Hitler and Goebbels shared interest in film
- ❖ special interest in film as propaganda
- ❖ SPIO / the industry main professional body
- ❖ 1933 controlled by NSDAP
- ❖ DACHO (roof organization)
- ❖ Reich film chamber
- ❖ Battleship Potemkin, Anna Karenina, Die Nibelungen, Der Rebell
- ❖ the new cinema
- ❖ censorship
- ❖ Barrandov
- ❖ Filmpolitik / Tendenzfilme





# Leni Riefenstahl

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- ❖ 1935 Triumph of the Will
- ❖ 1938 Olympia
- ❖ new movie techniques

- \* movies about the glorification of the Nazi movement
- \* martyrdom
- \* movie preparing Germans for the final solution of the Jewish problem
- \* blood and soil
- \* mixture of entertainment and propaganda



# 1933-39

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- ❖ the National community
- ❖ the party, Gestapo, local government authorities, SD Secret Police (e.g. 3.000 full time jobs, 50.000 part time jobs)
- ❖ complete control of the state







- ❖ restoration of German pride
- ❖ victory of the battle for work
- ❖ Hitler the First worker of the nation
- ❖ beauty of the labor
- ❖ strength through the joy
- ❖ Volkswagen
- ❖ The car psychosis kept the masses from becoming preoccupied with a depressing situation



# Youth organization

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- ❖ Hitlerjugend (female version)
- ❖ force on parents to be good Nazis
- ❖ non/conformist groups Swing Youth and Edelweiss Pirates

# Racial Purity

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- ❖ the euthanasia campaign
- ❖ racial eugenics
- ❖ the jewish question
- ❖ mercy killing
- ❖ final solution (Jews, Slavs, Gypsies)



# Hitler Myth

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- ❖ charismatic leader
- ❖ head of the Reich
- ❖ leader of NSDAP
- ❖ The **Führer** is supreme judge of the nation
- ❖ absolute power justified legally as the chancellor

# Nazi propaganda at War

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- ❖ Blitzkrieg and VICTORY
- ❖ ads Goering, Luftwaffe / songs
- ❖ posters against allies / targeting Churchill, Stalin and other leaders
- ❖ Russian Campaign, anti Bolshevism
- ❖ total war need to strenghten the morale
- ❖ retreat of mythodology



# Conclusions

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- ❖ declination of the propaganda
- ❖ Hitler the man of peace
- ❖ Propaganda so linked to war victory / completely impossible situation after the defeat at Stalingrad
- ❖ ???