

## **Source B: Excerpt from Adolf Hitler's *Mein Kampf* on the nature of propaganda**

Propaganda's purpose is not scientific training of the individual, not to give details or to act as a course of instruction, but directing the masses' attention to particular facts, occurrences, and necessities. The importance of these facts can only be brought in their view by the means of propaganda. The art of propaganda consists in putting a matter so clearly and forcibly before the minds of the people that it creates a strong conviction in everyone.

It is essential to success that propaganda reinforces the reality of the facts that are promoted, the necessity of what is being promoted, and the just or rightness of its character.

This art is not an end in itself. Its purpose must be identical to the advertisement poster—to attract the attention of the masses and not to distribute instructions to those who already have an educated opinion on things or who prefer to form their opinions based on objective study. That is not the purpose of propaganda. It must appeal to the feelings of the public rather than to their reasoning ability.

All propaganda must appeal to the common people in tone and in form and must keep its intellectual level to the capacity of the least intelligent person at whom it is directed. In other words, the intellectual level must be lowered as the mass of people it is intended to reach grows. If it is necessary to reach a lot of people, as in the case of national propaganda for the continuation of a war, you can never be too careful about controlling the intellectual level of the propaganda.

Source:

<https://nationalactionlondon.files.wordpress.com/2015/06/adolf-hitler-mein-kampf-ford-translation.pdf>