Tasks:

1. Read the following passage from Hitler’s *Mein Kampf* and mark in different colors or codes where you see answers to each other questions.

**Questions:**

* What does Hitler believe are the essentials to Propaganda?
* According to Hitler, why is Propaganda necessary?
* When is Propaganda not effective?
1. Go to the website: <http://www.bbc.co.uk/history/worldwars/wwtwo/nazi_propaganda_gallery.shtml>

Preview all 6 posters and then chose two posters to analyze using the chart on the back page

1. Once you have analyzed the two posters **write a paragraph** explaining how these posters represent how Hitler perceived Propaganda. (use details from the posters and quotes from *Mein Kampf* to explain your answer)

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**Adolf Hitler
*Mein Kampf*
(1926)

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**In 1923 Adolf Hitler was arrested for attempting to overthrow the government in Munich. His National Socialist German Workers' Party (the Nazi party) was still relatively small, and he used his trial to attract national attention. In due course he was convicted and sentenced to prison; while there he wrote *Mein Kampf* (My Struggle), outlining his political ideas. *Mein Kampf* was not taken seriously at first, but it includes many of the ideas the Nazis put in practice in the 1930s and 1940s. -smv**

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**Volume One, Chapter Six:**

**"War Propaganda"**

{1}The function of propaganda does not lie in the scientific training of the individual, but in calling the masses' attention to certain facts, processes, necessities, etc., whose significance is thus for the first time placed within their field of vision.

{2}The whole art consists in doing this so skillfully that everyone will be convinced that the fact is real, the process necessary, the necessity correct, etc. But since propaganda is not and cannot be the necessity in itself, since its function. . . consists in attracting the attention of the crowd, and not in educating those who are already educated or who are striving after education and knowledge, its effect for the most part must be aimed at the emotions and only to a very limited degree at the so-called intellect. . . .

{3}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. The fact that our bright boys do not understand this merely shows how mentally lazy and conceited they are. . . .

{4}The receptivity of the great masses is very limited, their intelligence is small, but their power of forgetting is enormous. In consequence of these facts, all effective propaganda must be limited to a very few points and must harp on these in slogans until the last member of the public understands what you want him to understand by your slogan. As soon as you sacrifice this slogan and try to be many-sided, the effect will piddle away, for the crowd can neither digest nor retain the material offered. In this way the result is weakened and in the end entirely cancelled out.

{5}Thus we see that propaganda must follow a simple line and correspondingly the basic tactics must be psychologically sound. For instance, it was absolutely wrong to make the enemy ridiculous, as the Austrian and German comic papers did. It was absolutely wrong because actual contact with an enemy soldier was bound to arouse an entirely different conviction, and the results were devastating; for now the German soldier, under the direct impression of the enemy's resistance, felt himself swindled by his propaganda service. His desire to fight, or even to stand film, was not strengthened, but the opposite occurred. His courage flagged.

{6}By contrast, the war propaganda of the English and Americans was psychologically sound. By representing the Germans to their own people as barbarians and Huns, they prepared the individual soldier for the terrors of war, and thus helped to preserve him from disappointments. After this, the most terrible weapon that was used against him seemed only to confirm what his propagandists had told him; it likewise reinforced his faith in the truth of his government's assertions, while on the other hand it increased his rage and hatred against the vile enemy For the cruel effects of the weapon, whose use by the enemy he now came to know, gradually came to confirm for him the 'Hunnish' brutality of the barbarous enemy, which he had heard all about; and it never dawned on him for a moment that his own weapons possibly, if not probably, might be even more terrible in their effects. . . .

{7}The function of propaganda is . . . not to weigh and ponder the rights of different people, but exclusively to emphasize the one right which it has set out to argue for. Its task is not to make an objective study of the truth, in so far as it favors the enemy, and then set it before the masses with academic fairness; its task is to serve our own right, always and unflinchingly.

{8}It was absolutely wrong to discuss war-guilt from the standpoint that Germany alone could not be held responsible for the outbreak of the catastrophe; it would have been correct to load every bit of the blame on the shoulders of the enemy, even if this had not really corresponded to the true facts, as it actually did. . . .