

JOSEPH GOEBBELS
NAZI PROPAGANDIST
(1897 -1945)



Note : This is only to acquaint with certain tenets which fall within the psyop paradigm. All of what the Third Reich stood for was obnoxious and cruel at the extreme of extremes.

In 1933 the Nazi Party member Joseph Goebbels became Adolf Hitler's propaganda minister, which gave him power over all German radio, press, cinema, and theater.

In 1925 Goebbels met the party leader Adolf Hitler. In 1926 he was made *Gauleiter*, or party leader, for the region of Berlin, and in 1927 he founded and became editor of the official National Socialist periodical *Der Angriff* (The Attack). He was elected to the Reichstag, the German parliament, in 1928. By exploiting mob emotions and by employing all modern methods of propaganda Goebbels helped Hitler into power.

His work as a propagandist materially aided Hitler's rise to power in 1933. When Hitler seized power in 1933, Goebbels was appointed Reichsminister for propaganda and national enlightenment. From then until his death, Goebbels used all media of education and communications to further Nazi propagandistic aims, instilling in the Germans the concept of their leader as a veritable god and of their destiny as the rulers of the world. In 1938 he became a member of the Hitler cabinet council. Late in World War II, in 1944, Hitler placed him in charge of total mobilization.

As Reichsminister for Propaganda and National Enlightenment, Goebbels was given complete control over radio, press, cinema, and theater; later he also regimented all German culture. Goebbels placed his undeniable intelligence and his brilliant insight into mass psychology entirely at the service of his party. His most virulent propaganda was against the Jews. As a hypnotic orator he was second only to Hitler, and in his staging of mass meetings and parades he was unsurpassed. Utterly cynical, he seems to have believed only in the self-justification of power. He remained loyal to Hitler until the end. On May 1, 1945, as Soviet troops were storming Berlin, Goebbels committed suicide.

Listed below are the principles purported to summarize what made Goebbels tick or fail to tick. They may be thought of as his intellectual legacy. Whether the legacy has been reliably deduced is a methodological question. Whether it is valid is a psychological matter. Whether or when parts of it should be utilized in a democratic society are profound and disturbing problems of a political and ethical nature.

GOEBBELS' PRINCIPLES OF PROPAGANDA

Based upon *Goebbels' Principles of Propaganda* by Leonard W.

Doob, published in *Public Opinion and Propaganda; A Book of Readings edited for The Society for the Psychological Study of Social Issues*.

1. Propagandist must have access to intelligence concerning events and public opinion.
2. Propaganda must be planned and executed by only one authority.
 - a. It must issue all the propaganda directives.
 - b. It must explain propaganda directives to important officials and maintain their morale.
 - c. It must oversee other agencies' activities which have propaganda consequences
3. The propaganda consequences of an action must be considered in planning that action.
4. Propaganda must affect the enemy's policy and action.
 - a. By suppressing propagandistically desirable material which can provide the enemy with useful intelligence
 - b. By openly disseminating propaganda whose content or tone causes the enemy to draw the desired conclusions
 - c. By goading the enemy into revealing vital information about himself
 - d. By making no reference to a desired enemy activity when any reference would discredit that activity

5. Declassified, operational information must be available to implement a propaganda campaign
6. To be perceived, propaganda must evoke the interest of an audience and must be transmitted through an attention-getting communications medium.
7. Credibility alone must determine whether propaganda output should be true or false.
8. The purpose, content and effectiveness of enemy propaganda; the strength and effects of an expose; and the nature of current propaganda campaigns determine whether enemy propaganda should be ignored or refuted.
9. Credibility, intelligence, and the possible effects of communicating determine whether propaganda materials should be censored.
10. Material from enemy propaganda may be utilized in operations when it helps diminish that enemy's prestige or lends support to the propagandist's own objective.
11. Black rather than white propaganda may be employed when the latter is less credible or produces undesirable effects.
12. Propaganda may be facilitated by leaders with prestige.
13. Propaganda must be carefully timed.
 - a. The communication must reach the audience ahead of competing propaganda.
 - b. A propaganda campaign must begin at the optimum moment
 - c. A propaganda theme must be repeated, but not beyond some point of diminishing effectiveness
14. Propaganda must label events and people with distinctive phrases or slogans.
 - a. They must evoke desired responses which the audience previously possesses

b. They must be capable of being easily learned

c. They must be utilized again and again, but only in appropriate situations

d. They must be boomerang-proof

15. Propaganda to the home front must prevent the raising of false hopes which can be blasted by future events.

16. Propaganda to the home front must create an optimum anxiety level.

a. Propaganda must reinforce anxiety concerning the consequences of defeat

b. Propaganda must diminish anxiety (other than concerning the consequences of defeat) which is too high and which cannot be reduced by people themselves

17. Propaganda to the home front must diminish the impact of frustration.

a. Inevitable frustrations must be anticipated

b. Inevitable frustrations must be placed in perspective

18. Propaganda must facilitate the displacement of aggression by specifying the targets for hatred.

19. Propaganda cannot immediately affect strong counter-tendencies; instead it must offer some form of action or diversion, or both.

Goebbels's Principles

Reich Minister of Public Enlightenment and Propaganda, Joseph Goebbels, left an account in his diary of the tactics used to promote the Nazi cause. These principles are reprinted below as summarized by Leonard W. Doob in his essay, *Goebbels' Principles of Propaganda*

The purpose of reprinting these tactics is to recognize just how universally applicable they are and to draw parallels to current forms of persuasion.

PRINCIPLE 1: PROPAGANDISTS MUST HAVE ACCESS TO INTELLIGENCE CONCERNING EVENTS AND PUBLIC OPINION

PRINCIPLE 2: PROPAGANDA MUST BE PLANNED AND EXECUTED BY ONLY ONE AUTHORITY

PRINCIPLE 3: THE PROPAGANDA CONSEQUENCES OF AN ACTION MUST BE CONSIDERED IN PLANNING THAT ACTION

PRINCIPLE 4: PROPAGANDA MUST AFFECT THE ENEMY'S POLICY AND ACTION

PRINCIPLE 5: DECLASSIFIED, OPERATIONAL INFORMATION MUST BE AVAILABLE TO IMPLEMENT A PROPAGANDA CAMPAIGN

PRINCIPLE 6: TO BE PERCEIVED, PROPAGANDA MUST EVOKE THE INTEREST OF AN AUDIENCE AND MUST BE TRANSMITTED THROUGH AN ATTENTION-GETTING COMMUNICATIONS MEDIUM

PRINCIPLE 7: CREDIBILITY ALONE MUST DETERMINE WHETHER PROPAGANDA OUTPUT SHOULD BE TRUE OR FALSE

PRINCIPLE 8: THE PURPOSE, CONTENT, AND EFFECTIVENESS OF ENEMY PROPAGANDA; THE STRENGTH AND EFFECTS OF AN EXPOSE; AND THE NATURE OF CURRENT PROPAGANDA CAMPAIGNS DETERMINE WHETHER ENEMY PROPAGANDA SHOULD BE IGNORED OR REFUTED

PRINCIPLE 9: CREDIBILITY, INTELLIGENCE, AND THE POSSIBLE EFFECTS OF COMMUNICATING DETERMINE WHETHER PROPAGANDA MATERIALS SHOULD BE CENSORED

PRINCIPLE 10: MATERIAL FROM ENEMY PROPAGANDA MAY BE UTILIZED IN OPERATIONS WHEN IT HELPS DIMINISH THAT ENEMY'S PRESTIGE OR LENDS SUPPORT TO THE PROPAGANDIST'S OWN OBJECTIVE

PRINCIPLE 11: BLACK RATHER THAN WHITE PROPAGANDA MUST BE EMPLOYED WHEN THE LATTER IS LESS CREDIBLE OR PRODUCES UNDESIRABLE EFFECTS

PRINCIPLE 12: PROPAGANDA MAY BE FACILITATED BY LEADERS WITH PRESTIGE

PRINCIPLE 13: PROPAGANDA MUST BE CAREFULLY TIMED

PRINCIPLE 14: PROPAGANDA MUST LABEL EVENTS AND PEOPLE WITH DISTINCTIVE PHRASES OR SLOGANS

PRINCIPLE 15: PROPAGANDA TO THE HOME FRONT MUST PREVENT THE RAISING OF FALSE HOPES WHICH CAN BE BLASTED BY FUTURE EVENTS

PRINCIPLE 16: PROPAGANDA TO THE HOME FRONT MUST CREATE AN OPTIMUM ANXIETY LEVEL

PRINCIPLE 17: PROPAGANDA TO THE HOME FRONT MUST DIMINISH THE IMPACT OF FRUSTRATION

PRINCIPLE 18: PROPAGANDA MUST FACILITATE THE DISPLACEMENT OF AGGRESSION BY SPECIFYING THE TARGETS FOR HATRED

PRINCIPLE 19: PROPAGANDA CANNOT IMMEDIATELY AFFECT STRONG COUNTER-TENDENCIES; INSTEAD IT MUST OFFER SOME FORM OF ACTION OR DIVERSION, OR BOTH

Propaganda Ministry - Joseph Goebbels

Joseph Goebbels led an extensive ministry in order to promote Nazism and debase Jews in Europe. He inflamed German people's hatred and directed it at Jews, and he persuaded the youth of Germany to believe that joining the Hitler Jugend would benefit the Reich. He did so much to aid the Reich that it has been said Nazi efforts would have failed without him.

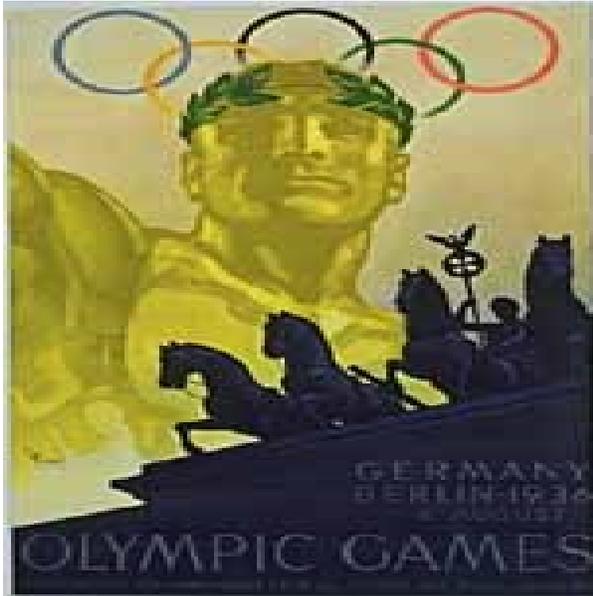


In this picture a civilian wearing the swastika armband of a Nazi passes out anti-Jewish boycott signs which read: "Germans, defend yourselves against Jewish atrocity propaganda, buy only at German stores." Sturmabteilung (SA) members post them on Jewish owned businesses.

Propaganda like these posters encouraged Germans to aid the war effort. Also, Germans believed that the Jews were to blame for their tribulations during the war and they were responsible for the war itself. All this is attributed the efforts of the Reich Propaganda Ministry.



Posters like these promoted enlistment and joining of the Hitler Jugend, the SS, SA, Gestapo, regular military, and various other Reich forces. They promoted Germans as superior humans. These posters shown on either side are (clockwise): A poster showing a youth with a swastika flag, an advertisement for the Waffen Schutzstaffel, and a poster promoting the Olympic Games. They



show the Nazi ideology of Aryans being superior to all other races.

The 1936 Olympics were the perfect example of how Goebbels used propaganda to the advantage of the Nazis. Hitler initially held the Olympics in low regard because of their internationalism, but he became an avid supporter after Joseph Goebbels convinced him of their propaganda value. The regime provided full financial support for the event, 20,000,000 Reichsmarks (\$8,000,000). German athletes were depicted as

superhuman and unbeatable. Nazis also wanted to mask their anti-Semitism and racism.

Goebbels used posters like this one to Jews as carousing, wicked, and base. At the bottom of the poster is an excerpt from page 97 of *The Eternal Jew* which reads:

"The Jew in his element:



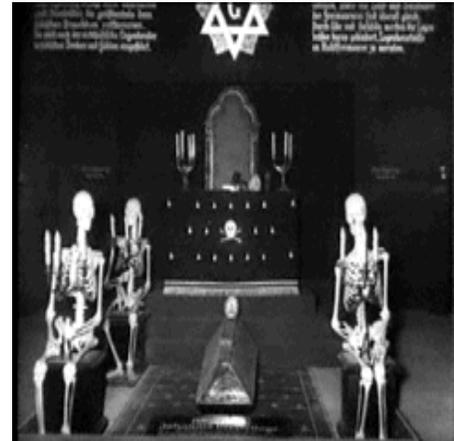
Der Jude in seinem Element: unter Schwarzen im Pariser Nachtklub.

Die fälschliche Welt des Herrenjens, das ist die Kultur, die der Jude den Völkern bringt, um sie zu entmenschen und zu unterjochen. Aber selber scheint das so wenig anzuhängen wie den Katzen die Felle, die sie vorstehlen.



With Blacks in a Parisian night club. The Jew brings people the glittering world of perversion as a way of unnerving and enslaving them. He seems to worry as little about it as the rats worry about the plague they carry."

Goebbels' extreme hatred of the Jews arises from his monstrous inferiority complex. He exhibits this rage with his propaganda ministry, the perfect channel for his negative energy. In the poster on the left he reviles the 'inferior races.'



The picture on the right is more propaganda against Jews, Gypsies, and other Semites. The Reich was exulted by Goebbels' ministry, while its opponents were denounced. The skeletons in the picture are meant to depict Jews and Gypsies, which were considered by the Reich as "unconditionally exterminable." Propaganda like this swayed the German population to support the Reich and unified the people in their hatred of Jews and other groups. They were led to believe that Jews were to blame for the war and their other sufferings and grievances.

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Room No.15

Secret Intelligence Service

Adversitate. Custodi. Per Verum