

# Aims of the Lesson

To begin to understand how Propaganda posters were used within Nazi Germany

- \* Methods
- \* Messages
- \* Purpose

To understand what made propaganda posters so effective in Nazi Germany



Study the following propaganda posters carefully.

**What can you learn from these sources about Nazi methods of propaganda?**

- \* Describe what you can see
- \* What is the message behind the poster?
- \* What feelings are the poster trying to produce?



What I can see

Jugend dient dem Führer

Key Questions

Hitler in the background

Young HJ boy.

Aryan in appearance, serious, looking ahead (in awe?)

Military/Smart Uniform

Caption in Bold



**“Youth Serves the Führer”  
All 10-year-olds into the Hitler Youth.”**

Left hand mouse click to check your response before moving on



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Who is this poster aimed at?

Why was this poster produced?

What does this poster tell you about Nazi attitude towards youth?



How effective is this poster as a piece of propaganda?

As with the last poster the message of this poster is aimed at young people and their parents:

**‘Every ten year old to us’**

Again it is encouraging youths to join ‘official’ organisations – in this case The League of Young Girls – JM.





Look at the poster carefully.

What makes it so effective?



Left hand mouse click  
to check your  
response before  
moving on



Alle 10-jährigen zu uns



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What makes it so effective?

Waving Flags, Bright and Jolly.

It is also a Nazi flag and is therefore an appeal to peoples patriotism and sense of loyalty.

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This youth is obviously happy to join the organisation. She is enjoying herself. Her appearance is also appealing – fresh faced and attractive.



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This is an 'official' request.

This youth is obviously happy to join the organisation. She is enjoying herself. Her appearance is also appealing – fresh faced and attractive.

Smart Uniform. A sense of belonging to an important organisation. Pride.



Look at the poster carefully.

What makes it so effective?

Don't forget to look at the top, or bottom of Propaganda posters as the title or slogan usually sums up the meaning.

**'Every ten year old to us'**

This is made to sound official and almost like a command that should be obeyed.





What I can see

The Eagle  
(The State)  
protecting the  
family

The father  
above the  
family

The mother  
caring for the  
baby - scarf on  
her head  
representing  
domestic work

Happy, healthy  
children



Key Question:

What does this  
poster tell us  
about:

\*Nazi beliefs  
regarding the  
family and  
family life

\* Nazi attitudes  
regarding the  
role of women?

Left hand mouse  
click to check your  
response before  
moving on



## What I can read

(All text that would help you answer an examination question would be translated on the examination paper).

*The German National Socialist Party safeguards you national community*

*Comrades, if you need help and assistance, ask your local branch of the NSDAP*

## Volksgemeinschaft

was a phrase used by the Nazi's when appealing for 'a national community of all Germans'





What I can see

Physical features

Map of Germany

Handful of money

A knotted whip

Title in Bold



Key Question:

What does this film poster tell us about Nazi attitudes towards the Jews?

What is the purpose of this poster?

Communist Symbol

Left hand mouse click to check your response before moving on



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## Holding Wealth

Holding much of the wealth within Germany

A reference to money lending and the profits that many Jews made of out of businesses within Germany.



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## Knotted Whip:

A symbol of cruelty and control.

## The Title:

‘The Eternal Jew’. This was the name of a film made by the Nazis showing supposed Jewish characteristics.

Hitler maintained that if the Jewish ‘problem’ was not dealt with, then Jews would continue to corrupt society forever.



## Key Question:

What does this film poster tell us about Nazi attitudes towards the Jews?

## Communist Symbol:

The Nazis often linked Judaism and Communism.

The Nazis maintained that both Communism and Judaism had to be 'dealt with' if Aryans were to live a carefree life without fear of exploitation and oppression.

Many Jews lived in Russia and it was easy enough for the Nazis to link these two enemies together and label both Communists and Jews as destroyers of culture and freedom.



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What is the purpose of this film poster?

How may this poster affect Germans who were suffering from financial difficulty?

- unemployment for example.





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How may this poster affect Germans who were suffering from financial difficulty?

- unemployment for example.

How would this poster affect many citizens who were uncertain about Germany's future?

How would this poster affect Germans who supported right wing political parties - like the Nazis?



Key Question:

What is the purpose of this film poster?

What types of feelings may posters like this one have evoked amongst many German people during the 1930's?



**Fear    Happiness    Awe**

**Distrust                      Trust**

**Compassion                  Hatred**

**Scepticism                    Racism**





**Key Question:**

**What message is held within this poster?**



**Ein Volk, ein Reich, ein Führer!**

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What is the purpose of this poster?

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**Fear      Awe      Trust**

**Distrust                  Hatred**

**Loyalty                  Pride**

**Confidence              Hope**

**Disgust                  Sadness**



**Ein Volk, ein Reich, ein Führer!**