

World War II Propaganda

Propaganda

- n : information that is spread for the purpose of promoting some cause

In WWII, propaganda was used more than any other time this world has seen. With new technological inventions such as **photography**, **radio** and **film**, manipulative messages bombarded every day life in an attempt to persuade a person to believe in a specific cause.

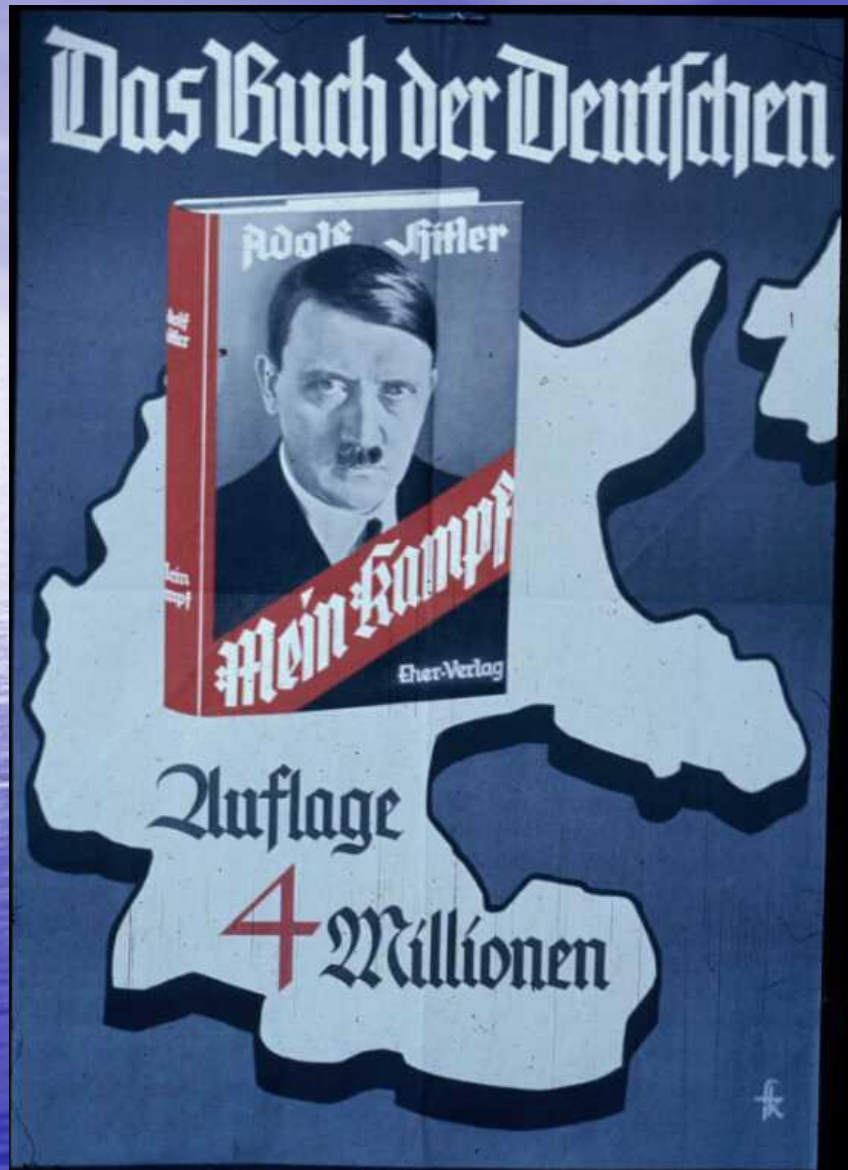
Propaganda in Figures

Since the beginning of the War, the *Reichspropagandaleitung* has produced:

- more than **2 million brochures**
- more than **7 million posters**
- more than **60 million newspapers, wall posters, leaflets, etc.**

It carried out:

- about **30,000 slide shows**
- about **45,000 film evenings every month**
- about **200,000 meetings and public or factory mass meetings**



Mein Kampf

- This poster promotes Hitler's book *Mein Kampf*, announcing that four million copies have been sold.

This book is what really put Hitler on the map. After this, more political opportunities presented themselves.



Hindenburg/Hitler Poster - This poster is from the March 1933 Reichstag election, the last one in which Germans had a choice. The poster shows President Hindenburg and Chancellor Hitler. The caption:



"The Reich will never be destroyed if you are united and loyal."

Consider how American politicians are depicted smiling and how that reflects our cultural values...what do you think German people value during the time right before WWII. Why?



Treaty of Versailles (Germany alone against the world) - This visual from the mid-1930's shows Germany in white, with the 100,000-man army permitted by the Treaty of Versailles, surrounded by heavily armed neighbors.

The **Technical Team "Germany"** assisted in about 50 major events and drove over 360,000 kilometers (nine times around the earth).



Radio Propaganda - The text translates: "All Germany hears the Führer on the People's Receiver." The Nazis, eager to encourage radio listening, developed an inexpensive radio receiver to make it possible for many people to hear Nazi propaganda.

Recruitment

Beginning early on in the war and continuing until its end, countries used propaganda to persuade young men to join the military. The various forms of propaganda glorified the war effort and used short catchy phrases that were easy to understand and hard to forget. *Why?*



United States – Uncle Sam: I Want You!



Russia – Look familiar?



Britain – Join your country's army...God save the King.



Norway - ALARM! The slogan at that time was: "Finland's fight is our fight." Whoever fights for Finland also fights for his own country" ...Norway.

Germany - This is an SS recruiting poster. I'm not sure of the date. It says one can join at 18, and sign up for shorter or longer periods of service. It gives the address of the recruiting office in Munich.



Germany - This looks to be a late-war recruiting poster for the SS, a time at which the Nazis were recruiting younger and younger soldiers. The caption doesn't translate directly, but means: "Enlist now!"

United States Propaganda





What are **YOU** going to do about it?

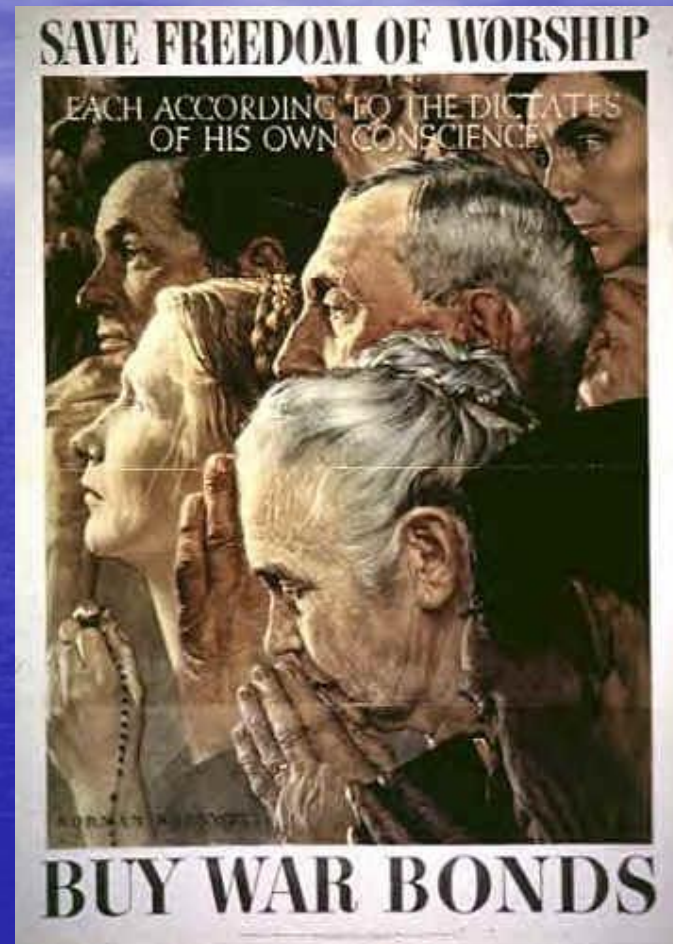
5200 Yank Prisoners Killed by Jap Torture In Philippines; Cruel 'March of Death' Described

Soviets New
 Army Action
 News
 RAF Hurts
 News Blossom
 Europe
 Other Thousands of Victims Were
 Japanese Captives Were Starved,
 Beaten, Experimented, Shot and Executed,
 Believed, Army and Navy Report

STAY ON THE JOB UNTIL EVERY MURDERING JAP IS WIPED OUT!

U.S. GOVERNMENT PRINTING OFFICE

U.S. Homefront Propaganda



When the United States finally entered the war, it was Total War. Everyone was affected and as many resources possible went to the war effort.

Buy War Bonds!



Don't Let That Shadow Touch Them
Buy **WAR BONDS**

What is being symbolized here?

Think about how fear can be used in propaganda.

Notice the two unknowing kids and the oldest who seems to be looking at something up in the sky.



BUY WAR BONDS

Saving Gas



Unification



It is important for any government in war that all the people be united in the war effort. Even black people and women were targeted by propaganda in the United States. How might this create lasting effects after the war?



Longing won't bring him back sooner...

GET A WAR JOB!

SEE YOUR U. S. EMPLOYMENT SERVICE

WAR MANPOWER COMMISSION

**VICTORY WAITS
ON YOUR FINGERS**



KEEP 'EM FLYING, MISS U.S.A.

UNCLE SAM NEEDS STENOGRAPHERS! • GET CIVIL SERVICE INFORMATION AT YOUR LOCAL POST OFFICE
U. S. CIVIL SERVICE COMMISSION, WASHINGTON, D. C.



More Homefront Propaganda



War Bonds weren't the only way a person could help in the effort. As men left to fight, women took over the jobs in the factories. Rosie Riveter is one of the most popular posters ever created in the United States.

Think about what the arm symbolizes. What about her facial appearance/expression?

The more **WOMEN** at work
the sooner we **WIN!**



WOMEN ARE NEEDED ALSO AS:

FARM WORKERS	WAITRESSES	TIMEKEEPERS	LAUNDRESSES
TYPISTS	BUS DRIVERS	ELEVATOR OPERATORS	TEACHERS
SALESPEOPLE	TAXI DRIVERS	MESSENGERS	CONDUCTORS

— and in hundreds of other war jobs!

SEE YOUR LOCAL U.S. EMPLOYMENT SERVICE



"THE GIRL HE LEFT BEHIND"
IS STILL BEHIND HIM

She's a **WOW**
WOMAN ORDNANCE WORKER

"GOOD WORK, SISTER"

WE NEVER FIGURED
YOU COULD DO A
MAN-SIZE JOB!



**AMERICA'S WOMEN
HAVE MET THE TEST!**

Nazi Propaganda



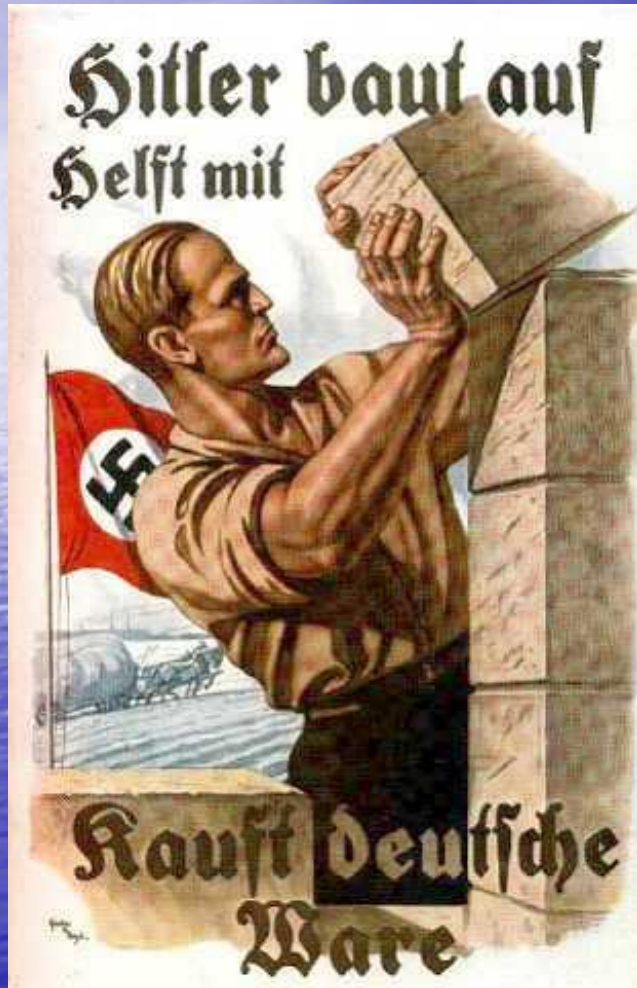
Women's Roles in Germany

-The Germans worked to gather as much old material for the war effort as possible. This poster is for a 1943 clothing drive. The text translates as: "Get rid of old cloth and shoes!"

Any similarities between German and American propaganda?

What does her appearance suggest about what Germans value?

Nazi Propaganda



Hitler is Building

The caption: "Hitler is building. Help him. Buy German goods."

How does this person reflect German values? Facial Expression/Structure? Body Composition? Aryan race?

Propaganda in Figures

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Germany is Free!



Germany is Free!

-This poster is from the mid-1930's. The caption: "Germany is free!"

Hitler eventually becomes dictator, and that's not free, so what did Germany break free of?



Germans Buy German Goods

-This poster is from the 1930's, and encourages Germans to buy domestic rather than imported goods. The top translates as "Germans buy German goods." The bottom text translates: "German Week/German Goods/German Labor."

Slogans; short and easy to understand. catchy. Symbolism?

Religion in Propaganda



Religion can be a very powerful and persuasive tool used for propaganda. Examine the following pictures and think about how each country portrays God on their side.

No One Shall Go Hungry

-The Winter Aid (*Winterhilfswerk*) was the Nazi Party charity. Each year there was a drive to solicit donations to help the needy. Contributions were not entirely "voluntary." The text translates as: "No one shall go hungry! No one shall be cold!"

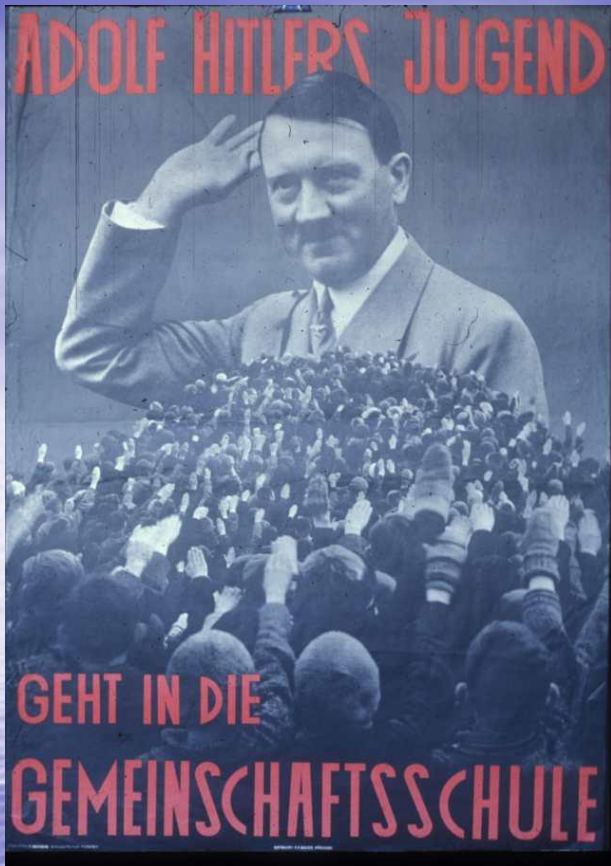
Does anything seem religious about this?



Don't Give, Sacrifice

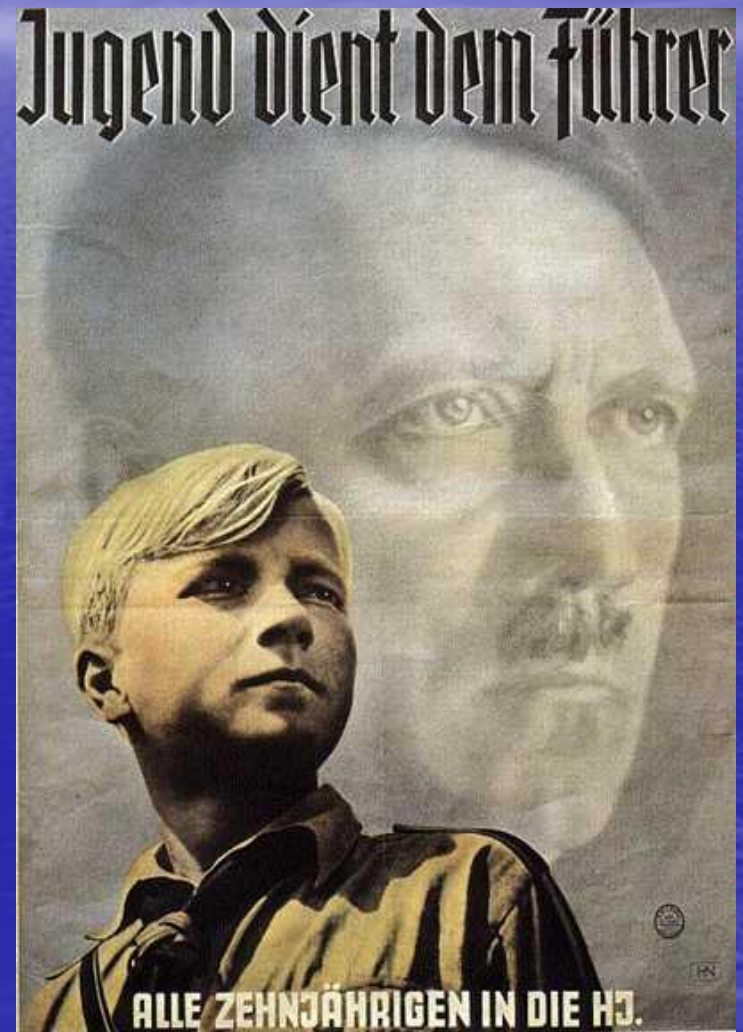
-This poster encouraged sacrificial contributions to the Winter Aid. The text translates: "Don't give. Sacrifice."

**The Germans were Christian,
what seems Christian about this?**



Youth Fuhrer

- The text of this 1940 poster reads: "**Youth Serves the Führer. All 10-year-olds into the Hitler Youth.**" Membership in the Hitler Youth had become mandatory in 1936.



Education

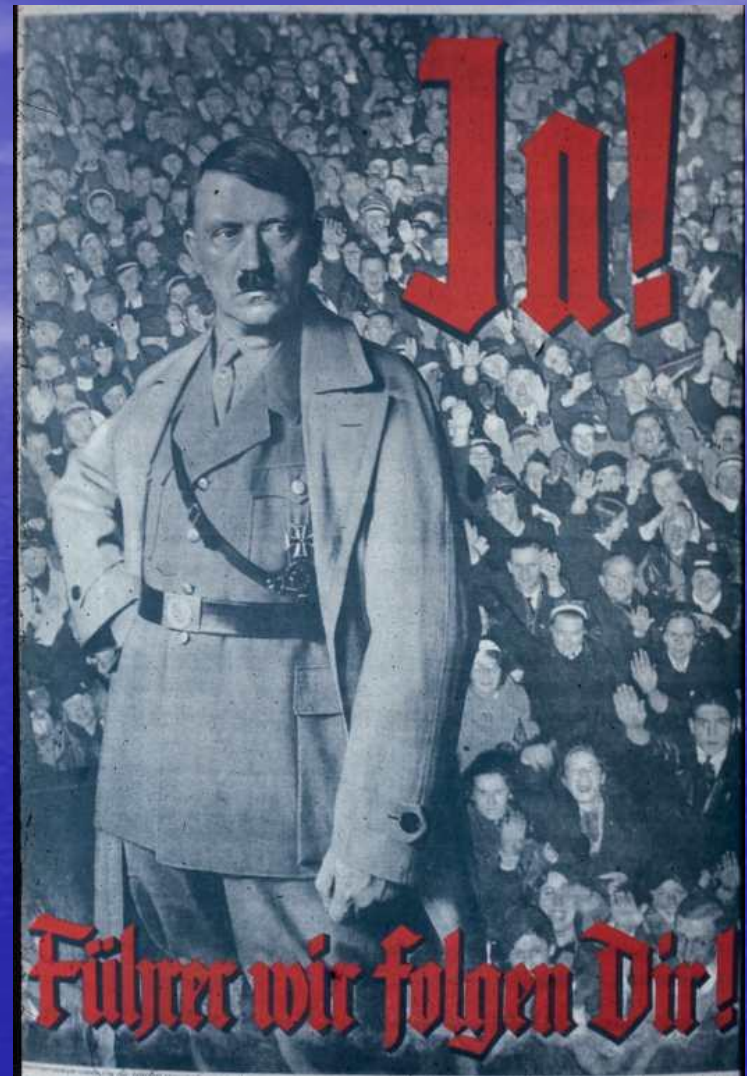
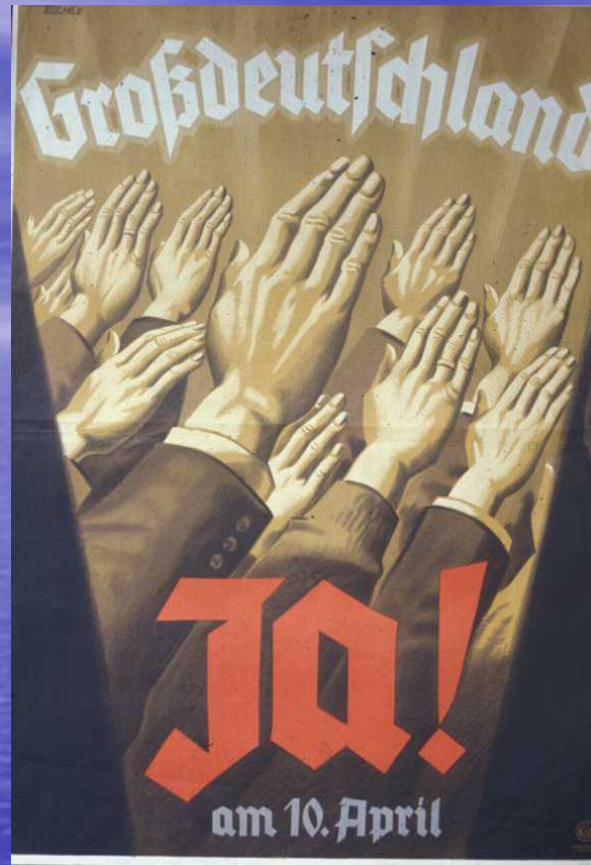
- This poster promoted education. The caption: "**Adolf Hitler's youth attends community schools.**" I'm not sure of the date, but probably the mid-1930's. Courtesy of Dr. Robert D. Brooks.

Portrayed as a god?



Religion

- This poster makes the most direct Christological comparison I've seen. Just as a dove descended on Christ when he was baptized by John the Baptist, so what looks to be an eagle hovers against the light of heaven over an idealized Hitler. The text: "Long live Germany!."



Simple

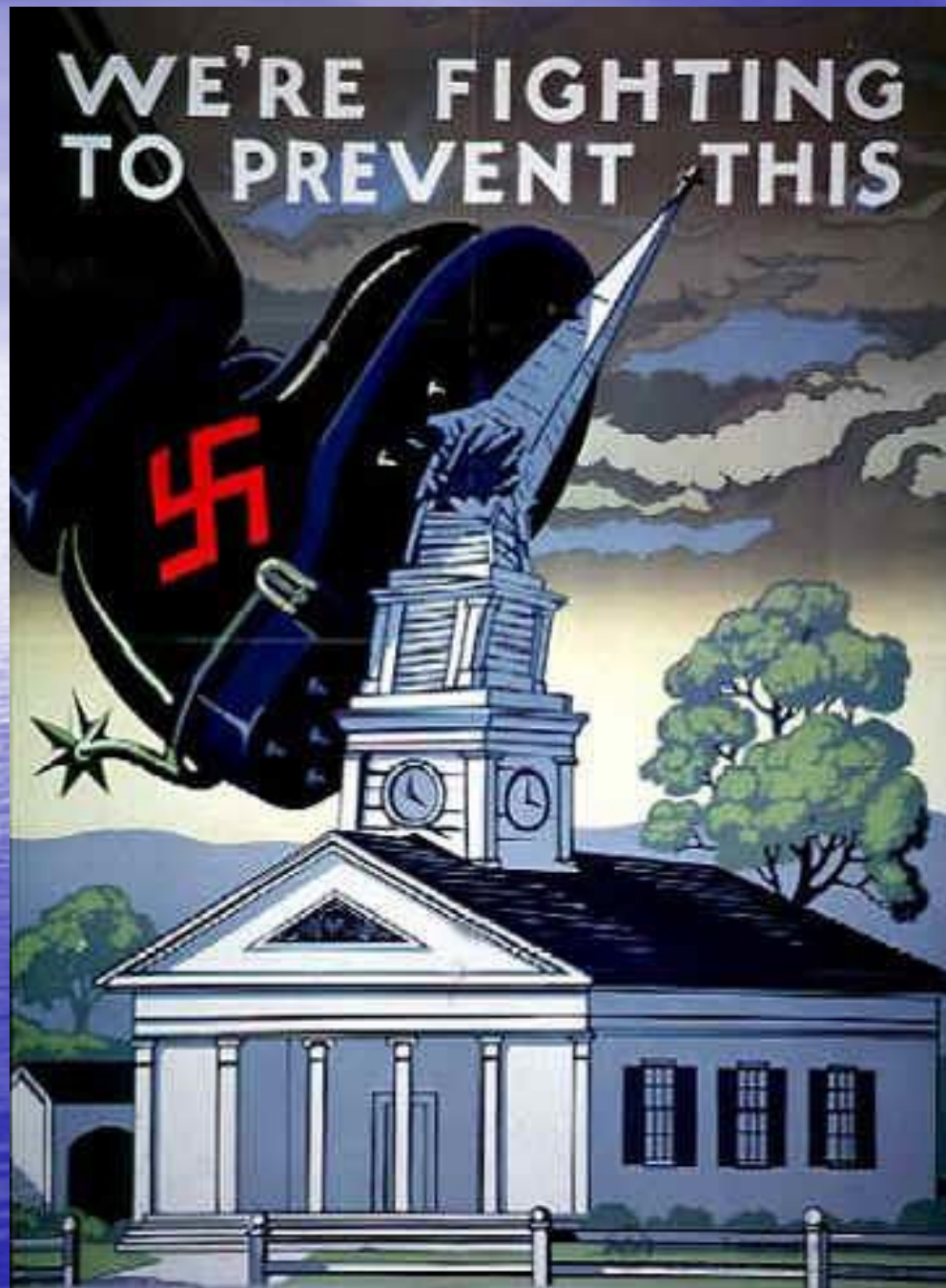
– Meant to be easily remembered, notice how short the slogan is. Middle has religious parallels. They're doing the salute to Hitler, but it seems as though they're saluting "The Light" or "Truth" or even God, connecting Hitler with God or, at least ordained by God.

Side Step:



Russian Religious Parallel

– Realize the Great Plan of Great Works!



Interesting how every side says God is on our side. In Germany, Hitler is shown ordained by God, but in America, the portrayal is quite different. Who is right?



More American Religious Propaganda



Would you be more likely to fight – or even die - for a cause if you were taught to believe God was on your side?



Italian Contrast Religion

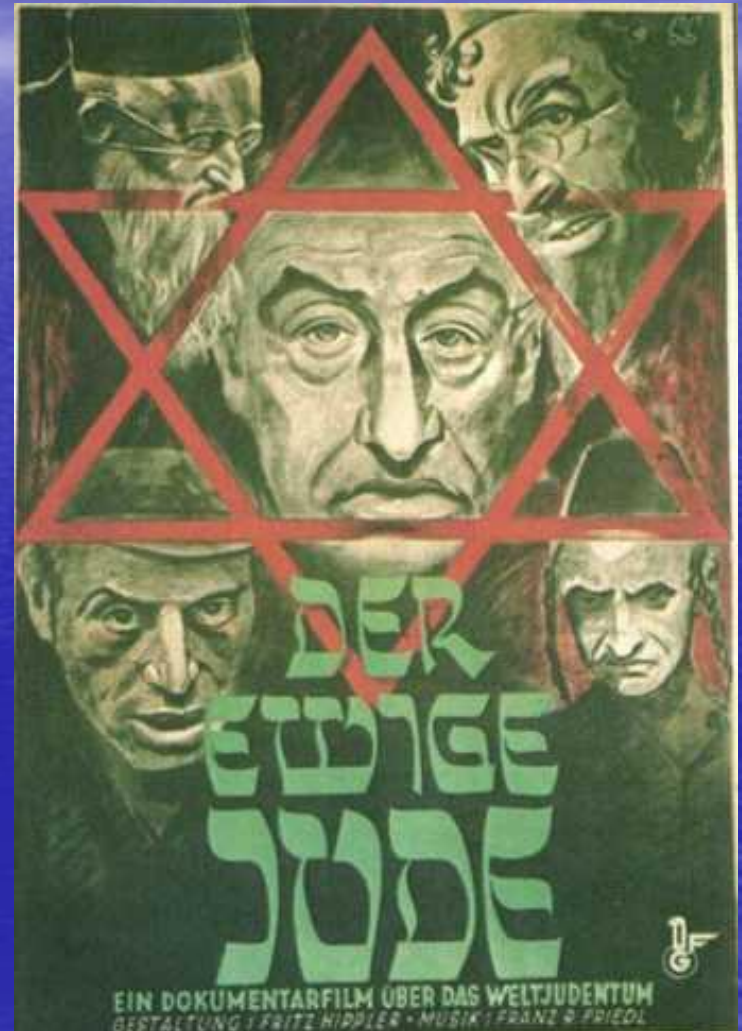
- An Italian poster from World War II using the image of Jesus to elicit support for the fascist cause from the largely Catholic population. The portrayal of an African-American US Army soldier desecrating a church fosters racist sentiment.

Germany Propaganda Late in War

During the late years of the war, the Nazi's propaganda becomes more desperate and aggressive. This is when the Concentration Camps become Death Camps. Jews were specifically targeted early on, but the Holocaust expanded more and more as the war waged on.

Movie Against Jews

- This 1940 poster advertises the worst of the Nazi anti-Semitic films, "The Eternal Jew."



60000^{RM}

kostet dieser Erbkrankte
die Volksgemeinschaft
auf Lebenszeit

*Volksgenosse
das ist auch
Dein Geld*

Lesen Sie

**NEUES
VOLK**

Die Monatshefte des Rassenpolitischen Amtes der NSDAP

Against Handicap

- This poster is from the 1930's, and promotes the Nazi monthly *Neues Volk* (New People), the organ of the party's racial office. The text reads: "**This genetically ill person will cost our people's community 60,000 marks over his lifetime. Citizens, that is your money.** Read *Neues Volk*, the monthly of the racial policy office of the NSDAP."

More Desperate Propaganda



Women

- Late in the war. The text translates as: "Mothers! Fight for your children!" **Note that the mother portrayed has four children, consistent with the Nazi goal of encouraging as many births as possible.**

Desperation Turns to Paranoia Late in the War



Spies Are Everywhere

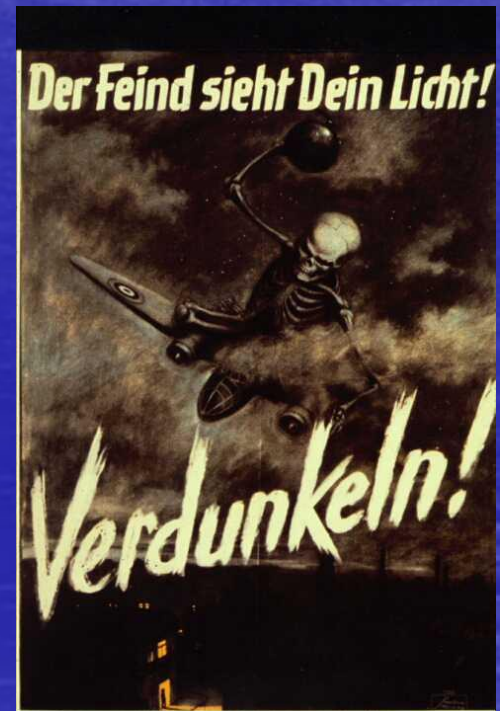
"Well, I can tell you that..." The text at the bottom says: "The enemy is listening!"

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Translated:

"The enemy sees your light! Black out!"

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Propaganda Project

- Now you will create your own piece of propaganda using the techniques we looked at in World War II.
- You will be able to choose the country with which you have to represent in the propaganda.
- Think about the following things:
 - **What message are you sending, what are you trying to get the person who will look at your work to do or think.**
 - **How can you portray this message in a simple, catchy way that will be easy to understand and hard to forget (i.e. slogan, artwork, etc.)**
 - **What forms of symbolism can you use.**