

# **Propaganda**

## **Introduction**

This book is not propagandistic material. We just wanted to create some collection of propaganda posters and explanations for study purpose. Our aim is not to spread any of these ideas which are here, but we want to avoid them.

Thank you

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## **1. What is Propaganda?**

Propaganda is the particular doctrine or principle propagated by an organization or movement. The aim of propaganda is to influence audience which means change their attitude of some idea.

Propaganda provided information, to influence audience. It is usually presented by lying, people who spread some ideas use emotional presentation rather than rational. Desired result is changed attitude toward people. We can also say that propaganda is kind of weapon.

## **2. Types of Propaganda**

### **Natzi propaganda**

Was created by Ministry of Public Enlightenment and Propaganda. All journalists, writers, and artists were required to register with one of the Ministry's subordinate chambers for the press, fine arts, music, theatre, film, literature, or radio. The Nazis believed in propaganda as a vital tool in achieving their goals. They influenced public opinion through the use of media. Nazi propaganda provided a crucial instrument for acquiring and maintaining power, and for the implementation of their policies. Another aim of Natzi propaganda was to asperse opposition eg. Bolsheviks.

Adolf Hitler presented, that propaganda have to be addressed to the masses because his idea was that a mass doesn't think, it's brainwashed and do whatever you say.

### **Pictures of Natzi propaganda:**



Anti-Bolshevik Nazi propaganda poster. The translated caption: "Bolshevism without a mask - large anti-Bolshevik exhibition of the NSDAP."





Nazi Poster depicting American liberators as monster.

## Propaganda in the Soviet Union

This propaganda was extensively based on Marxism- Leninism ideology to promote Communism. In societies with strict censorship, the propaganda was omnipresent and very efficient. This propaganda was spread in schools, press, meetings, demonstrations....

Important aim of Soviet propaganda was to create a new man. Schools and the Communist youth organizations, like Soviet pioneers was set up to remove children from bourgeois family to made next generation of collective way of life.

In 1917, coming out of underground movements, the Communists prepared to begin publishing *Pravda*. The very first law the Communists passed on assuming power was to suppress newspapers that opposed them. And in 1918, Lenin had liquidated the independent press.

This propaganda was extremely cruel and without any sense. People, who were opposing Soviet Union were killed or sent to gulags which were “working camps”. Communists sent “enemies of state” to die there. There was no chance to revolt to them. They had two choices: to be a communist or die.

## Pictures of Soviet Union propaganda



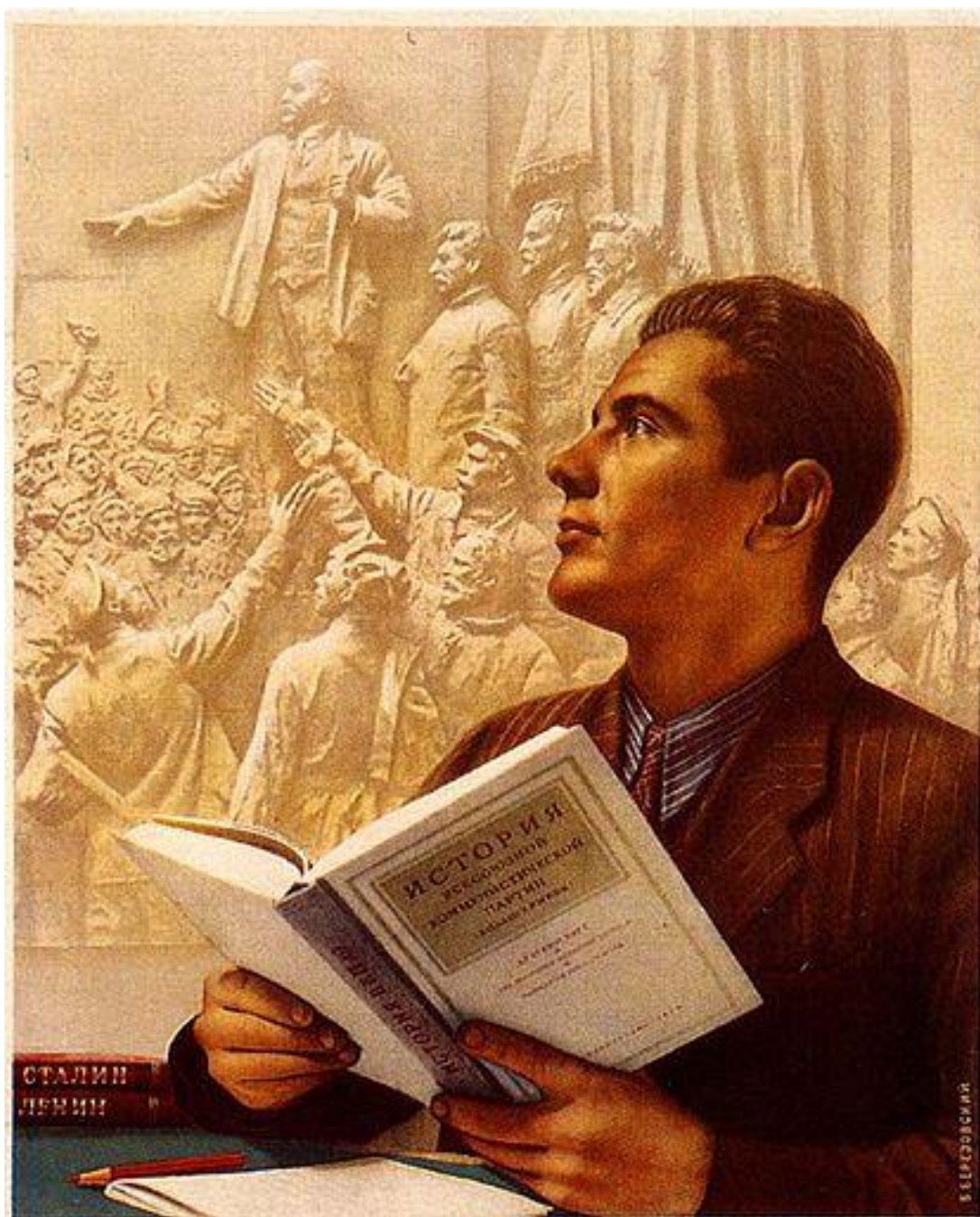


October Revolution poster



"Day after day, life becomes even happier!"





**ИЗУЧАЙТЕ ВЕЛИКИЙ ПУТЬ  
ПАРТИИ ЛЕНИНА-СТАЛИНА!**

**Study the Great Path of the Party of Lenin and Stalin!**



## British propaganda

British propaganda had various forms. Britain used a variety of media called for actions needed for a war. Much of propaganda was made for Hitler's dictatorship. Germany was treated as a particular font of evil within the Axis, and a greater threat than Japan and Italy. Churchill presented Hitler as the central issue of the war.

Propaganda fomented support for allies in the war, first for the European nations and then for the USSR and USA, with support for the Commonwealth being pervasive.

## Lord Kitchener

A 1914 recruitment poster depicting Secretary of State for War Lord Kitchener above the words "WANTS YOU" was the most famous image used in the British Army recruitment campaign of World War I. The poster has often been seen as a driving force helping to bring millions of men into the Army. The image first appeared in the front cover of the hugely influential *London Opinion* magazine on 5 September 1914, a month that had the highest number of volunteers. This is the most famous poster in history.

# BRITONS



Britons Lord Kitchener Wants You. Join

Your Country's Army! God save the King.



Original poster of Lord Kitchener

## United States propaganda

### **Uncle Sam**

- Uncle Sam became the popular symbol of the United States.
- Uncle Sam is a common national personification of the American government originally used during the War of 1812.
- He is depicted as a stern elderly man with white hair and a goatee beard. Typically he is dressed in clothing that recalls the design elements of the flag of the United States.
- The first use of Uncle Sam in literature was in the 1816 allegorical book- *The Adventures of Uncle Sam in Search After His Lost Honor* by Frederick Augustus Fiddler.
- The well-known "recruitment" image of Uncle Sam was created by James Montgomery Flagg, an illustrator and portrait artist best known for commercial art.
- The image of Uncle Sam was shown publicly for the first time in a picture by Flagg on the cover of the magazine *Leslie's Weekly*, on July 6, 1916, with the caption "What Are You Doing for Preparedness?"
- Earlier representative figures of the United States included such beings as "Brother Jonathan," used by *Punch* magazine. These were overtaken by Uncle Sam somewhere around the time of the Civil War. The female personification "Columbia" has seldom been seen since the 1920s.
- More than four million copies of this image were printed between 1917 and 1918. The image also was used extensively during World War I and II.
- There are two memorials to Uncle Sam, both of which commemorate the life of Samuel Wilson. The first is near Riverfront Park in Troy, NY, which was where he lived. The second is in Arlington, MA, which is where he was born.





**Brother Johnatan**



**Columbia**



**James Montgomery Flagg**



ILLUSTRATION BY JAMES MONTGOMERY FLAGG

**I WANT YOU  
FOR U.S. ARMY**

**NEAREST RECRUITING STATION**





