

# Politics and Propaganda

Sam Berney, Danielle D'Agostaro,  
Nastasia Hadjadji, Lily Jewett,  
Sara Sakurada

# British Propaganda in WW1

- “extensive, effective, and well-documented” (217)
- Personal propaganda- getting the message to media influential people
  - target audience: British people, allies, neutral nations, and enemy
  - Media: books, newspapers, pictures, movies, telegraphs or personal contact
  - Nature of message and form of its appeal: creation of anger and indignation by use of atrocity stories
  - Development of Propaganda Organization
    - Wellington House
      - Extreme secrecy
      - Influence opinion in Allied and neutral nations
    - Department of Information
      - more aggressive approach
    - Ministry of Information
      - Film! (even more aggressive because it targets all audiences)
      - Use of personal propaganda and hospitality
      - “preemptive strike” through rapid communication
      - Atrocity propaganda



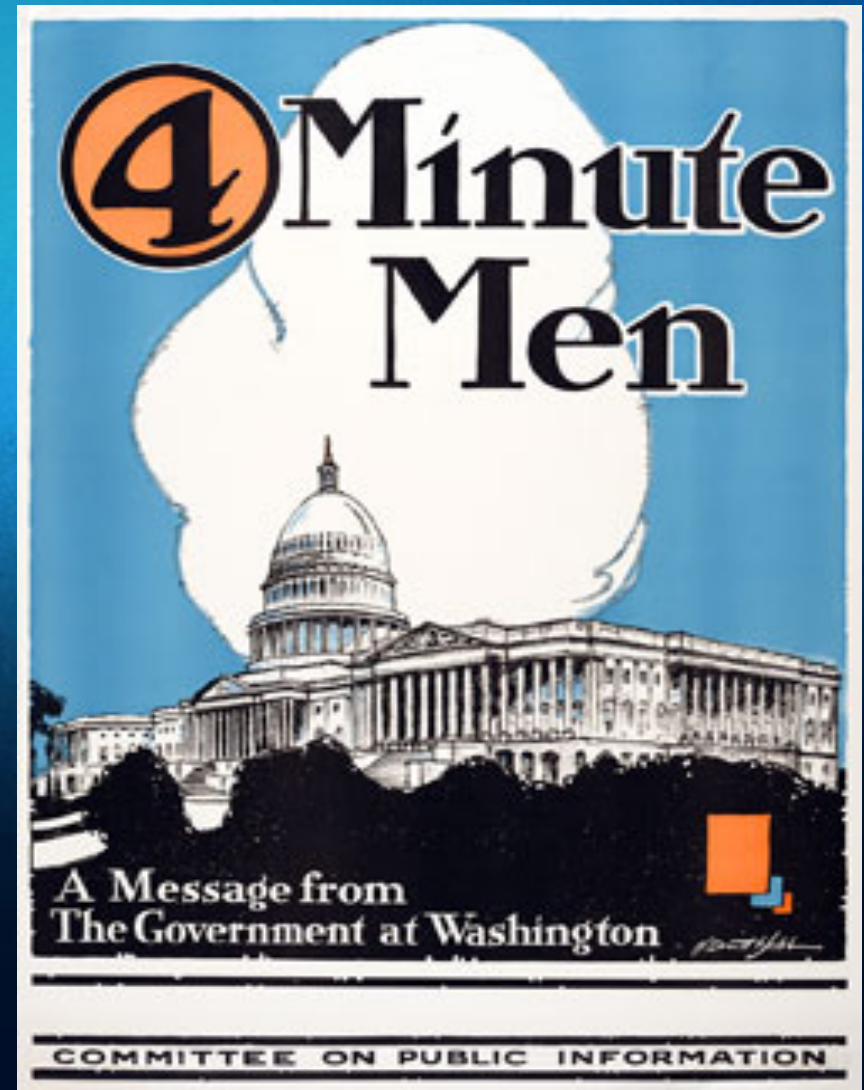


# American Propaganda in WWI : the Committee on Public Information (CPI).

- **April, 1917 to August, 1919** : First prolonged propaganda campaign disseminated by a modern government.
- Establishment of the CPI, a government agency, under Wilson's executive order.
- Purpose :
  - promote America's involvement in WWI.
  - create enthusiasm for the war effort.
  - arouse patriotism.

# The 4-minute Men Program:

- Need to address a **fragmented** audience.
- Group of volunteers entitled to speak to **local communities**  
= **personal** propaganda.
- Data:
  - $\approx$  75,000 volunteers.
  - $\approx$  750,000 speeches delivered.
  - to  $>$  314,000,000 people.





In *Propaganda* (1928), Bernays argued that the manipulation of public opinion was a necessary part of democracy:

The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. ...We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of. This is a logical result of the way in which our democratic society is organized. Vast numbers of human beings must cooperate in this manner if they are to live together as a smoothly functioning society. ...In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons...who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind.

Question: Do you agree or disagree with this assertion? Explain.

Edward Bernays

# Leninist Propaganda

- Synthesization of several theories of propaganda.
- Started to fuel Bolshevik revolution, unite varying classes and interests
  - Sought to unify peasants and industrial workers
- Social-democratic theory of revolution
  - revolution needs support of masses
  - Focused on agitation





# Agitation-Propaganda/Agitprop



- Focused on an audience concern, infused this concern with injustice. Used to incite mass discontent. Used through speaking.
- Propagandists filled in details through writings.
- Plato wrote of how the influence of the speaker is a key part of the formation of new ideas and how it outdoes the written word in this way.
- Lenin preferred this form of propaganda as it used persuasion as a technique that allowed the masses to seemingly understand the logic of this conclusion through ethos rather than the written pleas to the masses that would've been likely far less effective.
- How do Lenin's ideas take from Plato's ideas and how does it show the way in which propaganda models the spread of information overall?

# Integration Propaganda



After the revolution, Lenin could not simply blame the regime for the problems of society.

Switched primarily to integration propaganda.

Nationalized cinema production.

Started the spread of literacy in order to increase politicisim

This in turn started a whole new society, attuned to propaganda

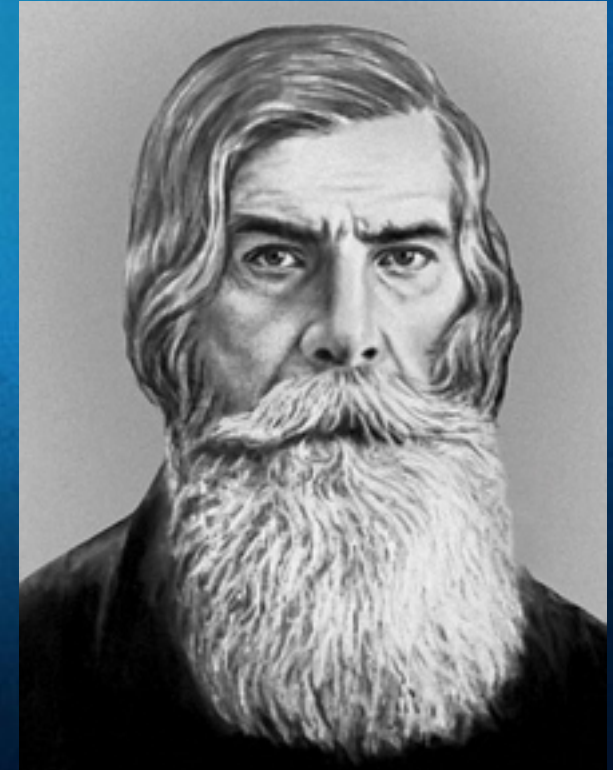
- o literacy trains

- How does this show the importance of the control of information and information technology overall? How does it prove or disprove theories



# Bekhterev's Theory of Reflexology

- Repetition of slogans influence
- Three facets of Reflexology
  - Crowd exhaustion led to less resistance to new ideas
  - Intense concentration made generation of counter-arguments difficult
  - Leader had control of the crowd's mood and could easily swing it one way or another and at one object or another
- Political rallies commonly use reflexology. Anywhere from the Civil rights movements to the Klan rallies can be used as evidence.
- How is reflexology still used today?



# Nazi Propaganda

"The function of propaganda is, for example, 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."

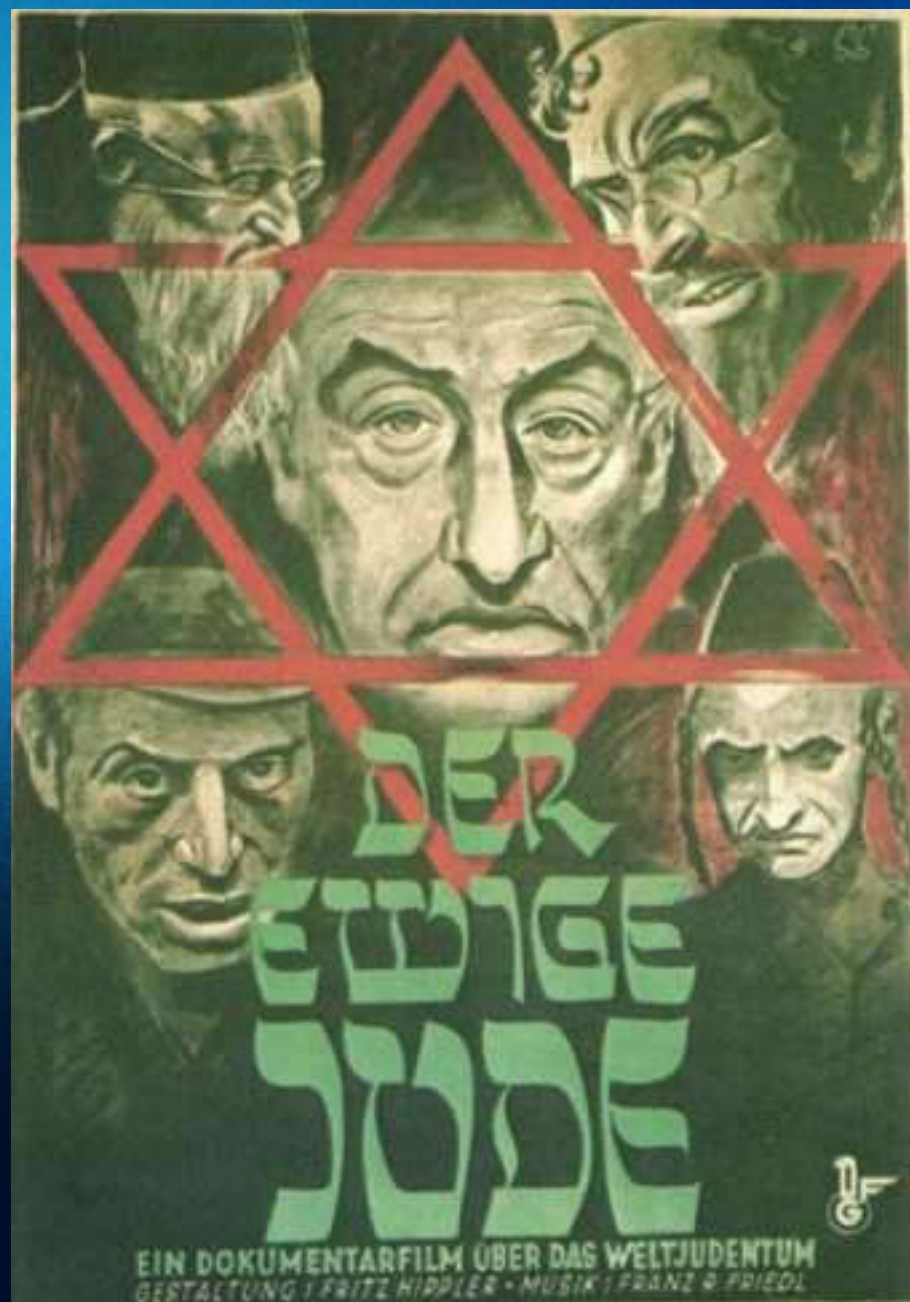
-Adolf Hitler, *Mein Kampf*





# Nazi Media Dominance

- **Music:** Horst Wessel Lied (song): anthem
- **Movies:** *Triumph of the Will*
- **Radio:** Hitler controls radio as Chancellor
- Fostered the manufacture of inexpensive sets to spread messages
- **Press:** Hindenburg decree restricts freedom of the press
  - Journalists must get a license issued from Goebbel's office
- **Books:** April 25, 1933 the Chancellor of Literature drew up a blacklist of all books and authors detrimental to government policy
- **Architecture:** buildings required to be grandiose and impressive
- **Schools:** texts showed pictures of Hitler Youth with their future military vocations
- **Overseas:** ...”the real aim of Nazi propaganda was not to convert outsiders to their cause, but to ‘demoralize the enemy, destroy the cohesion, discipline and collective morale of hostile social groups.’ ”





*Josef Goebbels, Reich Minister of  
Propaganda, 1933-1945*

- Goebbels' success in bringing the Nazi party to power was primarily a result of effective use of media to distribute his propaganda.
- Hitler's totalitarian power
  - After rising to power, Hitler used his position as Chancellor to spread propaganda to a much larger audience through use of radio, film, controlled education, censorship, etc.



# Propaganda to Win the War

..."the real aim of Nazi propaganda was not to convert outsiders to their cause, but to 'demoralize the enemy, to destroy the cohesion, discipline and collective morale of hostile social groups.'"

"It appears that such a propaganda feint generally precedes every German surprise move."



"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."

-Adolf Hitler, *Mein Kampf*



هَذَا مستقبلك يا زرقاوي



When you ride **ALONE**  
you ride with Hitler!



Join a  
**Car-Sharing Club**

YOU WANT  
SOME OF THIS?



**PROTESTING:**  
**IT'S JUST UN-AMERICAN!**

A MESSAGE FROM THE MINISTRY OF HOMELAND SECURITY



**THIS IS THE ENEMY**



If you worked as hard and fast as a Jap  
we'd **SMASH** Tokio a lot quicker

# American Propaganda in WWII

- Do we view Nazi propaganda and American propaganda as fundamentally different? If so, why?



(1:35)  
(7:41)