

Abstract

The aim of this bachelor thesis is to present usage of propaganda and instruments to achieve the National Socialist German Workers' Party's objectives and goals in the period between 1933 and 1939. Besides describing the particular means of manipulating people's minds, it also deals with the concept of propaganda, it places the Nazi propaganda into its historical context and connects it with minister Joseph Goebbels.

The first part provides the theoretical background to the topic. It deals with the historical development of propaganda and its name. The next chapter describes the historical events, which shaped the use of propaganda in Nazi Germany and helps us understand the ways propaganda developed. The third chapter focuses strictly at Joseph Goebbels and his Ministry for People's Enlightenment and Propaganda.

The last, crucial part of this thesis describes the unique way the Nazis used the available media to spread their propaganda. It describes the totality of control of the Nazi party over the media in Germany and the unique position they had so they could adapt their message to apply their propaganda successfully and influence public opinion.