Before we look specifically at how effective propaganda was in Nazi Germany, it is probably worth considering what we mean by propaganda itself – this will help you throughout the unit.

**The basics**:

|  |  |
| --- | --- |
| **Definition of ‘Propaganda’** |  |
| **Origin of the Word** |  |

**Implications of propaganda**:

Professor Bruner’s view of ‘good and bad propaganda?

Why is this a poor argument? Why no such thing as ‘good’ propaganda?

**Techniques of Propaganda:**

|  |  |  |
| --- | --- | --- |
| **Method** | **Example/Explanation** | **Example from Nazi Propaganda (complete later)** |
| 1. Name calling |  |  |
| 1. Bandwagon |  |  |
| 1. Glittering generalities |  |  |
| 1. Card stacking |  |  |
| 1. Subliminal Messaging |  |  |
| 1. ‘Plain Folks’ |  |  |

**Where is propaganda? Give examples…**

**Why is broadcast media the most ‘dangerous’?**

**Other notes:**