

STATE STANDARDS

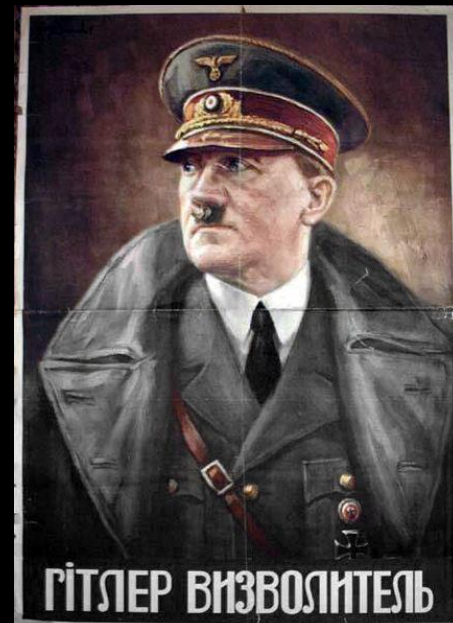
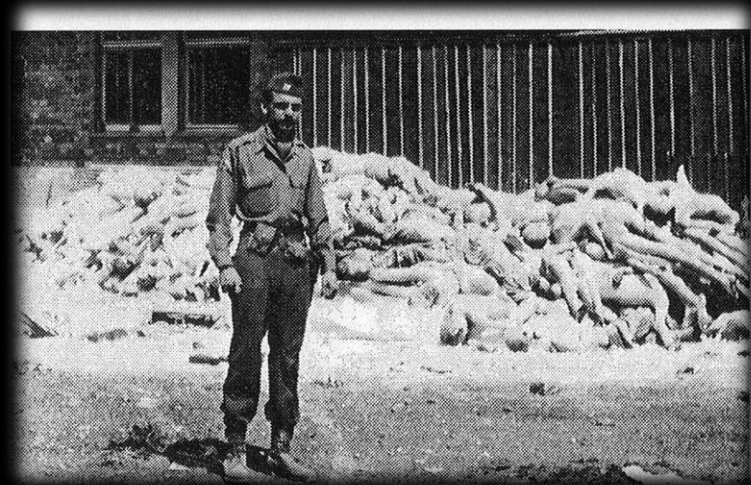
- L.2.12.A: Evaluate and critique text organization and content to determine the author's purpose and effectiveness according to the theses, accuracy, thoroughness, logic, and reasoning
- L.2.12.B: Distinguish among facts and opinions, evidence, and inference across a variety of texts by using complete and accurate information, coherent arguments and points of view.
- L.2.12.C: Examine the author's explicit and implicit bias and assumptions, beliefs about a subject, use of fact and/or opinion, and/or the author's argument or defense of a claim as related to essential and non-essential information.
- L.2.12.D: Evaluate textual evidence to make subtle inferences and draw complex conclusions based on and related to an author's implicit and explicit assumptions and beliefs about a subject.
- L.2.12.E: Identify, analyze, and evaluate the structure and the format of a variety of complex informational texts for clarity, simplicity, and coherence, as well as appropriateness of graphics and visual appeal

LEARNING TARGET

- Define Propaganda and the different propaganda techniques.
- Determine propaganda techniques used throughout the Holocaust.
- Connect the use of propaganda to Elie Weisel's *Night*.

GUIDING QUESTION...

Why did the German people allow this to take place?



PROPAGANDA



WHAT IS PROPAGANDA?

Biased
information

Created to shape
public opinion and
behavior

Simplifies
complex issues
or ideas

TRUE, PARTIALLY
TRUE, OR BLATANTLY
FALSE INFORMATION

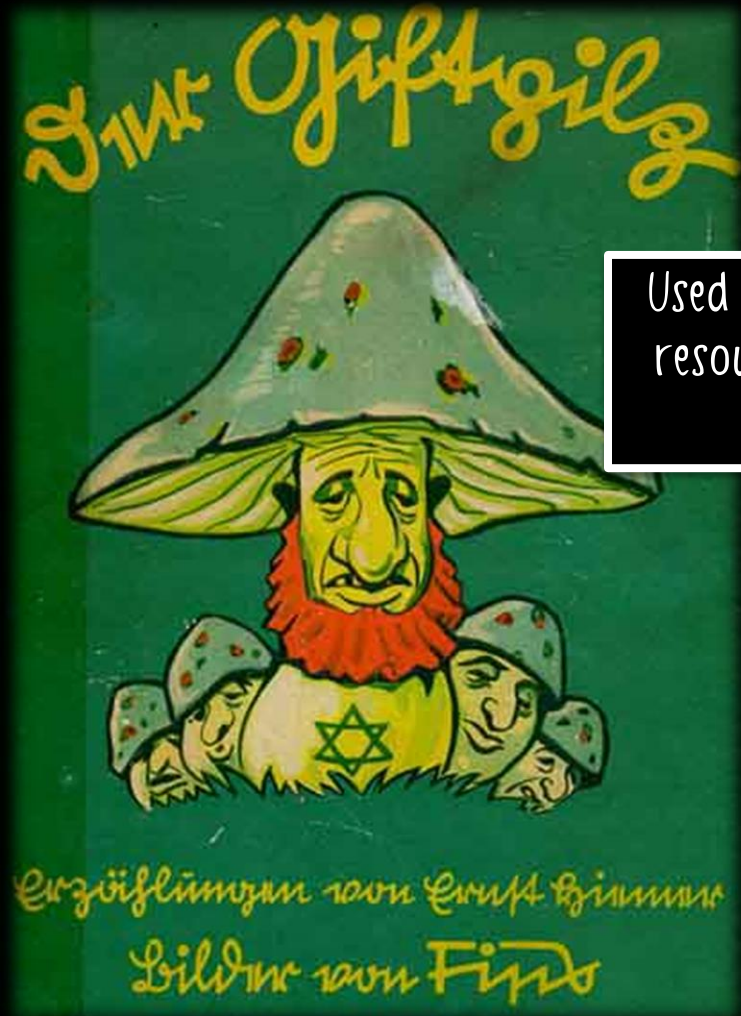
Plays on
emotions

The spreading of
information to
manipulating public
opinion to gain support
for one's cause

Symbols, images, words, or
music

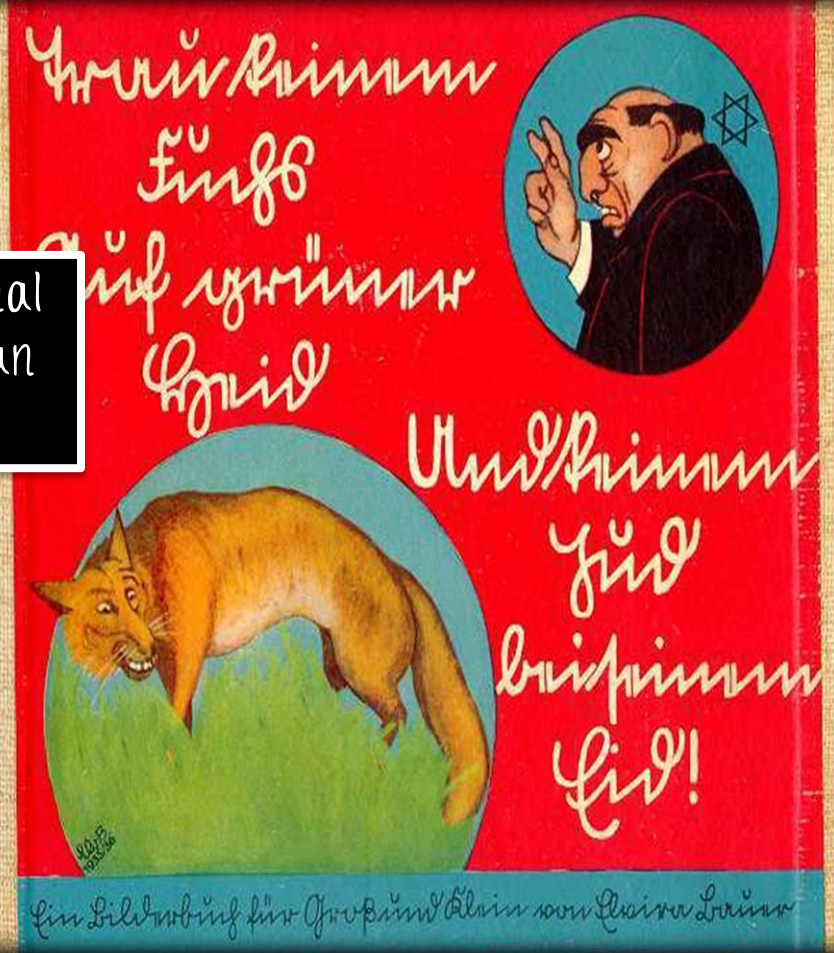


Anti-Semitic Children's Books



Used as instructional resources in German schools.

The Poisonous Mushroom



Trust No Fox in the Green Meadow and No Jew on His Oath.

COMMON PROPAGANDA TECHNIQUES

- Bandwagon
- Testimonial
- Plain Folks
- Transfer
- Fear/Card Stacking
- Glittering Generalities
- Name-calling

BANDWAGON

APPEALS TO A
PERSON'S
DESIRE TO BE ON
THE WINNING
SIDE



Questioning prospective customers' manhood while choosing a computer.

TESTIMONIAL

- ENDORSEMENTS TO CONNECT A FAMOUS PERSON WITH A PRODUCT OR IDEAL "SELL" THE PRODUCT OR IDEAL.



Jessica Simpson is backing the product and sharing her experiences.

PLAIN FOLKS

AN ATTEMPT TO
CONVINCE THE PUBLIC
THAT THE VIEWS
REFLECT THOSE OF THE
"COMMON PERSON."



Subway Jared is just an
common person who lost a ton
of weight eating Subway.

TRANSFER

USED TO
TRANSFER
NEGATIVE (OR
POSITIVE)
FEELINGS FOR ONE
OBJECT TO
ANOTHER



The negative feelings associated with communism are transferred to illegally downloading music.

FEAR/CARD STACKING

PRESENTS
INFORMATION
THAT IS POSITIVE
AND OMITTS
INFORMATION
CONTRARY TO IT.



Advil[®] PM

Less Time Awake. More Time Asleep.[®]

Switch from Tylenol[®] PM to Advil[®] PM because you'll spend less time lying awake with aches and pains and more time asleep.

See for yourself...
The difference is a **better** night's sleep.

Wyeth[®]
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Advil and Advil PM are trademarks and/or registered trademarks of Wyeth.
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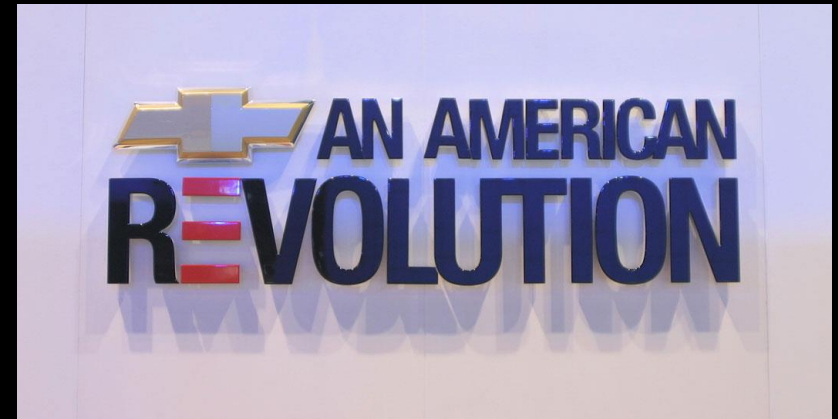
AdvilPM.com

Use as directed for occasional discomforts associated with minor aches and pains.

Only the positives are listed and it does not address similar brands' positive qualities

GLITTERING GENERALITIES

EMOTIONAL-APPEALING
WORDS TO INVOKE
POWERFUL EMOTIONS
SUCH AS: HONOR,
GLORY, LOVE OF
COUNTRY, AND
FREEDOM



Consumers may be more inclined to buy Chevy cars because they will associate them with patriotism

NAME-CALLING

ATTEMPTS TO AROUSE
PREJUDICE AMONG THE
PUBLIC BY LABELING THE
TARGET SOMETHING
THAT THE PUBLIC
DISLIKES

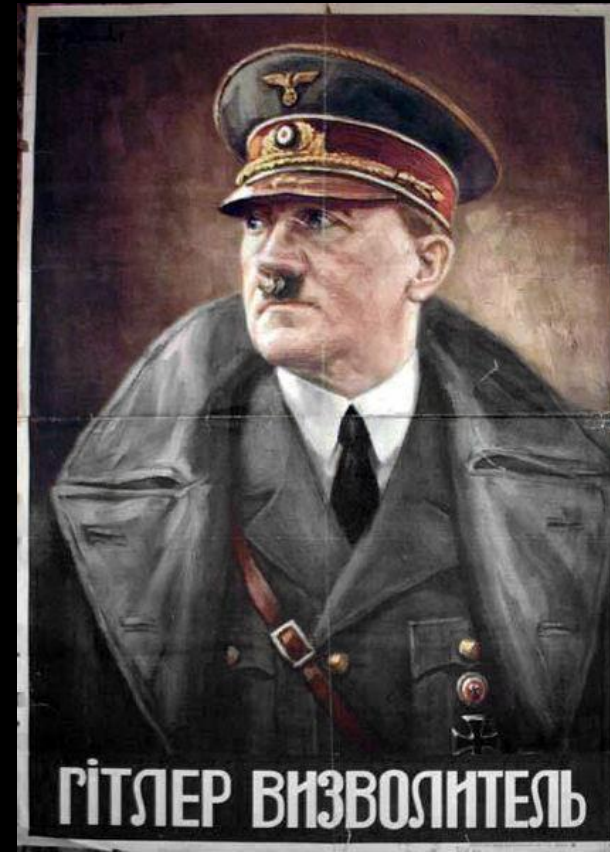


NAZI PROPAGANDA PRACTICES



MAKING A LEADER

- Nazi propaganda idolized Hitler
- Under the Nazi regime, Germans were expected to pay public allegiance to the Hitler such as giving the Nazi salute and greeting others on the street with “Heil Hitler!”



PROPAGANDA FACTS

Millions of German young people were won over to Nazism in the classroom and through extracurricular activities.

- Nazi propaganda frequently stressed the power of a mass movement to propel the country forward, hence the upward angle of the hands.



GROUP WORK INSTRUCTIONS

- Answer all questions in complete sentences. Have one member to write the answers and one member to present.
1. What is the Nazi's point of view based on this cartoon?
 2. The most effective posters use symbols that are unusual, simple, and direct. What symbols (if any) are used in the poster and what do they symbolize?
 3. Explain why this cartoon is persuasive? Which propaganda techniques are being used?
 4. What does the Nazi Government hope the audience will do as a result of this cartoon?

“THE SPIDER”

This cartoon appeared in the 26th edition of an anti-Semitic weekly newspaper in 1934. It reads, "The Spider. Many victims are trapped in the web, caught by flattering words. Rip the web of deceit and free German youth."



"BEHIND THE ENEMY POWERS: THE JEW."

WHAT DOES
THE TITLE
MEAN?



“ILLUSTRATING THE JEW AS A DEVIL”

GERMAN
NEWSPAPER

Der Stürmer
Deutsches Wochenblatt zum Kampfe um die Wahrheit
HERAUSGEBER: JULIUS STREICHER

47 Tübingen, im November 1937 14. Jahr
1937

Wirtschaft und Judentum

Ohne Lösung der Judenfrage keine Erlösung der deutschen Wirtschaft
Der Stürmer und der deutsche Kaufmann

Dämon Geld



Weld II! Wacht! Wer Juden Geld braucht, muß unsere Wacht lässeln. Man muß die Wächter nur dazu bringen über ihre Schreibtische zu leben, damit sie unser Geld brauchen.

Die Juden sind unser Unglück!

'JEWS POISON'

**"JUST WAIT, WE'LL PUT A STOP TO YOUR
DIRTY TRICKS."**



“WEAKNESS COSTS”

Täglich RM 5.50
kostet den Staat
ein Erbkranker

für RM 5.50
kann eine erdgefunde Familie
1 Tag leben !



- Daily cost to the state of maintaining one chronically ill person (5.5 marks) could be better spent supporting an entire healthy German family

TICKET OUT

- (Where do you see these techniques today?
- What is one example of propaganda and which specific technique is used?
- Is it effective?