

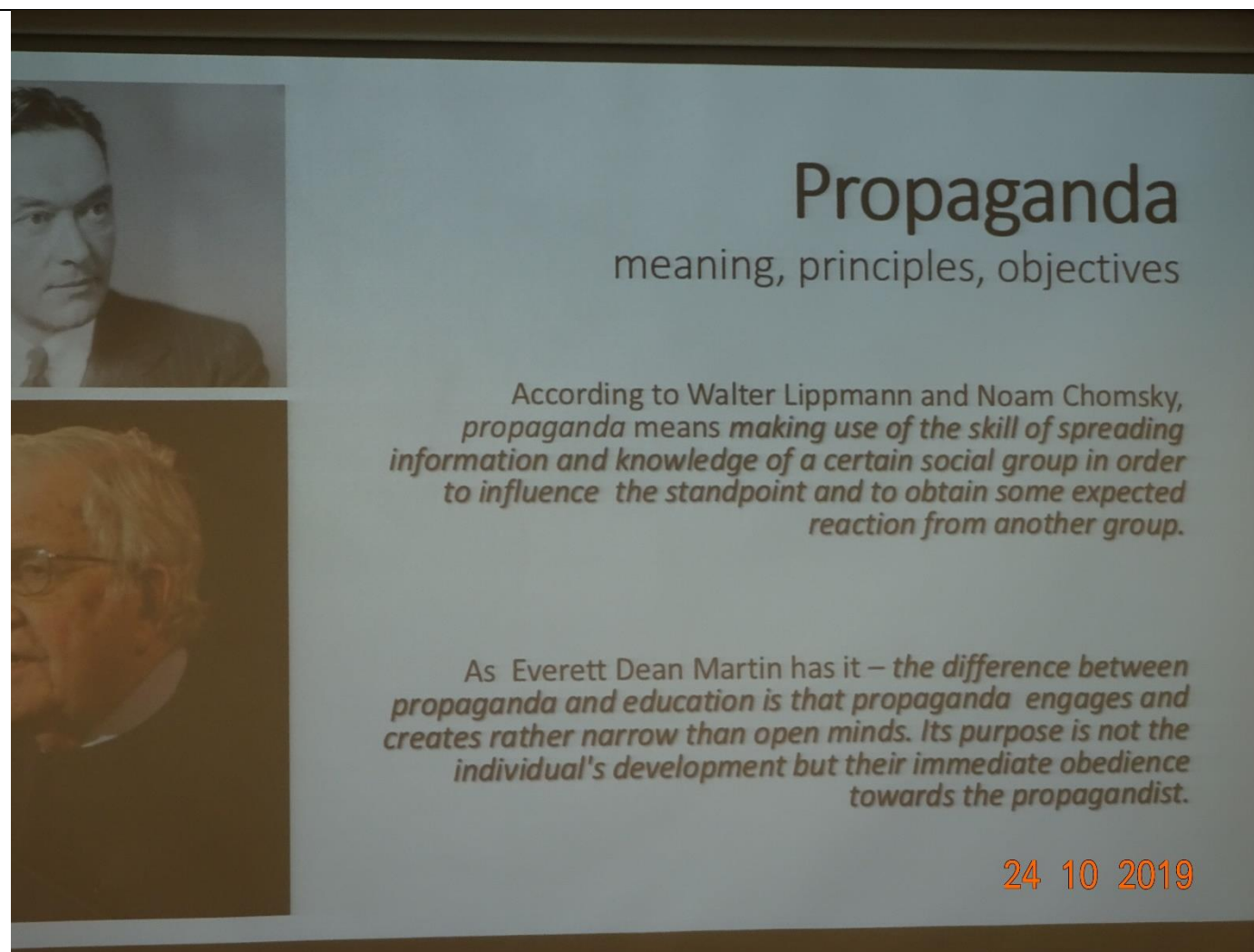
PROPAGANDA, PERSUASION, MANIPULATION

propaganda (noun) - ideas or statements that may be false or exaggerated and that are used in order to gain support for a political leader, party, etc.

persuasion (noun) - the act of persuading (making somebody do something by giving them good reasons for doing it) somebody to do something or to believe something

manipulation (noun) - behaviour that controls or influences somebody/something, often in a dishonest way so that they do not realize it

(Oxford Learner's Dictionary)



The slide features two portraits on the left side. The top portrait is a black and white photo of a man in a suit. The bottom portrait is a color photo of a man with glasses. The main title 'Propaganda' is in a large, bold, sans-serif font. Below it, the subtitle 'meaning, principles, objectives' is in a smaller, regular font. The text on the right side of the slide is in a smaller, italicized font. The date '24 10 2019' is in the bottom right corner.

Propaganda

meaning, principles, objectives

According to Walter Lippmann and Noam Chomsky, *propaganda means making use of the skill of spreading information and knowledge of a certain social group in order to influence the standpoint and to obtain some expected reaction from another group.*

As Everett Dean Martin has it – *the difference between propaganda and education is that propaganda engages and creates rather narrow than open minds. Its purpose is not the individual's development but their immediate obedience towards the propagandist.*

24 10 2019

Propaganda is a form of communication that attempts to achieve a response that furthers the desired intent of the propagandist. Persuasion is interactive and attempts to satisfy the needs of both persuader and persuadee.

G. S. Jowett & V. O'Donnell

In Mein Kampf, Hitler established several cardinal rules for successful propaganda:

- a) avoid abstract ideas and appeal instead to the emotions;
- b) employ constant repetition of just a few ideas, using stereotyped phrases and avoiding objectivity;
- c) put forth only one side of the argument;
- d) constantly criticise enemies of the state;
- e) identify one special enemy for special vilification.



<https://www.google.com/search?client=firefox-b-d&q=postrr+der+ewige+jude>

A poster for The Eternal Jew exhibition held in the late German Museum IN Munich in late 1937. This is an archetypal caricature of a Jew showing of shekels in the right hand, as well as a map of the Soviet Union and a whip in the left. It did not seem to concern the German propagandist that these were contradictory symbols.

A film based on this exhibition was made by head of Nazi film production. It depicted the worst racial stereotypes and compared Jews to a plague of rats that needed to be exterminated.

PROPAGANDA

Propaganda is the spreading of information in support of a cause. ... The word propaganda is often used in a negative sense, especially for politicians who make false claims to get elected or spread rumours to get their way. In fact, any campaign that is used to persuade can be called propaganda.

In World War II was propaganda used 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

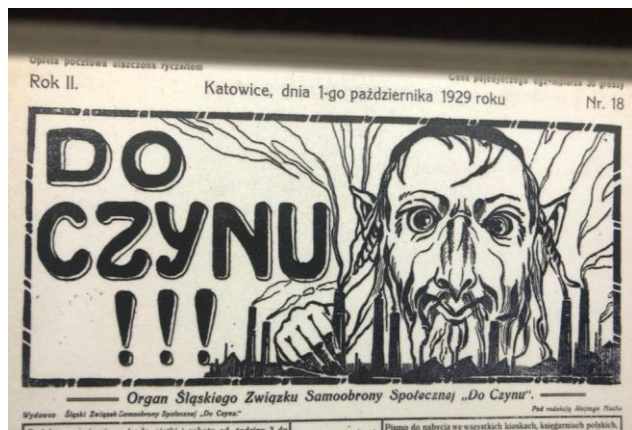


There were several audiences for Nazi propaganda. Germans were reminded of the struggle against foreign enemies and Jewish subversion.

Nazi propaganda talked about Jewish people, how they needed to be killed.

They have made everyone believe that Jews were not worth anything and they were bad for society back then.

On posters they were shown in a bad manner as ugly people.



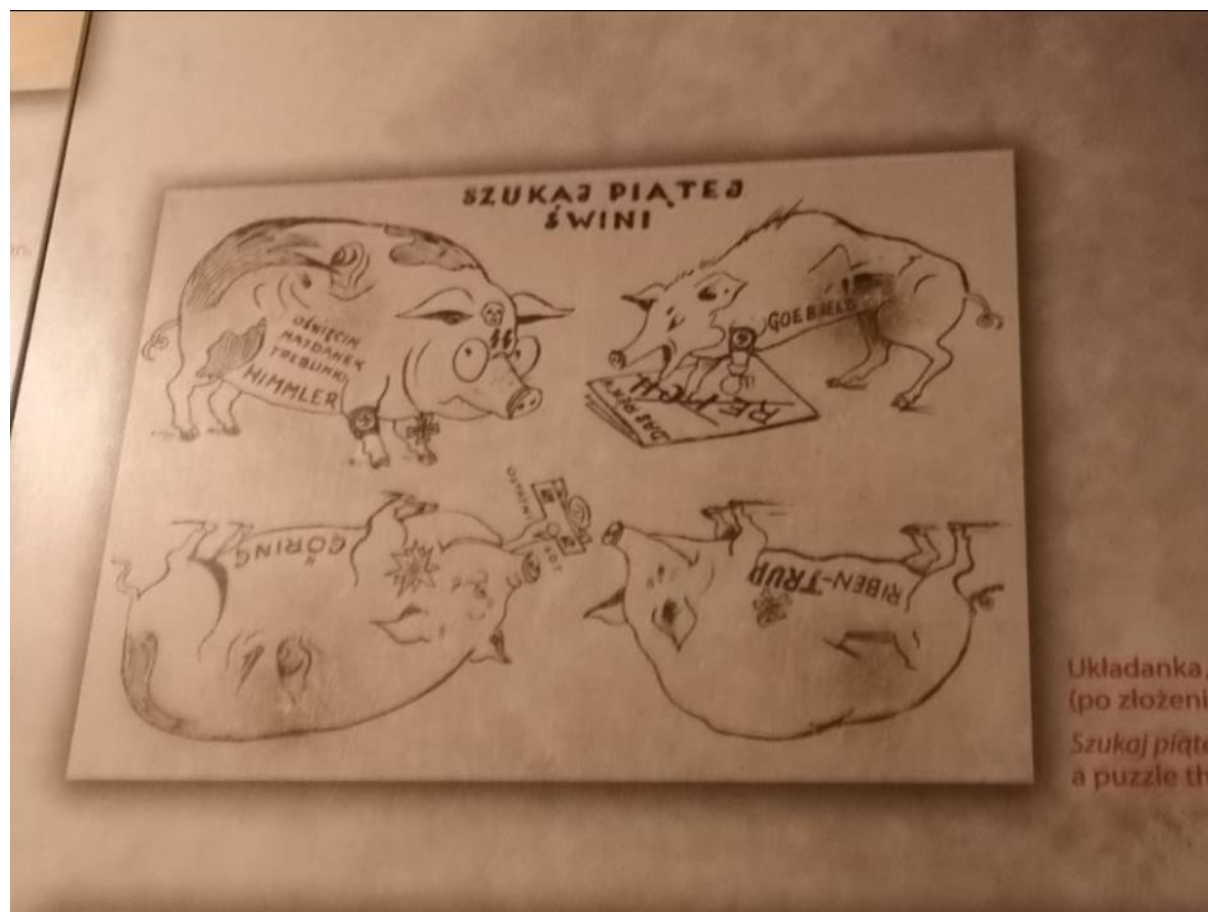


Jews were discriminated against. For example, there were different trains for Germans and Jews, different toilets, mostly everything different. They were classified as the lower class of society.

Mojca Kop

Propaganda poster

(Shindler's factory- exchange to Poland 2019)



Goals of propaganda are to change people's mindset and make them believe what you want them to. However, this poster was made to show how terrible German leaders were. In my opinion this poster is a tactical type of propaganda; it encourages people to take on hard tasks such as rebellion against the invader. I also think it aims at creating emotions in people such as hate. That's why I would categorize it as emotional type of propaganda (according to Oliver Thompson). This propaganda poster was made by an anonymous artist during WW2 in Poland. There are 4 pigs on the poster each one represents one of main leaders of 3rd Reich. There is Himmler, Goebbels, Ribbentrop and Göring. There is one German Nazi leader missing in the picture and it's Hitler himself. However, if you fold the four pigs you get his face. I really like this poster since it is so innovative and quite funny. Anyone who was caught using this poster during German occupation of Poland was executed.

Oliver Jayasinghe

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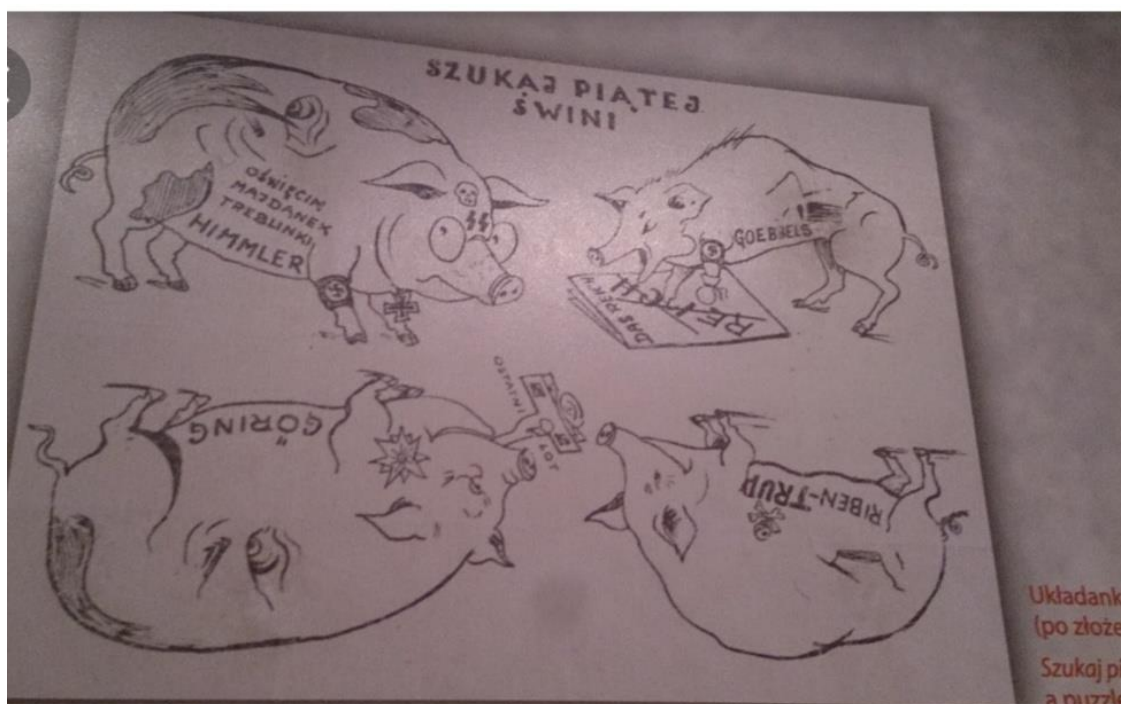
Propaganda is more or less systematic effort to manipulate other people's beliefs, attitudes, or actions by means of symbols (words, gestures, banners, monuments, music, clothing, designs on coins and postage stamps, and so forth).

Propaganda wasn't only used by Hitler and Jewish nation. There was also propaganda in The Soviet Union. For example, the picture above shows how Stalin was looked at from different perspectives. It says he was a friend of Christianity. But was he really? A father to the nation, but only to the higher class and politics. And a world insurer to the poor. He never suffered such hatred as Hitler but still killed over 4 million people.

Propaganda manipulates youngsters better than elderly people. When using propaganda, it starts at the roots. The youth. It begins at schools or kindergartens. Then it moves on to music, books, movies - anything that affects the youngsters' thinking. When you're already inside their head it's hard to convince them otherwise. That is the tactic Hitler and Stalin used and it is shown to be very effective.

Today it is harder to manipulate people because of the free speech and thinking for ourselves.

Ema Finžgar



This is a Polish caricature which was made around 1942. It is called "Szukaj piątej świnii", which means "Try to find the fifth pig".

As we can see, there are five pigs with names of five German- Nazi political leaders: Himmler, Goebbels, Goring and Ribbentrop. And then there is a question who is missing? The answer is Hitler. But that is not completely true, because if you take a picture and you fold it right, you will be able to see the face of one of the leaders who was the beginner of the most terrifying war in the history of world , you are going to see the face of Adolf Hitler.

I think that the picture is so cleverly made and it presents the fight of the Polish civilians that couldn't fight the Nazi, because they were just too strong.

It is obvious that Nazis didn't like the picture so if they just thought that someone was connected to the picture he or she was immediately killed, no questions asked.

Luka Šahmanovič

Schindler's factory: Propaganda poster

29.10.2019 Ruše



Before going to Schindler's factory we got an assignment to take photos of the propaganda posters. Then we had to choose one of those posters and translate the messages. Based on the meaning of the poster we had to evaluate and define which type of propaganda it represents.

In the poster I chose you can see five women on the train. Above their window there is a caption: Jedziemy do Rzeszy. Which translates to: We're going to the Reich. Underneath the window, there is some added text which states: Polskie kobiety i dziewczęta w drodze na roboty do Rzeszy. Ich radosne oczekiwanie nie dozna rozczarowania. This translates to: Polish women and girls on their way to work at the *Reich. Their joyful expectation will not be disappointed.

Regarding the meaning of the text in the poster and the depicted image of happy Polish women going to work at the Reich I think that this poster was made by the German party (as were most) to try to persuade Polish people that going to work in the Reich isn't anything bad and that it will provide them with a better future. In this advertisement, we can see an example of emotional

propaganda because nothing depicted is confirmed by facts, it completely relies on emotions like hope and faith.

*Reich is also known as the Third Reich or Nazi Germany. Nazi Germany/Deutsches Reich was the formal title for the property that was controlled by Hitler and his Nazi Party (NSDAP), within the years 1933 and 1945.

Ela Ivana Rataj 2.aG

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Modern propaganda uses all the media available – press, radio, television, film, the Internet, Facebook, Twitter, YouTube, e-mail, smartphones, videos, cartoons, posters, meetings, rallies, billboards, speeches, flags, monuments, street names, coins, stamps, books, plays, comic strips, music, rituals, sporting events, cultural events, awards, prizes.....



24 10 2019