



Quelleninterpretation eines Wahlplakates der NSDAP (German Edition)

John Drewes

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Studienarbeit aus dem Jahr 2012 im Fachbereich Geschichte Europa - Deutschland - Nationalsozialismus, II. Weltkrieg, Note: 1,0, Universität Hamburg (Historisches Seminar), Sprache: Deutsch, Abstract: Propaganda und Werbung sind mächtige Werkzeuge. Sie erreichen Menschen, beeinflussen ihre Entscheidungen und können im politischen Wahlkampf den Ausschlag zwischen Sieg und Niederlage geben. Die erste Partei, die das Potenzial einer flächendeckenden Propagandamaschinerie entdeckte, war die NSDAP. Hitlers Nationalsozialistische Deutsche Arbeiter-Partei verstand es, durch aggressives, allgegenwärtiges Konfrontieren mit Parteiprogramm, den selbst ernannten Feindbildern, der Führerfigur Hitler und dessen Begabung, die Massen zu bewegen, einen rasanten Aufstieg von einer unbedeutenden Splitterpartei des rechten Spektrums zur Volkspartei zu vollziehen. In der vorliegenden Arbeit möchte ich deshalb ein Plakat mit einem Aufruf zu einer öffentlichen Parteiversammlung in Überlingen vom 8. August 1931 analysieren und interpretieren. Ich werde hierbei versuchen, die verschiedenen Text- und Bildelemente so zu betrachten, wie sie zu damaliger Zeit gewirkt haben müssen. Im Gegensatz dazu lasse ich die nachfolgende Schreckensherrschaft im Dritten Reich weitestgehend außer Acht, um die Perspektive aus dem Jahr 1931 zu behalten und nicht durch, für uns aus heutiger Sicht feststehende, nachfolgende Ereignisse zu trüben.

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