

Propaganda

SS 20-1

Propaganda

Information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.



Analyzing Propaganda

The information that an individual receives can be inaccurate, biased, unreliable, or misleading.

Propaganda is the art of persuasion. It is the systematic effort to spread opinions or beliefs, often by distortion or deception. The information or viewpoints may not present two sides or multiple perspectives on a topic or issue. Propaganda appeals to emotion rather than reason, and may not examine evidence or may present false or unsupported statements not based upon factual evidence.

Analyzing Propaganda

Experts in the art of propaganda use a variety of methods to spread a message, opinion, or belief. An example of a field that may use propaganda is advertising. Propaganda techniques often depend on errors in thinking, or fallacies. Some common propaganda techniques are:

- **Bandwagon:** convincing people to join a particular side because others are joining it as well
- **Card Stacking:** only presenting information that is positive to an idea or proposal and omitting information contrary to it; sometimes called “selective omission”
- **Glittering Generalities:** words that have different positive meaning for individual subjects, but are linked to highly valued concepts
- **Name-Calling:** using derogatory words or language when describing an enemy in order to stimulate prejudice
- **Plain Folks:** a technique by which someone tries to convince the public that his views reflect, and work to the benefit of, the common person
- **Testimonial:** quotations or endorsements that attempt to connect a famous or respected person with a product or item
- **Transfer:** an attempt to link two items in a person’s mind, often by linking one of the items to something the person dislikes

How to Analyze Propaganda

1. The ideology and **purpose** of the propaganda campaign
2. The **context** in which the propaganda occurs
3. Identification of the propagandist
4. The structure of the propaganda organization
5. The target **audience**
6. Media utilization **techniques**
7. Special techniques to maximize effect
8. Audience **reaction** to various techniques
9. Counterpropaganda, if present
10. Effects and evaluation

Analyzing Propaganda

When analyzing propaganda, consider the following:

- Audience: For whom was the propaganda intended?
- Context: What was the intent of the propaganda?
- Message: What ideas, values, and beliefs are being communicated?
- Technique: What propaganda techniques are used in the piece?
- What emotions or responses does the propaganda evoke in you?
- In what ways does this propaganda support nationalism? Ultrationalism?
- To what extent is propaganda a tool of nationalism during times of conflict?

In times of conflict, to what extent are nationalism and ultrationalism expressions of the pursuit of national interests?

Watch for... **7** TYPES OF PROPAGANDA

1. CARD STACKING:



FOCUSES ON THE BEST FEATURES AND LEAVES OUT OR LIES ABOUT PROBLEMS.

2. TESTIMONIAL:



A WELL-KNOWN PERSON ENDORSES THE PRODUCT OR SERVICE.

3. GLITTERING GENERALITIES:



USES WORDS OR IDEAS THAT EVOKE AN EMOTIONAL RESPONSE.

4. TRANSFER:



RELATES A PRODUCT TO SOMEONE OR SOMETHING WE LIKE.

5. PLAIN FOLKS:



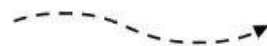
USES REGULAR PEOPLE TO SELL A PRODUCT OR A SERVICE.

6. BANDWAGON:



ASKS PEOPLE TO "JOIN THE CROWD" AND TAKE ACTION BECAUSE "EVERYONE" IS DOING IT.

7. NAME-CALLING:



CONNECTS A PERSON, PRODUCT OR IDEA TO SOMETHING NEGATIVE.

WW1 Propaganda

One of the most recognized icons of American history is that of Uncle Sam. This symbolic man with long white hair, a white beard, and a top hat is based off of a meat packer who lived during the war of 1812 named Samuel Wilson. Wilson's barrels of beef were stamped with "U.S." to show that they were owned by the government. He quickly became a symbol of US nationalism.

This was originally published on the cover of the July 6, 1916 article of Leslie's Weekly. This poster was so popular and effective that it was used in World War II as well. In World War II, the main purpose of this poster was to encourage Americans to enlist to join the army.



**I WANT YOU
FOR U.S. ARMY**

NEAREST RECRUITING STATION

BOYS and GIRLS!
You can help your Uncle Sam
Win the War



W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

Save your Quarters
Buy War Savings Stamps



ARMY
ARTILLERY
CAVALRY
ENGINEERS
HOSPITAL
INFANTRY
MARINE
NAVY
NAVY GUARD
NAVY GUARD
NAVY GUARD

Which for
You
?

VOLUNTEER

AND CHOOSE YOUR OWN
BRANCH OF THE SERVICE

Uncle Sam

German Propaganda

The Nazis effectively used propaganda to win the support of millions of Germans in a democracy and, later in a dictatorship, to facilitate persecution, war, and ultimately genocide. The stereotypes and images found in Nazi propaganda were not new, but were already familiar to their intended audience.



Ministry of Public Enlightenment and Propaganda

Following the Nazi seizure of power in 1933, Hitler established a Reich Ministry of Public Enlightenment and Propaganda headed by Joseph Goebbels. The Ministry's aim was to ensure that the Nazi message was successfully communicated through art, music, theater, films, books, radio, educational materials, and the press.

- Enlightenment = the action of enlightening or the state of being enlightened.
- Synonyms: insight, understanding, awareness, wisdom, education, learning, knowledge



KEY FACTS

1

The Nazis were skilled propagandists who used sophisticated advertising techniques and the most current technology of the time to spread their messages.

2

Once in power, Adolf Hitler created a Ministry of Public Enlightenment and Propaganda to shape German public opinion and behavior.

3

Nazi propaganda played an integral role in advancing the persecution and ultimately the destruction of Europe's Jews. It incited hatred and fostered a climate of indifference to their fate.







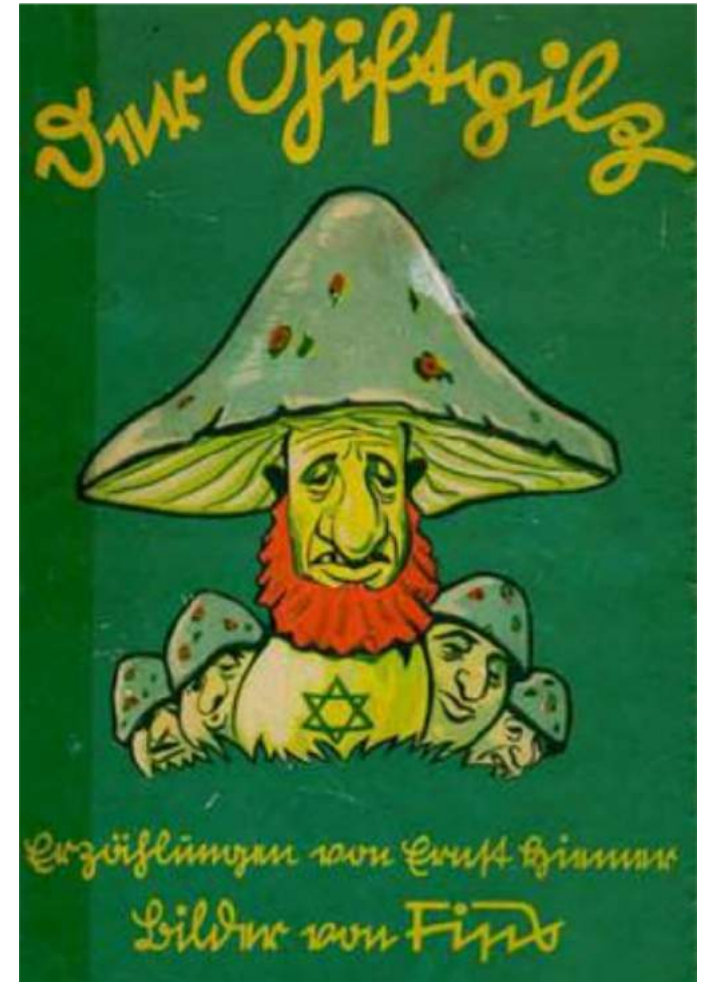
Propaganda also encouraged passivity and acceptance of the impending measures against Jews, as these appeared to depict the Nazi government as stepping in and “restoring order.”

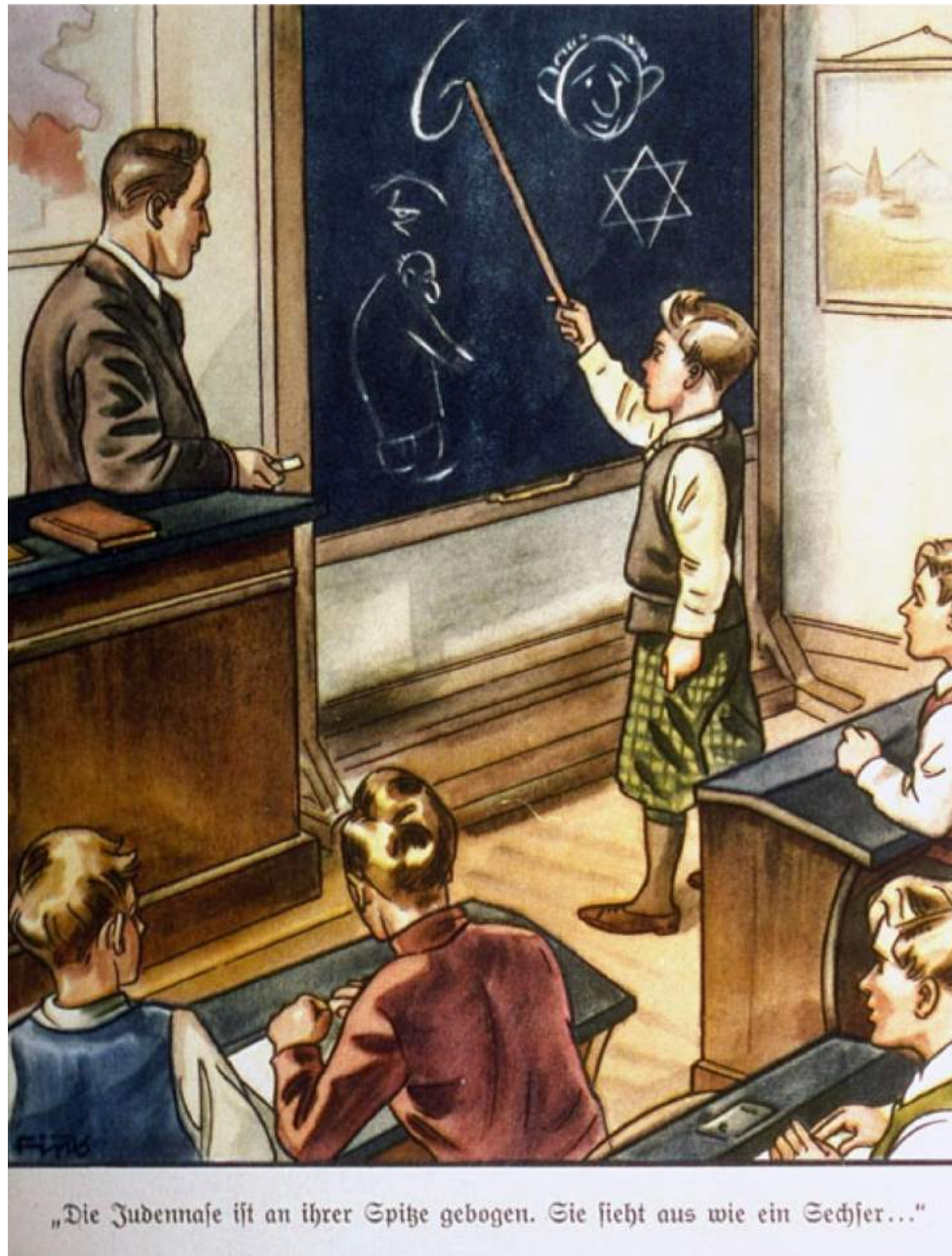


The Poisonous Mushroom

Der Giftpilz "***The Poisonous Mushroom***" is a children's book that was published in 1938. The book was intended as anti-Semitic propaganda. The book features both text and illustrations that allude to how difficult to tell a poisonous mushroom from an edible mushroom. Which is meant to be a comparison to difficult to tell a Jewish person apart from a German. The book wants to warn German children about the dangers allegedly posed by Jews to them personally, and to German society in general.

Take a look at the original cover of the book - what observations can you make? →





This photograph shows a page from the book. The text reads, "The Jewish nose is crooked at its tip. It looks like the number 6."

Use this link to view a translated PDF version of the entire book:

<https://www.mtholyoke.edu/courses/rschwart/hist151/Nazi/poisonousmushroom.pdf>

As you go through the book, consider these questions:

- What message do you think the creator of this piece intends to express?
- How do you think this message might have influenced the attitudes and actions of women, men, and children living in Germany?
- Does this book utilize lies or misleading information to express its message?

Examples of Propaganda

- <https://research.calvin.edu/german-propaganda-archive/index.htm>
- <https://www.canva.com/learn/examples-of-propaganda/>
- <https://www.smashingmagazine.com/2010/06/100-years-of-propaganda-the-good-the-bad-and-the-ugly/>
- https://www.warmuseum.ca/cwm/exhibitions/propaganda/second_e.html
- <https://www.pinterest.ca/pok1950/propaganda-posters/>