

Psychological Warfare in World War II

Propaganda 1941-1949

Context

- World War II
- France
- Germany
- Allied Forces

c. Psychological warfare. As used in this manual, psychological warfare consists of activities, other than combat, which communicate ideas and information intended to affect the minds, emotions, and actions of the enemy, and which are conducted by a military command in conjunction with its combat operations, for the purpose of reducing the enemy morale and will to fight. Such activities are conducted in consonance with policies announced through command channels. The most important weapon in the arsenal of psychological warfare is propaganda.

THE RADIO COMMUNICATION OF
WAR NEWS IN GERMANY

HANS SPEIER

REPRINTED FROM
SOCIAL RESEARCH
NOVEMBER 1941

- Freudism (Id)
- Scientific Technocracy (Lasswell)

RESTRICTED

ALLIED FORCE HEADQUARTERS

Psychological Warfare

P. W. B.

COMBAT PROPAGANDA

(Not to be taken into Front Lines)

RESTRICTED

Lippman's
Theory of
Public
Opinion
Formation

**Propaganda is a Proven
Weapon of Warfare ...**

**Leaflets won't Win the War Alone
Radio Won't Win the War Alone
Propaganda won't Win the War Alone**

But ...

**Neither Will Bombs... nor Bullets...
Nor Bayonets... Used Alone**

**It is Only Through the Integrated Use
of All Arms, Services and Weapons
that Victory will be Achieved.**

Enemy Psychological Warfare to Allied Troops

Enemy Aims and Methods

In addition to these special devices, the German propaganda on troop shows makes use of the standing enemy directives on pan propaganda:

1. Blame the war on Roosevelt.
2. Recall the President's promise that no troops will be sent overseas.
3. Tell the soldiers that the national economy is being ruined by an orgy of spending.
4. Tell the soldiers that the profits from this "orgy" are going mainly to Jewish financiers and Bolshevist union racketeers.
5. Tell the soldiers that Roosevelt will not dare to recall the soldiers, even in the improbable event of an American victory, because there will be a shutdown of all the war plants and there will be no jobs to offer. So, rather than run the risk of enraged ex-servicemen, the President will keep them in uniform for many more years, under the pretense that the national emergency still exists.
6. Tell the soldiers that they wouldn't have their old jobs returned to them anyway for the "New Deal bureaucrats" are solidly in power, and prefer the support of "Communist-ruled union workers" who have gained great power during the war.
7. Tell the soldiers that they are, after all, only fighting to save the British Empire, that Russia wants to rule the

Enemy Psychological Warfare to Allied Troops Cont.

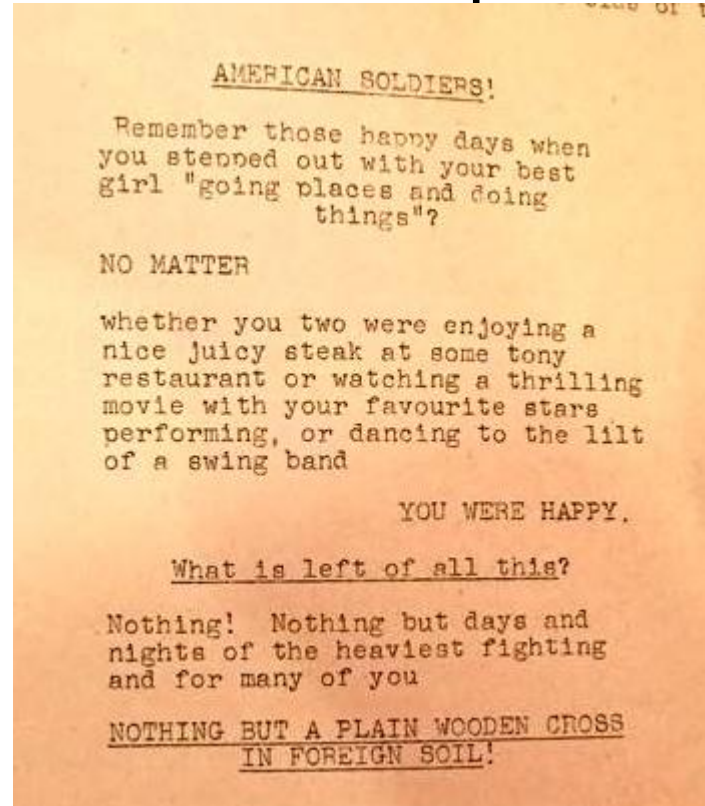
Media of Psychological Warfare

Radio Propaganda

Leaflet Propoganda

Popular Music-American Jazz

Rumors



Radio Propaganda

the dialogue form -- usually between a man and woman, such as the Sally and George show) pictures the life of a worker in the United States who is earning a large salary for the first time in years. He is having dinner at the finest restaurant in town, and is escorting a beautiful girl. There is plenty of liquor on the table, the soldier is told. Then the scene changes and it is morning. The worker is being awakened by his landlady who says that it is nine o'clock and he is already an hour late. He rushes to the factory with a hangover and trembling hands. His job is to measure calibrations with sensitive instruments. The slightest mistake may result later in a gun exploding in a soldier's hands, or a sudden jamming of controls on a plane.

Then, there is the show which tells the soldier that his girl friend or wife is being courted by the "4Fs", the "draft dodgers" in the factory, the "government bureaucrats"; that fidelity is a fine thing, but after all, you've been away a long time soldier, and you know how those things are. Jane always did like to dance and have a good time, and you can't expect a girl to wait forever, can you -- and much more of the same.

Science Technocracy

FM 33-5

DEPARTMENT OF THE ARMY FIELD MANUAL
~~HEADQUARTERS ROTC~~
Washington and Lee University
Detachment 13 2804-3 ASU
Lexington, Virginia

PSYCHOLOGICAL WARFARE IN COMBAT OPERATIONS

RESTRICTED. DISSEMINATION OF RESTRICTED MATTER.—No person is entitled solely by virtue of his grade or position to knowledge or possession of classified matter. Such matter is entrusted only to those individuals whose official duties require such knowledge or possession. (See also AR 380-5.)

DEPARTMENT OF THE ARMY • AUGUST 1949

Nazi Propaganda Posters



ROOSEVELT *rekende verkeerd!*


De vangarmen van
DE-DOLLARPOLIEP
worden afgesneden



De joden in het Witte Huis
en het goud in fort Knox worden
omsingeld door de jonge volken,
door de legers van den arbeid

The illustration shows a large dollar sign (\$) with several tentacles extending from it. One tentacle is positioned over a map of the Americas. The background is dark with small white birds or ships scattered around.

RODDELEN
—SCHAADT UW VOLK—



DE RUYTER
TENTONSTELLEN

The illustration depicts a map of Europe, including the British Isles, France, Germany, and Scandinavia, rendered in dark silhouette. The map is set against a background of a brick wall. The text is in a bold, sans-serif font.



WERKERS VAN



Magic Bullet Theory

- October 14, 1944
- New York Times

Nazis Open Propaganda Drive To Counter Allied 'Shock Reports' Goebbels Launches Campaign to Reach From Fifth Grade to College—Effort Will Link All Germans With Party

A nation-wide counter-propaganda drive aimed at cementing German war morale, beginning in fifth grade classrooms and extending through the Army to the entire social framework, has been launched by the Nazis to combat the "thoughtless spreading of war-essential facts" and to drive home the line that the Allies are fighting all Germans and not just the Nazis.

The extent of the campaign, known under the title of "The Enemy Listens In," and including a subsidiary "Warning Week" directed against "rumor-mongering," was revealed by the Nazi periodical *Deutsche Wissenschaft, Erziehung und Volksbildung* (German Science, Training and Education).

In an article reported Friday to the Office of War Information, the Nazi publication printed directives for the guidance of teachers and professors in Germany and political instructors of German soldiers at the front. The directives, issued on the orders of Propaganda Minister Goebbels, gave detailed information of how to combat general Allied propaganda and especially the "drumfire of so-called shock reports."

According to a statement preceding the directives, he guidance instructions were excluded from publication in the daily press, being restricted to the attention of Nazi political educators. Nevertheless, the educational propagandists were told that the campaign was to be carried on "throughout the Reich's territory."

The political instructors were asked to emphasize this argument: "There is no more stupid or more impertinent lie than the enemy's statement that he fights the Nazis. The enemy always fought Germany, and the conclusion is: every attack, even a partial attack, is directed against the whole. When the party is attacked they actually mean Germany, just as when they insult the Wehrmacht or the SS (Nazi Elite Guard). When some leading personalities are insulted, as has happened frequently recently, this is always directed against the entire Reich."

Program to Reach All

As disclosed in the *Deutsche Wissenschaft* article, the "cooperation" of all schools has been "demanded" in carrying out the counter-propaganda campaign and the drive against "rumor-mongering." Teachers were provided with a memorandum called "The Enemy Listens In" as a guide for instruction, and were told to "warn each other with an alert 's-h-u-s-h' and impress pupils to act likewise."

Fifth to eighth grade classes of the elementary schools and all classes of the higher and professional schools must take up the subject "The Enemy Listens In" during this warning week," the magazine informed educators.

The memorandum "The Enemy Listens In" included in the present issue, should be used in this con-

nection: Oral discussions of the topic must be complemented by written class or home work, dictation exercises in class and home compositions."

A four-page supplement was included in the Nazi periodical under the title of "Information for the Troops," informing educators and political instructors on how German troops were holding "company discussions" on "the enemy's propaganda aims and methods." The supplement stated that it was "equally important for the soldier in training to learn about the enemy's aims and methods as about handling arms."

Declaring that Allied aims had "remained the same since 1914," the supplement then gave a list of the alleged Allied propaganda aims "since the outbreak of this war," as follows:

First: Party and Wehrmacht, Wehrmacht and SS, party and people, officers and soldiers are to be played against each other.

Second: Confidence in the political and military leadership is to be undermined.

Third: Marxist instincts are to be revived (against owners of estates, industrial leaders and against the proletariat classes in general)."

Goebbels-Himmler Rift Seen
By Telephone to THE NEW YORK TIMES.

BERNE, Switzerland, Oct. 13—

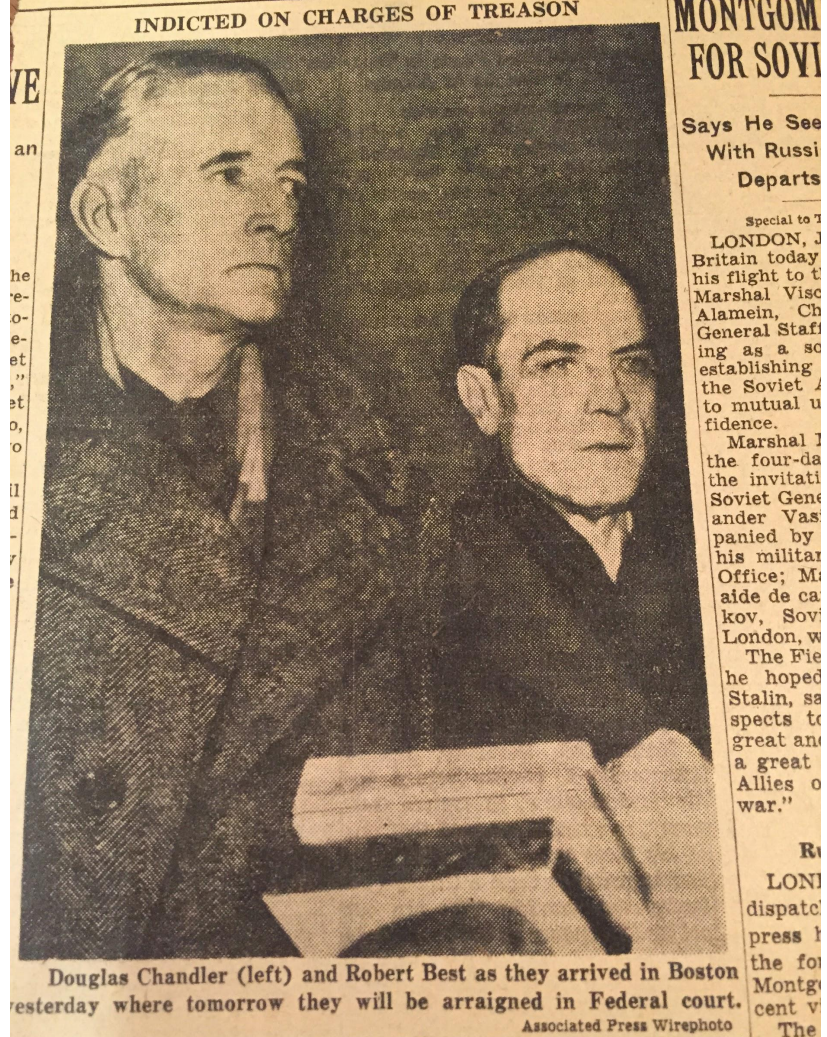
The long dormant antagonism between Dr. Goebbels and Gestapo Chief Himmler came out into the open this week and Marshal Goering was called in to "mediate," according to neutral observers just out of Berlin tonight. They report the clash broke out last Tuesday when Himmler, as dictator of total mobilization, "deliberately infringed on Goebbels' economic province" by grabbing 400 functionaries from his economic control commission entrusted with the arbitration of contested cases of mobilization of "essential personnel in war factories."

Himmler, according to a statement published only in Berlin, characterized the Goebbels service as a "superfluous cell of useless shirkers" based on "information" presented by his own Gestapo. An appeal to Hitler having proved futile, Goebbels turned to Goering who is reported to have returned 225 of the recruited personnel, making both men right and at least for the moment keeping his own fingers clear of a fight with the Gestapo.

But Goering has troubles of his own brewing with Himmler, which threaten at any moment to flare into flame. The czars of heavy industry in the Reich, of which he is spokesman, strongly oppose Himmler's intention of waging a "people's war" and openly claim that once the Reich loses the Ruhr in the west and Silesia in the east such a fight would lead only to national suicide, and preclude any renaissance of the Reich.

David Chandler and Robert Best

- January 5, 1947
- New York Times



Douglas Chandler (left) and Robert Best as they arrived in Boston yesterday where tomorrow they will be arraigned in Federal court. Associated Press Wirephoto

INDICTED ON CHARGES OF TREASON

MONTGOMERY FOR SOVIET

Says He Sees With Russia Departs

Special to THE NEW YORK TIMES
LONDON, Jan. 5 (AP)—Marshal Viscount Alamein, Chief of the General Staff, is expected to be establishing a Soviet Liaison Office to mutual understanding.

Marshal J. V. Stalin invited the Soviet Generalissimo, Alexander Vasilevich Vasilev, accompanied by his military aide de camp, Major General M. M. Kov, Soviet Liaison Office, to London, where he will be staying.

The Field Marshal said he hoped to see Stalin, and that he respects the great and noble spirit of a great ally of the Allies of the world in the war."

R

LONDON (AP)—The dispatches from the press here today are the first to mention Montgomery's recent visit to the Soviet Union. The British government has decided to...

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4: Speir, Hans. The Radio Communication of War News in Germany. 1941.

5: Allied Force Headquarters Psychological Warfare: P.W.B. Combat Propaganda.

6,7,8: Enemy Psychological Warfare to Allied Troops from Information and Censorship of the Psychological Warfare Branch of the Allied Headquarters -- Netherlands Information Bureau

10, 11, 12: Propaganda Posters from Netherlands Information Bureau

13: NYT, Nazis Open Propaganda Drive to Counter Allied "Shock Reports"

14: NYT, David Chandler and Robert Best

Special thanks to the Riegel Collection in Washington and Lee University Special Collections!