

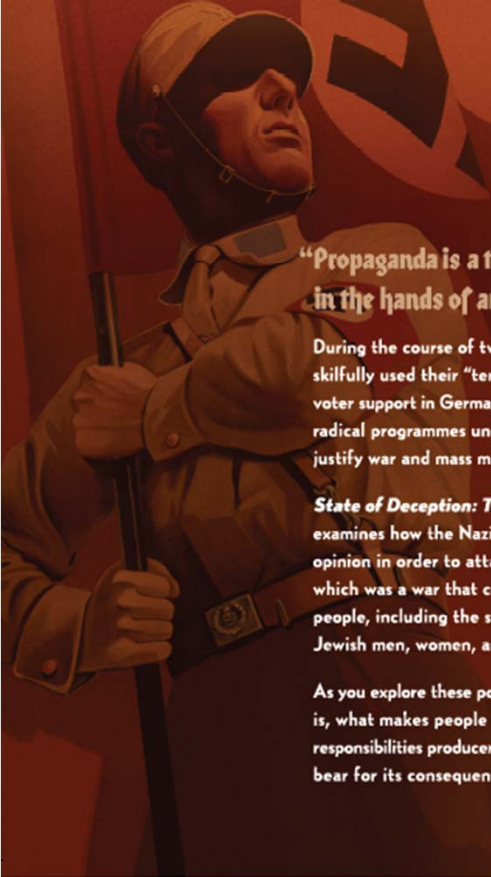
**UNITED STATES
HOLOCAUST
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STATE OF DECEPTION

THE POWER OF NAZI PROPAGANDA



**“Propaganda is a truly terrible weapon
in the hands of an expert.”** —Adolf Hitler, 1924

During the course of two decades, Nazi propagandists skilfully used their “terrible weapon” to win broad voter support in Germany’s young democracy, implement radical programmes under the party’s dictatorship, and justify war and mass murder.

State of Deception: The Power of Nazi Propaganda examines how the Nazis sought to manipulate public opinion in order to attain their goals, the end result of which was a war that cost the lives of some 55 million people, including the systematic murder of 6 million Jewish men, women, and children in the Holocaust.

As you explore these posters, consider what propaganda is, what makes people vulnerable to it, and what responsibilities producers and consumers of propaganda bear for its consequences.

PROPAGANDA

is biased information designed to shape public opinion and behaviour.

Its power depends on

- message
- technique
- means of communication
- environment
- audience receptivity

Propaganda

- uses truths, half-truths, or lies
 - omits information selectively
 - simplifies complex issues or ideas
 - plays on emotions
 - advertises a cause
 - attacks opponents
 - targets desired audiences
-

USHMM Exhibit on Nazi Propaganda



**European Parliament, Brussels
January - November 2018**

PROPAGANDA IS ALL AROUND US.

*Do you know how to recognize
and respond to it?*



LEARN

how to recognize propaganda
when you see it



RATE

examples, interpret their
messages and assess their
impact



BROWSE

and sort examples uploaded to
this site



UPLOAD

and share examples from your
community

Recognizing Propaganda

Propaganda appears in a variety of forms and uses common techniques to successfully influence people, including:

1. **Activating strong emotions**
 2. **Responding to audience needs & values**
 3. **Simplifying information & ideas**
 4. **Attacking opponents**
-

Beneficial or Harmful? Analyzing the Impact of Propaganda

To assess whether a particular example of propaganda is beneficial, benign, or harmful, consider these factors:

- **Message:** The nature of the information and ideas being expressed
 - **Techniques:** The use of symbols and rhetorical strategies that attract attention and activate emotional response
 - **Environment and Context:** Where, when, and how people encounter the message
 - **Means of Communication & Format:** How the message gets to people and what form it takes
 - **Audience Receptivity:** How people think and feel about the message and how free they are to accept or reject it
-



RATE THIS EXAMPLE FROM "BENEFICIAL" TO "HARMFUL"



BENEFICIAL

HARMFUL

[RATE MORE >](#)



BENEFICIAL

SEE HOW YOUR RATING COMPARES TO OTHERS

HARMFUL

[RATE MORE >](#)

**LOVE
YOUR
LUNGS**



**SIMPLE
REFRESHING
SMOKE FREE**

RATE THIS EXAMPLE FROM "BENEFICIAL" TO "HARMFUL"



BENEFICIAL

HARMFUL

RATE MORE >

**LOVE
YOUR
LUNGS**



**SIMPLE
REFRESHING
SMOKE FREE**

0%

0%

0%

13%

87%

BENEFICIAL

SEE HOW YOUR RATING COMPARES TO OTHERS

HARMFUL

RATE MORE >



State of Deception poster set is freely available on our website in 10 languages:

- Arabic
- Chinese
- Dutch
- English
- French
- Hungarian
- Kiswahili
- Russian
- Spanish
- Ukrainian

www.ushmm.org/sod-posters/
