

Abstract

The theme of the bachelor thesis is the influence of the 1936 Summer Olympic Games on the foreign policy of Nazi Germany and its image in the international community. The thesis aims to verify whether the Nazis managed to use the Olympic Games to improve the image of Nazi Germany abroad and then to leave the unfavorable foreign policy position in which it was located. The bachelor thesis is divided into two well-arranged parts, in the first one the author deals with the starting position of Germany in the international community and his foreign policy before the Olympic Games. In addition, in this section he deals with the Olympic Games themselves. In the second part, based on newspaper articles and an internal report produced by the Foreign Office, the author investigates the influence of the Olympic Games on the image of Germany abroad and later on its foreign policy.

The Nazis sharply opposed the Olympics at a time when they were assigned to the fragile Weimar Republic as an award for their efforts to return the country to the cultural society of modern states. However, they realized in time what opportunity they had been given, and after joining the power they organized with great effort spectacular and, in many ways, progressive games that predetermined the direction the Olympic Movement would take. The organization of the Olympics was threatened by the international boycott movement caused by the aggressive actions of the Third Reich and the persecution of Jews in German society. The United States became the center of the protests abroad. The boycott, however, ended in failure, and the Games have become more widely known among the world public. The course of the Olympics has shown how they can be used by propaganda for politic purposes. Although African-American became the most successful sportsman of the Games, the Nazis used German victory in a medal table to confirm their racial theory. Meanwhile, Nazi Germany succeeded in breaking down the international treaty system and taking the desired power position.

Based on the research, the author concludes that despite all the measures, the Nazis failed to achieve the stated goal. Newspapers did not hold a unified stance, even though the precision and organization of the games was highlighted in almost every article. The Nazis failed to get foreign opinion on their side. The secret report of the Foreign Office and the Ministry of Propaganda confirms, that the Games were not successful. The Olympic Games had no significant impact on the Third Reich's actions in foreign policy.