

***TED ANKARA COLLEGE FOUNDATION HIGH SCHOOL***

***INTERNATIONAL BACCALAUREATE PROGRAMME***

***HISTORY EXTENDED ESSAY***

***“Propaganda as a Tool of Control Mechanism in Nazi Germany Between  
Years 1933-1939”***

***Supervisor: Pınar Türkecan***

***Name of the Candidate: Ali Berk***

***Surname of the Candidate: İdil***

***Candidate’s Number: D1129-0114***

***Word Count: 3850***

***Research Question: To what extent propaganda was used as a tool of control  
mechanism and mass control in Nazi Germany between years 1933-1939?***

## ***ABSTRACT***

National Socialist regime has created the most destructive war that world has ever seen however it is very important to notice that most of the German people were supporting the regime and the war that it wants to commence. Propaganda was effective and useful for Nazis to control German people and lead them to war. After nearly 70 years after the downfall of Nazism there are still supporters of it all around the world. One of the most important question of this essay is “Which propaganda stands on which principles could make such an impact on people?”

The aim of this essay is to investigate in which ways Nazi propoganda tried to influence crowds and which topics it worked on. Printed press, radio and art is investigated as methods of propoganda. Speeches of high-ranked Nazis were analyzed, propoganda posters were studied and many secondary sources were used. Internet is widely used during the preparation of the essay. Moreover, as the propoganda which created mechanism of mass control it was nearly an obligation to investigate the years between 1933-1939 which starts from the Nazi electoral victory and ends at the start of World War II. Graphs from secondary sources have been used while commenting on economic situations and statistics about press. Documentaries and chronologies have been useful as timeline is very important. Lastly, it can be said that Nazi propoganda was a control mechanism but in this essay it has been explained “How was it?” and “To what extent?”

(Word Count: 249)

## ***TABLE OF CONTENTS***

1) Introduction.....	4
2) Nazism and Its View on Propaganda.....	6
3) Propaganda Methods.....	8
3.1) Ministry of Public Enlightenment and Propaganda and Printed Press.....	8
3.2) Radio.....	9
3.3) Art.....	10
4) Propaganda Topics and Variety.....	11
4.1) Treaty of Versailles.....	12
4.2) Great Depression and Other Economic Factors.....	13
4.3) Anti-Semitism and Other Hate-Based Propaganda.....	14
4.4) Hitler's Personal Life and Accomplishments.....	15
5) Conclusion.....	16
6) Appendix.....	19
7) References.....	24

## **1) Introduction**

Hitler had already had full control over NSDAP (*Nationalsozialistische Deutsche Arbeiterpartei*, in English, *National Socialist German Workers' Party*, also known as Nazi Party) by 1920's.<sup>1</sup> Shortly after Hitler gained power within party, the dictatorship he tries to establish can be easily observed regarding his very own words: "Only one man should take the responsibility of a whole nation with authority, command power and right to rule. This should be like that."<sup>2</sup>

Besides being used as a propaganda material, every unfortunate incident that occurred in Germany, was also very useful for Nazis to coming into power. One of the most important of these unfortunate incidents was the Great Depression<sup>3</sup> that took place right after Wall Street Crash of 1929<sup>4</sup> First of all, devaluation of German Mark which was already in a downturn instigated a collapse of all the economic policies that has been implemented. The French Invasion in Ruhr<sup>5</sup> also created the same effect: Civil disobedience of the German workers was dragging the Reich's economy into chaos and as a result of these, the activities of nationalist movements have increased. In other words, Germany's economic recession and to top it all off, the weakness of Weimar<sup>6</sup> government which could not resist the invasion in Ruhr created an indignation. All of these, had provoked the nationalists and the worker class. As a matter of fact, the reactions were so harsh that nationalist organizations were banned. A conclusion such as this may be drawn: The economic situation of Germany was not only a

---

<sup>1</sup> Caplan, Jane (2012), *Hitler Almanyası*, pg 67

<sup>2</sup> Hitler, Adolf (1998), *Kavgam (Mein Kampf)* pg 617

<sup>3</sup> A world-wide economic depression which lasted nearly 10 years, the depression devastated the whole European economy

<sup>4</sup> It was the worst stock market crash in the history of United States of America

<sup>5</sup> A German industrial area, where Germany's coal's and steel's  $\frac{3}{4}$  is extracted and produced. *Devrimler ve Karşı-Devrimler Ansiklopedisi*, (1975), pg 303

<sup>6</sup> Name of the government established after World War I

propaganda tool but also a one-way ticket to Reichstag<sup>7</sup> for Hitler. (The use of economic situation in propaganda is mentioned in Chapter 4, b)

According to the 160<sup>th</sup> article of the Treaty of Versailles<sup>8</sup>, German army could not exceed 100.000 military personnel and 7 infantry and 4 cavalry divisions. This, of course, will be a very irritating restriction for the German people, as German Army was very powerful<sup>9</sup> by the outbreak of the World War I. Moreover, absence of an influential army was debilitating the national security. The “State of Emergency” declared in Bavaria is a proof for this.<sup>10</sup>

The circumstances are given above but how did the Nazis use these circumstances as a part of their propaganda to achieve full control over German society. To what extent propaganda was effective as a control mechanism for Nazism?

---

<sup>7</sup> National parliament of Germany

<sup>8</sup> A peace treaty which Germany signed on 28<sup>th</sup> of June 1919.

<sup>9</sup> Germany had 13.000.000 military personnel at the beginning of the World War I

<sup>10</sup> Caplan, Jane (2012), Hitler Almanyası, pg 52

## 2) *Nazism and Its View on Propaganda*

According to the Nazis, after party and nation, “Führer” is the third most important figure.<sup>11</sup> Thus, as well as being at the top of hierarchy and holding the incontestable power, Fuhrer has also the most important role in propaganda.

Nazi propaganda stands up for simplicity and delivering the message with the easiest way to people. Hitler’s close friend and Minister of Public Enlightenment and Propaganda (*Reichsministerium für Volksaufklärung und Propaganda*) Dr. Joseph Goebbels said: “We need to satisfy the primitive sentiments of the crowds.” Also, he used a very simple language and he was also aware of the effect of repetitions on the people he is addressing to.<sup>12</sup> He thought that, the most important thing for making propaganda is not to let people know that they are being affected at all.<sup>13</sup> A journal entry of Goebbels stated: “I watched Eisenstein’s film<sup>14</sup>. It is too contrived, the best scenes are ruined. Some crowd shots are very good. So that is what revolution is. We can learn a lot from these Bolsheviks, most of all their use of propaganda. But the film is too explicitly propagandistic. Less, would have been more effective.”<sup>15</sup> Also, there was a constant sense of past and an admiration for it was desired to be created. “The brave heroes of 1914”<sup>16</sup> and Frederick the Great<sup>17</sup> are mentioned continuously. After all, fascist regimes tend and like to make propaganda about the past. However, despite most of the central fascist regimes, Nazism did not collaborate neither with the church nor with monarchs. Rather, they brought an extraordinary type of leadership which legalize itself with the support of crowds, to the fore. The past they were talking about

---

<sup>11</sup> Devrimler ve Karşı-Devrimler Ansiklopedisi, (1975), pg 301

<sup>12</sup> Michel, Henri (2011), Faşizmler, pg 65

<sup>13</sup> ibid

<sup>14</sup> Goebbels is talking about, “Ten Days That Shook the World” a silent propaganda film about the socialist October Revolution in Russia. Directed by Eisenstein.

<sup>15</sup> The Goebbels Experiment, [Documentary], (2005), Minute 11

<sup>16</sup> German soldiers who fought during World War I

<sup>17</sup> Prussian ruler who has been called Great because of the work he did for his country, also known as Frederick II

was artificial. All traditions were made up.<sup>18</sup> In other words, Nazi propaganda was not only using past for its own good but also past was changed and adopted sternly according to the ideas and principles of Nazism.

Fascist based ideologies such as Nazism, gives more importance to emotions, sensations and sentimental values rather than rational thinking and material values.<sup>19</sup> This actually explains why Nazi propaganda gives such an importance to simplicity. Nazi propaganda tries to make people believe the rightfulness of their own ideas instead of proving or rationalizing them. This comes with the condition which is: “People of Germany should not think.”

Hitler, in his book *Mein Kampf*, which will become the guideline of NSDAP, says that: “Propaganda is a tool and if required to give a statement on it as it is a purpose, its format should be appropriate for the service, the main purpose that requires it. Therefore, the aim of propaganda is to help German victory. Propaganda does not have the duty to inform people on scientific matters. It has the duty to draw the crowds’ attention to certain events and circumstances. Every propagandistic act should be made within the limits of the simplest mind. The more propaganda is prepared simpler and is suitable for crowds’ emotions, the more successful it will be. Moreover, success is the best proofing tool for the value of propaganda.”<sup>20</sup> As a solid example, the official slogan of NSDAP and also one of the most successful propaganda acts of Nazism “Ein Volk, ein Reich, ein Führer” (One people, one empire, one leader) can be given. That slogan was created regarding the basic principles of Nazi propaganda such as simplicity and also it was emphasizing the power of a unique leader.

---

<sup>18</sup> Hobsbawm, Eric (2006), *Kısa 20. Yüzyıl Tarihi*, pg 156

<sup>19</sup> Kışlalı, Taner (1991), *Siyasal Sistemler*, pg 213

<sup>20</sup> Hitler, Adolf (1998), (*Mein Kampf*) pg 226

Need of a charismatic and a strong leader creates the ideal atmosphere for propaganda. Nazis were aware of this fact and they used the disturbing economic collapse and political shatters as a material for propaganda. Moreover, Hitler was presented as a savior, a soldier, a father figure and a leader to German people.<sup>21</sup>

After Hitler became the chancellor, the first movement about propaganda is the establishment of the Ministry of Public Enlightenment and Propaganda and appointment of Joseph Goebbels as the minister of it. Also, ministry is going to be the only authority for most of the propaganda activities. Another point which needs to be considered is that, III. Reich is the first and only regime to establish a propaganda ministry. After all, propaganda was the key for all Nazi successes.<sup>22</sup>

### ***3) Propaganda Methods***

#### ***3.1) Ministry of Public Enlightenment and Propaganda and Printed Press***

Goebbels, wanted to control all of media in the Reich as shortly after he was appointed to the ministry. In a short period of time, Goebbels succeeded to control the press, radio, books, theatre plays, music, visual arts and even advertisements via his ministry and departments founded under it. “Press should only inform people but also educate them. Press, is a tool that government can use.” stated Goebbels and he reduced the number of newspapers and periodicals from 4.073 to 2.208 between years 1932 and 1937. When it was year 1944 the number was lowered to 500.<sup>23</sup> These sentences from Hitler’s speech in front of German press draws attention: “This year also, with the help of our propaganda –I guess I can count the attendant press here today as the most basic propaganda tool – we took responsibility of some

---

<sup>21</sup> United States Holocaust Memorial Museum Website, <http://www.ushmm.org/wlc/en/article.php?ModuleId=10007817>, accessed on 20<sup>th</sup> of December, 2013

<sup>22</sup> Michel, Henri (2011), *Faşizmler*, pg 66

<sup>23</sup> *ibid*



other missions we would like to accomplish.”<sup>24</sup> There are two things here which are very important. First of them is that, Hitler, in 1938, explicitly and clearly admits that Nazis are using press as a tool of propaganda. Secondly, he says that propaganda was useful for him to take charge of some missions. (Later, within the same speech he will say that, first of these missions is to prepare the idea of “German Volk (People)”

Actually, the ending of the freedom of press can be understood from another journal entry of Goebbels on 3 February 1933: “It is easy to fight now! Because we can use all the resources of state. We control the press and the radio. We will create a propaganda masterpiece.”<sup>25</sup> Undoubtedly, with all these actions taken, Ministry of Propaganda will become a complement for the III. Reich.

### **3.2) Radio**

After it has been revealed that, Nazi propaganda is more useful when it is in audio format, radio broadcasts and rally speeches became more important. Foreign broadcasts started: For USA 11 hours and for Africa 8 hours.<sup>26</sup> But of course, the essential propaganda needed for Hitler to become the one and only authority in the Reich was the propaganda that was targeting German people. In order to make the propagandistic activities done faster, Goebbels ordered a cheap radio design from an engineer named Otto Griesing and the radio (Volksempfänger) was introduced to Germany on 18 of August 1933. Its price was 76 Reichsmark which is approximately half of an average salary. With the radio, people were going to be influenced faster and easier. Also there were loudhailers in public places and streets; each venue was obliged to help the propaganda activities to be done successfully.<sup>27</sup>

Although he knew press was very important, still Goebbels has accepted radio as a more

---

<sup>24</sup> Jacobsen, Hans (1989), *Kronoloji ve Belgelerle İkinci Dünya Savaşı*, pg 149

<sup>25</sup> Devrimler ve Karşı-Devrimler Ansiklopedisi, Vol. 2 (1975), pg 327

<sup>26</sup> Michel, Henri (2011), *Faşizmler*, pg 66

<sup>27</sup> History Learning Site, [Website], [http://www.historylearningsite.co.uk/propaganda\\_in\\_nazi\\_germany.htm](http://www.historylearningsite.co.uk/propaganda_in_nazi_germany.htm) accessed on 18<sup>th</sup> of December 2013

effective way for a propaganda since radio was a communication channel which is very easy to keep up with. Besides everything, Nazi regime came to power with an immense support from the worker class, thus propaganda should have been made through a communication channel which was easy to follow, rather than a one which needed a specific amount of time, such as newspaper.

Joseph Goebbels said in his speech, “Radio as the Eighth Great Power”: “Radio is very important in the 20<sup>th</sup> Century, as newspaper were like in the 19<sup>th</sup>. Without radio and aircrafts, we would not be able to use our power in the way we do now, or even could not come in power at all. Without any exaggeration, without the use of radio and aircrafts, German Revolution would not have happened. The more something has influence on communities, the more responsibility it will have for a nation’s destiny.” During the speech he also adds: “We do not want radio just for our patriotic purposes. Entertainment, popular arts, plays, jokes and music should also be given from radio. However, everything should have a direct connection with today. Everything should be including our constructive work, at least it should not be preventing it.”<sup>28</sup> From these words, we can understand that radio was broadcasting only in favor of Nazi regime. Considering the cheap price of radio and context of broadcasts we can say that it is nearly impossible to ignore the propaganda through radio for an ordinary German citizen. Also, there was a special department (3<sup>rd</sup> Department) for radio in the ministry and it was controlling all of the German radios and unifying them.<sup>29</sup>

### **3.3) Art**

In order to have an absolute control over the media, Goebbels found Reich Chamber of Commerce in 1933. This chamber interfered every area of productivity from literature to

---

<sup>28</sup> Goebbels, Joseph (1933), Radio as the Eighth Great Power speech, taken from <http://www.calvin.edu/academic/cas/gpa/goeb56.htm> on 17 December 2013

<sup>29</sup> Fritzsche, Hans (1934), Dr. Goebbels and his ministry article taken from <http://www.calvin.edu/academic/cas/gpa/goeb62.htm> on 17 December 2013

music and from radio to films. In these areas, no one was able to publish anything without the permission of the chamber. Also, in order to get that permission a membership was required and member registrations was done by NSDAP. Therefore, no material that is not wanted by Nazis was reaching people. Only Nazi materials were read, seen and heard.<sup>30</sup>

Another effective work of propaganda was a film called “Triumph des Willens” (Triumph of the Will) by Leni Riefenstahl. Film was making Hitler seen as a savior in all means and also film was very noticeable not only for its propagandistic but also cinematic value. Triumph des Willens was sending German people constant messages about “Hitler’s will and power”. Especially frog’s eye view and trimming of Hitler’s speeches’ best moments made film’s effect even stronger. Therefore, Goebbels’s dream of “learning a lot from Bolsheviks” became real and a masterpiece of its own time was introduced to people only in propagandistic means.

#### ***4) Propaganda Topics and Variety***

Hitler’s propaganda was continuous but its topics and themes were not. There were lots of changes in propaganda topics and for Hitler they were not very important at all. The important thing was to awake and rally people. For this reason, one of the most essential thing for Nazi propaganda was not giving the people enough time to think about the propaganda they encountered. German people were not required to think but believe the things that they were told, with all their hearts. One day the theme of propaganda was communist threat and the other day it became anti-Semitism. Different kinds of propaganda were commenced, paused and resumed at different times, regarding the needs of the day.<sup>31</sup>

---

<sup>30</sup> History Learning Site, [Website], [http://www.historylearningsite.co.uk/propaganda\\_in\\_nazi\\_germany.htm](http://www.historylearningsite.co.uk/propaganda_in_nazi_germany.htm) accessed on 7 December 2013

<sup>31</sup> Kışlalı, Taner (1991), *Siyasal Sistemler*, pg 151

Even though the themes were different there were basic foundations of Nazi propaganda and it is as mentioned below.

#### ***4.1) Treaty of Versailles***

After its defeat in World War I, Germany signed maybe the most unjust peace treaty because of its restrictions which created aggravated circumstances for Germany. Surely the treaty itself and the consequences occurred regarding it created the required atmosphere for German people to accept and even support a dictator leader like Adolf Hitler. The unnoticed thing about the treaty is that it was not still blockading all of Germany's armament options. "Despite all the losses, Germany still stayed as the most powerful state (except Soviet Union) in all Europe between two world wars. Its strategic position was way better than its position before World War I.<sup>32</sup> All Weimar governments were also against the treaty however Nazi regime was specifically attacking the treaty with all the power it has. They were calling it "Versailles Diktat" (Versailles Dictate). Hitler used this term during all of his governance period.<sup>33</sup> Of course German people were against this unfair treaty and Nazi propaganda used this potential anger for its very own use. During 1920's and 1930's it was very popular to blame the creators of Versailles about every unfortunate incident occurring within Germany and it started to create an antipathy for democracy as Versailles became a symbol of democracy for the victorious states. Thus, German people were able to accept a dictator easier. Of course Hitler did not started World War II because of Versailles but the presence of it was a topic for propaganda<sup>34</sup> Thence, Treaty of Versailles put Weimar governments in a very hard situation and at those times Hitler was promising that he was going invalidate Versailles and came into power for this reason. However, like each propaganda comes with a

---

<sup>32</sup> MacMillian, Margaret (2004), Paris 1919, pg 468

<sup>33</sup> Synder, Louis L (1998), Encyclopedia of the Third Reich, pg 361

<sup>34</sup> MacMillian, Margaret (2004), Paris 1919, pg 475

success in Germany, every success brought its own propaganda and while Hitler was in charge he was seen as a hero who overruled Versailles.

#### **4.2) *Great Depression and Economic Factors***

Hobsbawm clearly states the importance of Great Depression for Nazism. “If there was not any crisis, Nazism would not have existed.” There was an inclination for anti-liberal views. With the crisis, all the values liberalism defended collapsed and fascism was criticizing liberalism. Radical right wing gained power while revolutionary-left wing was losing. Thus, fascism was the only option for anti-liberals to support.<sup>35</sup> Nazi propaganda was attacking Weimar governments because of the economic situation and they were actually right about their criticism. Also, Nazis kept their promises about economic situation. Industrial production started to focus on military, armament has increased. “Nonstrategic products” exports were limited. Above all, an economic policy which protected the interests of bourgeoisie.<sup>36</sup>

Nazism was supported by industrialists and bankers. They needed a person to control the economy and make state the monopoly and the most suitable leader for this was Hitler.<sup>37</sup> Although workers were reacting to the shutting down of unions<sup>38</sup>, they were easily appeased by enthusiastic Labor Day ceremonies which is also a kind of an effective propaganda.

Another encouraging thing for German people to support Nazism was –especially for the worker class- the word “socialism”. Leader of the German Labor Front and also a senior bureaucrat of the time Robert Ley stated: “Look at the workers! Look with me into Germany’s factories. I might remind some in this room what they thought three years ago, not only about their party or the government, but of their whole view of life, their views of

---

<sup>35</sup> Hobsbawm, Eric (2006), *Kısa 20. Yüzyıl Tarihi*, pg 153

<sup>36</sup> *Thema Larousse*, (1993), Vol. 1, pg 250-251, 256-257

<sup>37</sup> *Devrimler ve Karşı Devrimler Ansiklopedisi*, (1975) Vol. 2, pg 320

<sup>38</sup> Jacobsen, Hans (1989), *Kronoloji ve Belgelerle İkinci Dünya Savaşı*, pg 2

labor, the fatherland, their people, their community, or about socialism. They will have to agree that they are of entirely different opinions today.”<sup>39</sup> From these words we can say that, mostly German workers were supporting Hitler because of propaganda.

#### **4.3) *Anti-Semitic and Other Hate-Based Propagandas***

A woman who served Nazi youth movements actively says these words after the war: “I became a National Socialist because the idea was thrilling. But the thing I never noticed was the number of people who were not valuable enough to be counted as a member of the community.”<sup>40</sup> The people she is talking about were minorities who are not Aryan<sup>41</sup> descendant. Usually a great union can be established with a great purpose and also to give a fight for that purpose an enemy is needed also. The main purpose was to build a stronger Germany in all means and Nazism showed minorities –especially Jewish people- as the “great enemy” who is trying to prevent Germany on its way to “glory”. Therefore, Nazi officers responsible from propaganda were blaming minorities not for only they believe that they are really an obstacle for their cause, but because they were knowing very well that creating a common enemy strengthens the unity.

Nazi propaganda was also blaming Jewish people for all the negative events happening throughout the country. Especially Jews were considered as the number one reason for the loss of World War I.<sup>42</sup> This was creating an indignation which was creating an ideal atmosphere for Nazis to have the full power and impose any sanction on Jewish community.

By the time genocide actions were started it can be observed that Nazis have already passed every “steps of genocide” which was determined by Genocide Watch long after World

---

<sup>39</sup> Ley, Robert (1937) “Fate – I believe!” speech taken from <http://www.calvin.edu/academic/cas/gpa/ley2.htm> on 8 December 2013

<sup>40</sup> United States Holocaust Memorial Museum Website, <http://www.ushmm.org/wlc/tr/article.php?ModuleId=10007819> accessed on 10 December 2013

<sup>41</sup> Indo-European

<sup>42</sup> Kohl, Daniel (2011), *Psychology and Society*, Vol 4, pg 7-26

War II. The eight steps of Genocide is: Classification, Symbolization, Dehumanization, Organization, Polarization, Preparation, Extermination and Denial.<sup>43</sup> Nazi Propaganda was so powerful that no organization could have objected to these steps of genocide. By 1939, Extermination had already started and in June 1933, first of the concentration camps<sup>44</sup> was opened in Dachau.<sup>45</sup>

#### **4.4) *Hitler's Personal Life and Accomplishments***

Hitler was introduced to people about his personal life with annual speeches of Goebbels "Our Hitler". These speeches were describing Hitler as a person and trying to prove that he was not a bureaucratic symbol for German revolution but an irreplaceable figure and a leader for it. He should have a special position which was going to merge all administrative authorities in one hand: Führer. However, only with propaganda, Hitler was going to be able to use this authority in practical means. The words of Goebbels from his speech "Our Hitler" explains how this was achieved: "Adolf Hitler is one of the few state leaders who avoids medals and decorations. He wears only a single high medal that he earned as a simple personal soldier displaying the greatest personal bravery. That is proof of modesty, but also of pride." Also in speech Goebbels talked about how hardworking and how wise and an intelligent person Führer is.<sup>46</sup> Goebbels wanted Hitler to be recognized as a former soldier and a leader who rise among workers. With this way Nazism was going to be able to merge soldiers, workers and industrialists for the same cause, with the help of propaganda.

---

<sup>43</sup> Genocide Watch Web Site, <http://www.genocidewatch.org/aboutgenocide/8stagesofgenocide.html> accessed on 20 December 2013

<sup>44</sup> Camps where minorities, war prisoners, opposition leaders were held captive under horrifying circumstances.

<sup>45</sup> Devrimler ve Karşı-Devrimler Ansiklopedisi, (1975), pg 336

<sup>46</sup> Goebbels, Joseph (1935) "Our Hitler" speech taken from <http://www.calvin.edu/academic/cas/gpa/unser35.htm> on 15 December 2013

## 5) Conclusion

According to Hitler's own words<sup>47</sup> it can be said that, his propaganda was successful. Hitler was eliminating all disappointments, defeats and the unpleasant memories of the past. He was freeing Germany from shackles of Versailles, reinforcing German army. That was what Germans wanted exactly and for this cause, they were ready to make every self-sacrifice. They were giving up their personal freedom and went to a compeller diet. (Guns Before Butter)<sup>48</sup>

First of all, one of the factors that made propaganda successful was, Hitler actually kept most of his promises until 1939. Of course these successes created propagandas which were rhapsodizing them. Thus, propaganda did not have any end. For instance, number of unemployed was 6.014.000, it was reduced to 38.000 in 1939.<sup>49</sup> This economic boost created an opportunity for another series of propaganda. Treaty of Versailles was violated numerous times.<sup>50</sup> (Even though this was not a positive thing for world peace, it seemed as advantageous thing for German people.) These effects and people affected created a "Bandwagon Effect"<sup>51</sup>»<sup>52</sup>

This success's proof can be arranged like this: First, almost one million German took an oath under the guidance of Rudolf Hess<sup>53</sup> on 25<sup>th</sup> of February 1934. "Adolf Hitler is Germany and Germany is Adolf Hitler. He who takes an oath to Hitler takes an oath to

---

<sup>47</sup> "Success is the best proofing tool for propaganda." Hitler Adolf, Kavgam (1998), pg 226

<sup>48</sup> Shirer, William (1968) Nazi İmparatorluğu, Volume 1, pg 369

<sup>49</sup> Hilgemann and Kinder (2005), Dünya Tarihi Atlası, pg 462

<sup>50</sup> Before being overruled completely Treaty of Versailles was violated 4 times including *Anschluss* (Annexation of Austria) and the exceeding the number of allowed military personnel

<sup>51</sup> To conduct the general behaviour which society conducts.

<sup>52</sup> Narayanaswami, Karthik, Analysis of Nazi Propaganda: A Behavioral Study

<sup>53</sup> Deputy Führer of the III. Reich until 1941



Germany! Swear to great Germany, to whose sons and daughters throughout the world I send our best wishes.”<sup>54</sup>

Another example would be, especially on the area of military propaganda, the change in the oath of military personnel in favor of Adolf Hitler. “I swear by God this sacred oath that to the Leader of the German empire and people, Adolf Hitler, supreme commander of the armed forces, I shall render unconditional obedience and that as a brave soldier I shall at all times be prepared to give my life for this oath.”<sup>55</sup> This oath gave Hitler a complete authority over the armed forces which was actually another factor for dictatorship to be formed.

Another proof is that, in 1938 in an election where electors have been asked whether they approve Adolf Hitler or not, the votes were %98.93 in favor of him. In this way, Hitler was head of all administrative offices in whole Germany and there was not a single obstacle in Hitler’s road leading to another world war which is planned to be a “total” one.

Employment rates have increased, army was under Fuhrer’s full control and not a single general objected to that officially. Europe was only able to defend an “Appeasement Policy”<sup>56</sup> Now German people were living in harmony under very economically positive and politically liberated circumstances. Also, propaganda between years 1933-1939 was so powerful that post 1939 propaganda used it as reference. When Germany was about to lose the war, in 1943 Goebbels’s “total war” invitation was accepted by most of the Germans.

Therefore regarding all the examples mentioned above, it can be said that, Nazi propaganda between years 1933-1939 affected people in many means on different times and dragged German people to a war. Adolf Hitler became the one and only power, there was no

---

<sup>54</sup> Hess, Rudolf “The Oath to Hitler” speech taken from <http://www.calvin.edu/academic/cas/gpa/hess1.htm> on 20 December 2013

<sup>55</sup> Jacobsen, Hans (1989), *Kronoloji ve Belgelerle İkinci Dünya Savaşı*, pg 838

<sup>56</sup> A policy developed by the prime minister, Neville Chamberlain of the United Kingdom at the time to “appease” Adolf Hitler by giving permission for a partial invasion of Czechoslovakia.

opposition. Most of the periodical and newspapers were banned from publishing, Adolf Hitler and his men became the ones who can speak loudly. Based on these facts, Nazi propaganda manipulated German people in a way that has never been witnessed before and canalized the people in every direction it wanted. Thus; yes, Nazi propaganda is successful between years 1933-1939 and it was used as a control mechanism.

## *APPENDIX*

### *Appendix A*



“One people, one empire, one leader!”<sup>57</sup> This poster is a great example of Nazi propaganda as it emphasizes on one leader and also it has a simple message.

---

<sup>57</sup> <http://www.bytwerk.com/gpa/posters/hitler1.jpg> accessed on 5 December 2013

*Appendix B*

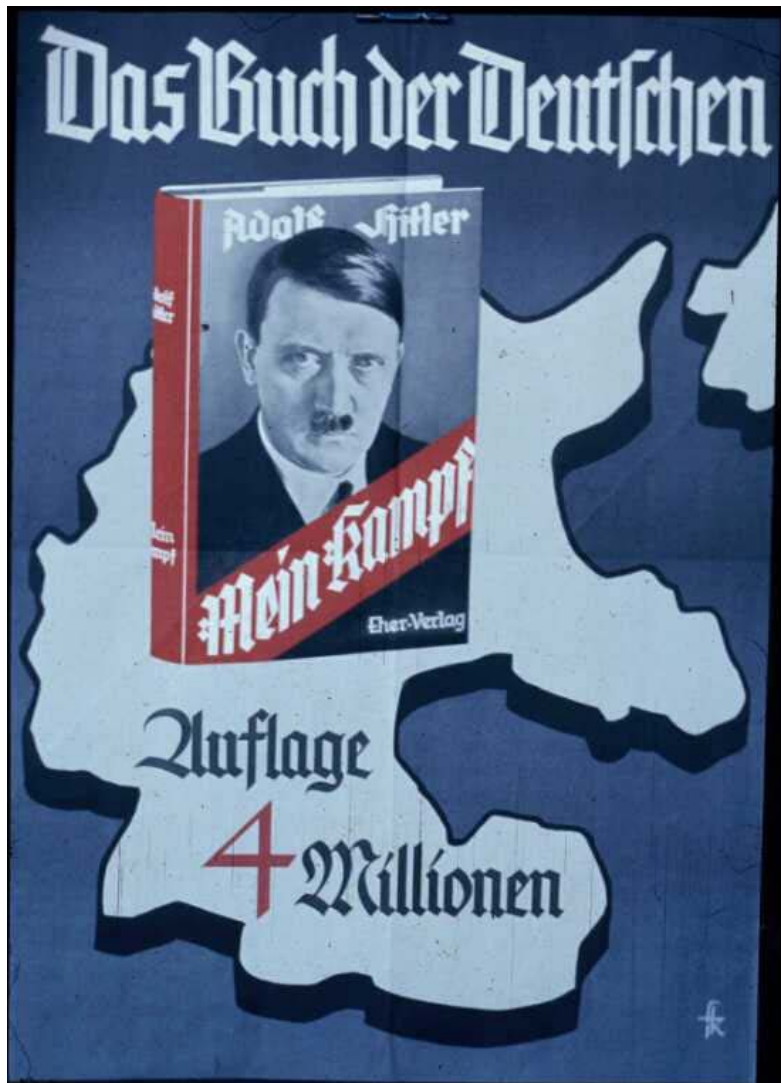


“Germany hears Führer through Volkempfänger”<sup>58</sup> This one is a poster presenting the new German radio which was designed for propaganda.

---

<sup>58</sup> <http://www.bytwerk.com/gpa/posters/radio.jpg> accessed on 5 December 2013

*Appendix C*



“Announcing that Hitler’s book *mein Kampf* was sold more than 4 million copies”<sup>59</sup>

<sup>59</sup> <http://www.bytwerk.com/gpa/posters/mk.jpg> accessed on 7 December 2013

## Appendix D



“Behind the enemy powers, the Jewish.”<sup>60</sup> Blaming Jewish community was very popular for Nazi propaganda.

<sup>60</sup> <https://ushmm.org/wlc/tr/article.php?ModuleId=10007819> accessed on 15 January 2014

## Appendix E



According to Treaty of Versailles, German Army could not exceed 100.000 military personnel.<sup>61</sup> This poster is emphasizing on the weakness of German Army at that time and criticizing Versailles by declaring the numbers of other nations' armies.

<sup>61</sup> <http://www.bytwerk.com/gpa/posters/map.jpg> accessed on 15 January 2014

## REFERENCES

- Caplan, J. (2012). *Hitler Almanyası 1933-1945*. İstanbul: İnkılap Kitabevi.
- Devrimler ve Karşı-Devrimler Tarihi Ansiklopedisi*. (1975). İstanbul: Gelişim Yayınları.
- Fritzsche, H. (1934). *German Propaganda Archive - Calvin College*.  
<http://www.calvin.edu/academic/cas/gpa/goeb62.htm>
- Goebbels, J. (1933, August 18). *German Propaganda Archive - Calvin College*.  
<http://www.calvin.edu/academic/cas/gpa/>
- Hachmeister, L. (Yöneten). (2005). *The Goebbels Experiment* [Documentary].
- History Learning Site*. (1 December 2013). [www.historylearningsite.co.uk](http://www.historylearningsite.co.uk)
- Hitler, A. (1998). *Kavgam*. İstanbul: Kamer Yayınları.
- Hobsbawm, E. (2006). *Kısa 20. Yüzyıl Aşırıklar Çağı*. İstanbul: Everest Yayınları.
- Jacobsen, H.-A. (1989). *1939-1945 Kronoloji ve Belgelerle İkinci Dünya Savaşı*. Ankara: Genelkurmay Basımevi.
- Kışlalı, A. T. (1991). *Siyasal Sistemler*. Ankara: İmge Kitabevi.
- Ley, R. (1936, Kasım 3). *Calvin College - German Propaganda Archive*.  
<http://www.calvin.edu/academic/cas/gpa/ley2.htm>
- MacMillian, M. (2004). *Paris 1919*. Ankara: ODTÜ Yayıncılık.
- Michel, H. (2011). *Faşizmler*. İstanbul: İletişim Yayıncılık.
- Shirer, W. L. (1968). *Nazi İmparatorluğu*. İstanbul: Ağaoğlu Yayınevi.
- Synder, L. L. (1998). *Encyclopedia of the Third Reich*. Wordsworth Edition.
- Thema Larousse*. (1993). Milliyet.
- United States Holocaust Memorial Museum*. (2013, December 1). <http://www.ushmm.org/>
- Hilgemann, W. and Kinder, H. (2005), *Dünya Tarihi Atlası*. Ankara: ODTÜ Yayıncılık
- Genocide Watch Website*, <http://www.genocidewatch.org/> accessed on 20 December 2013
- Hess, R. (1937), Rudolf “*The Oath to Hitler*” speech taken from  
<http://www.calvin.edu/academic/cas/gpa/hess1.htm>, on 20 December 2013



Narayanaswami, Karthik, *Analysis of Nazi Propaganda: A Behavioral Study* taken from <http://blogs.law.harvard.edu/karthik/files/2011/04/HIST-1572-Analysis-of-Nazi-Propaganda-KNarayanaswami.pdf> on 3 January 2014

Kohl, Daniel. (2011), *Psychology and Society*, Vol 4

### ***Images on the Appendix***

Appendix A, B, C and E; <http://www.bytwerk.com>

Appendix D; <https://ushmm.org/>