

Visual Analysis of Nazi Images

ACCESS THIS RUBENSTEIN LIBRARY INSTRUCTION SESSION GUIDE ONLINE AT:
guides.library.duke.edu/nazi_propaganda/intro

BRIEF OVERVIEW

When historians explore the success of the *Nationalsozialistische Deutsche Arbeiter-Partei* or Nazi Party, they often point to its ubiquitous and effective propaganda. Using visual imagery targeting men, women, and children, party loyalists presented a movement that appealed to fundamental values: love of country; physical strength and vigor; and deep-seated prejudice against individuals who did not conform to rigid notions of the ideal German citizen of the “Aryan race” due to their religion, race, sexual orientation, disabilities, or political leanings.

LEARNING OBJECTIVES

By analyzing this collection of images, students will:

- **Characterize** how the Nazi Party used imagery to gain followers.
- **Analyze and evaluate** images.
- **Explain** the ways propaganda of all kinds functions.

SESSION OUTLINE

Activity:

Students will choose one of the [documents provided](#). Ask students to imagine being a German living in the 1930s.

Discussion Questions:

Ask students to consider these questions:

- Can you point to any aspects that identify it as Nazi propaganda?
- What is its target audience? Think about age, gender, and social class.
- Would it make a German citizen want to join the movement? If so, what elements of the picture contribute to that desire? Please consider the objects in the picture; the arrangement of things, buildings, and people; the physical appearance, dress, and facial expressions of the people; and any symbols.
- Share your findings with your classmates. Looking at all the images together, can you draw any general conclusions about Nazi propaganda?
- In contemporary culture, advertisements often use similar techniques. Find an ad in a magazine or online and compare it to the Nazi image you chose. How does the modern picture promote an aesthetic ideal and elicit a desire for conformity and belonging in the viewer?

QUESTIONS?

special-collections@duke.edu

DEVELOPED BY:

Elizabeth Dunn

Research Services Librarian

elizabeth.dunn@duke.edu



DUKE UNIVERSITY
LIBRARIES



THIS WORK IS LICENSED UNDER THE CREATIVE COMMONS ATTRIBUTION-NONCOMMERCIAL 4.0 INTERNATIONAL LICENSE. TO VIEW A COPY OF THIS LICENSE, VISIT [CREATIVECOMMONS.ORG/LICENSES/ BY-NC/4.0/](https://creativecommons.org/licenses/by-nc/4.0/) OR SEND A LETTER TO CREATIVE COMMONS, PO BOX 1866, MOUNTAIN VIEW, CA 94042.