



SCHOOL OF HISTORY, PHILOSOPHY, POLITICAL SCIENCE AND INTERNATIONAL RELATIONS

HISTORY PROGRAMME**TRIMESTER 2 2009**

13 July to 15 November 2009

**HIST 318: Special Topic: Mobilising the Masses: Propaganda in Twentieth
Century Europe**
CRN 1948

Co-ordinator: Giacomo Lichtner
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Lecture Times: Thursday, 10.00 – 10.50am
Venue: Hunter Lecture Theatre 323 (HU323)

Office Hours: Tuesday, 1-2pm and Thursday, 11am-12noon

Contacting staff

For any enquiries you may have about your work for HIST 318, please contact your course co-ordinator during office hours or make an appointment by email.

Tutorials

<i>Tuesday</i>	<i>9-10.50am</i>	<i>OK406</i>
<i>Tuesday</i>	<i>11.00am-12.50pm</i>	<i>OK406</i>
<i>Friday</i>	<i>9-10.50am</i>	<i>CO119</i>
<i>Friday</i>	<i>11am-12.50pm</i>	<i>EA012</i>

(*OK* = Old Kirk; *CO* = Cotton Building; *EA* = Easterfield Building)

Additional information

General notices will be given in lectures. Formal notices containing course information will be posted on the main History Programme noticeboard, 4th floor, Old Kirk Building and outside Old Kirk 419.

Course aims and content

This course explores the developments of political propaganda in twentieth century European society. It will focus predominantly on techniques of persuasion utilised in Britain, Germany, France, the Soviet Union, Italy and Spain. It will make use of the concept of propaganda to understand the developments of the political process in democratic as well as totalitarian states. A number of case studies will be examined highlighting the development of a vast array of techniques and the use of different media, including posters, film, radio, literature, photography and music.

Course objectives

HIST 318 aims to develop and refine students' abilities in many areas. Students will:

- Acquire a general understanding of the history of modern propaganda;
- Evaluate the strengths and limitations of political propaganda;
- Evaluate, where possible, the extent to which popular opinion was manipulated to further a national cause;
- Recognise a variety of approaches adopted by propagandists over the last ninety years;
- Develop further skills in analysing primary materials including moving and still images;
- Improve their ability to weigh up conflicting arguments and make reasoned judgements about their relative merits; and
- Consolidate a high level of competency in written and oral communication, and historiographical analysis.

Key texts and readings

There is no assigned textbook in HIST 318.

HIST 318 Book of Readings: For the first two weeks of trimester all undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer, while postgraduate textbooks and student notes will be available from the top floor of VicBooks in the Student Union Building, Kelburn Campus. After week two all undergraduate textbooks will be sold from VicBooks and student notes from the Student Notes Distribution Centre on the ground floor of the Student Union Building.

Customers can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to customers or they can be picked up from the shop. Customers will be contacted when they are available. Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

Assessment:

(a)	Documentary Analysis (1500 words) Due Date: <u>Monday, 17 August 2009</u>	35 %
(b)	Research Proposal Due Date: <u>Monday, 7 September, 2009</u>	10 %
(c)	Research Essay (no less than 3,000 words, no more than 4,000 words) Due Date: <u>Wednesday, 14 October 2009</u>	45 %
(d)	In-Class Contribution No due date	10%

There is no registry examination for HIST318.

Relationship between assessment and course objectives:

In the **documentary analysis** exercise students will be asked to demonstrate that they can critically assess primary sources. Choosing EITHER a poster OR a film from a given sample, the student will:

- Explain what the document is;

- Place it in its historical context
- Select and comment upon the most significant points, references and allusions in the text or image
- Assess its value to the student of modern propaganda history
- Communicate their ideas in a clear and well-argued style

The **research proposal** is designed to assist the student in identifying and developing a suitable research project. In completing the proposal, the student will be expected to:

- Apply critical thinking to the selection of a feasible topic
- Display a good understanding of the range of sources that will be needed to complete the research project successfully
- Demonstrate the ability to plan ahead and organise one's thoughts and workload

By completing the **research essay**, students will demonstrate their ability to design and complete an independent research project. The student will be expected to:

- Engage critically with a broad range of relevant secondary sources and place the topic within this historiographical context
- Identify, assess and utilise appropriately relevant primary sources
- Build and sustain a coherent argument
- Present their work in clear prose, supported by appropriate citation of sources and bibliography, as set out in *Writing History Essays*

The **oral contribution** will be assessed according to each student's quantitative and qualitative contribution to tutorial discussion. Students will be required to submit a response sheet each week in class. This will require the student to assess briefly the primary source provided. This assignment is designed to test students' ability to

- Make a consistent contribution to the classroom
- Express one's opinion clearly and coherently, engaging with one's peers in a respectful and critical manner
- Assess the primary sources provided in the book of readings

Electronic Submissions

Electronic submission of written work is not normally acceptable, and is allowed **only with the prior permission of the Course Co-ordinator**. Exceptions may be granted where serious circumstances (e.g. illness) prevent you from submitting the essay in person. In this case a **paper copy** of the work must also be submitted by a date agreed with your lecturer. **PLEASE NOTE THAT RESPONSIBILITY FOR ENSURING THAT THE LECTURER RECEIVES A READABLE COPY OF WRITTEN WORK REMAINS WITH THE STUDENT.**

Penalties

Students will be penalised for late submission of essays - **a deduction of 5% for the first day late, 2% per day for the following eight days**, from marks awarded for the essay. Thereafter, the essay can be accepted for mandatory course requirements **BUT WILL NOT BE MARKED**. However, penalties may be waived if there are valid grounds, e.g., illness (presentation of a medical certificate will be necessary) or similar other contingencies. In such cases prior information will be necessary.

Workload guidelines

In accordance with Faculty of Humanities and Social Sciences Guidelines, this course has been constructed on the assumption that students will devote **16 hours per week** to HIST 318. This includes one one-hour lecture and one two-hour tutorial per week.

Mandatory requirements for passing the course

To pass the course each student must:

- a) Complete the assignments specified for this course, on or by the specified dates (subject to such provisions as are stated for late submission of work);

and

- b) Attend at least **seven** tutorials

Faculty guidelines permit you to miss up to **three** tutorials without penalty. Extra absences will result in a student failing terms, except in cases of serious illness (supported by a medical certificate), or serious personal crisis. **THERE IS NO PROVISION ON THIS COURSE FOR MAKE-UPS TO COMPENSATE FOR ADDITIONAL ABSENCES EXCEPT UNDER THOSE CIRCUMSTANCES.** You should allow for the possibility of unforeseen illness when using up your quota of permissible absences.

Academic integrity and plagiarism

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website:

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General university policies and statutes:

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and

any statutes relating to the particular qualifications being studied; see the *Victoria University Calendar* or go to the Academic Policy and Student Policy sections on:
<http://www.victoria.ac.nz/home/about/policy>

The AVC(Academic) website also provides information for students in a number of areas including Academic Grievances, Student and Staff conduct, Meeting the needs of students with impairments, and student support/VUWSA student advocates. This website can be accessed at:
<http://www.victoria.ac.nz/home/about/avcacademic/Publications.aspx>

HIST 318: Mobilising the Masses
Closed Reserve

- Brown, J A C, *Techniques of Persuasion: From Propaganda to Brainwashing*, Harmondsworth, 1963
- MacKenzie, J M, *Propaganda and Empire: The Manipulation of British Public Opinion, 1880-1960*, Manchester, 1988
- Marwick, A, *Total War and Social Change*, Basingstoke, 1988
- Clark, T, *Art and Propaganda in the Twentieth Century: The Political Image in the Age of Mass Culture*, London, 1997
- Parker, P, *Old Lie: The Great War and the Public School Ethos*, London, 1987
- Welch, D, *Germany, Propaganda and Total War, 1914-1918: The Sins of Omission*, New Brunswick, 2000
- Beumers, B., ed. *The cinema of Russia and the former Soviet Union*, London, 2007
- Kenez, P, *Birth of the Propaganda State: Soviet Methods of Mass Mobilization, 1917-1929*, Cambridge, 1985
- Kenez, P, *Cinema and Soviet Society, 1917-1953*, Cambridge, 1992
- Lafont, M., *Soviet posters: the Sergo Grigorian collection*, London, 2007
- Stilwell, R. and Powrie, P. eds, *Composing for the screen in Germany and the USSR : cultural politics and propaganda*, Bloomington, 2008
- Taylor, R, *Film Propaganda: Soviet Russia and Nazi Germany*, London, 1998
- Taylor, R, *The Film Factory: Russian and Soviet Cinema in Documents, 1896-1939*, London, 1988
- Bonsaver, G., *Censorship and literature in fascist Italy*, Toronto, 2007
- Bosworth, R.J.B., *Mussolini's Italy: life under the dictatorship, 1915-1945*, New York, 2006
- Bosworth, R.J.B., *Mussolini*, London, 2002
- De Grazia, V, *The Culture of Consent: Mass Organisation of Leisure in Fascist Italy*, Cambridge, 1981
- Painter, B. W. Jr., *Mussolini's Rome: rebuilding the Eternal City*, New York, 2005

- Ricci, S., *Cinema and fascism : Italian film and society, 1922-1943*, Berkeley, 2008
- Baird, J W, *The Mythical World of Nazi Propaganda, 1939-1945*, Minneapolis, 1974
- Bleuel, H P, *Strength Through Joy : Sex and Society in Nazi Germany*, London, 1973
- Fox, J., *Film propaganda in Britain and Nazi Germany : World War II cinema*, Oxford, 2007
- Fox, J., *Filming women in the Third Reich*, Oxford, 2000
- Graham, C C, *Leni Riefenstahl and Olympia*, Metuchen, 1986
- Hall, J A, *Trial of William Joyce*, Sydney, 1946
- Herzstein, R, *The War That Hitler Won: The Most Infamous Propaganda Campaign in History*, New York, 1978
- Hillenbrand, F, *Underground Humour in Nazi Germany, 1933-1945*, London, 1995
- Hoffmann, H, *The Triumph of Propaganda: Film and National Socialism, 1933-1945*, Providence, 1996
- Hull, D S, *Film in the Third Reich: A Study of the German Cinema, 1933-1945*, Berkeley, 1969
- Kershaw, I, *“Hitler Myth”: Image and Reality in the Third Reich*, Oxford, 1987
- Kershaw, I, *Nazi Dictatorship: Problems and Perspectives of Interpretation*, London, 1993
- Large, D. C., *Nazi games : the Olympics of 1936 /.*, New York, 2007
- Levi, E, *Music in the Third Reich*, Basingstoke, 1994
- Lochner, L (Ed), *The Goebbels Diaries, 1942-1943*, London, 1948
- Mosse, G (Ed), *Nazi Culture: Intellectual, Cultural and Social Life in the Third Reich*, London, 1966
- Ott, F.W, *The Great German Films*, New Jersey, 1986
- Rother, R, *Leni Riefenstahl: The Seduction of Genius*, London, 2002
- Sereny, G, *Albert Speer: His Battle With Truth*, New York, 1995
- Speer, A, *Inside the Third Reich*, New York, 1970
- Welch, D (Ed), *Nazi Propaganda: The Power and the Limitations*, London, 1983
- Welch, D, *The Third Reich: Politics and Propaganda*, London, 1993
- Zeman, Z, *Heckling Hitler: Caricatures of the Third Reich*, London, 1984
- Aldgate, A & J Richards, *Britain Can Take It: The British Cinema in the Second World War*, Edinburgh, 1994
- Balfour, M, *Propaganda in War, 1939-1945: Organisation, Policies and Publics in Britain and Germany*, London, 1979
- Calder, A, *The People’s War: Britain, 1939-1945*, London, 1969

- Coultass, C, *Images for Battle: British Film and the Second World War, 1939-1945*, Newark, 1989
- Cruikshank, C, *The Fourth Arm: Psychological Warfare 1938-1945*, London, 1977
- Low, D, *Years of Wrath: A Cartoon History, 1932-1945*, London, 1986
- McLaine, I, *Ministry of Morale: Home Front Morale and the Ministry of Information in World War II*, London, 1979
- Pronay, N & D Spring, *Propaganda, Politics and Film, 1918-1945*, London, 1982
- Richards, J & D Sheridan, *Mass Observation at the movies*, London, 1987
- Rose, S, *Which People's War? National Identity and Citizenship in Wartime Britain, 1939-1945*, Oxford, 2003
- Short, K R M, *Film and Radio Propaganda in World War II*, Knoxville, 1983
- Taylor, P M, *Britain and the Cinema During the Second World War*, Basingstoke, 1988

Occupied France

- Burrin, P, *Living With Defeat: France Under the German Occupation, 1940-1944*, London, 1995
- Jackson, J, *France: The Dark Years, 1940-1944*, Oxford, 2001
- Paxton, R, *Vichy France: Old Guard and New Order, 1940-1944*, New York, 2001
- Peschanski, D, *Collaboration and Resistance: Images of Life in Vichy France, 1940-1944*, New York, 2000
- Carlton, D, *Britain and the Suez Crisis*, Oxford, 1989
- Darwin, J, *Britain and Decolonisation: The Retreat From Empire in the Post-War World*, Basingstoke, 1988
- Darwin, J, *The End of the British Empire: The Historical Debate*, Oxford, 1991
- Gildea, R, *France Since 1945*, Oxford, 1996
- Gildea, R, *The Past in French History*, New Haven, 1994
- Horne, A, *A Savage War of Peace: Algeria 1945-1962*, New York, 1978
- Talbott, J, *The War Without a Name: France in Algeria, 1954-1962*, New York, 1980
- Thomas, H., *The Spanish Civil War /*, London, Penguin, 2003
- Beevor, A., *The battle for Spain: the Spanish Civil War 1936-1939*, London, 2006
- Rutledge Southworth, H., *Guernica! Guernica!: A study of journalism, diplomacy, propaganda, and history*, Berkeley, 1977
- van Hensbergen, G., *Guernica : the biography of a twentieth-century icon*, New York, 2004
- Aldgate, A., *Cinema and history : British newsreels and the Spanish Civil War*, London, 1979
- Besas, P., *Behind the Spanish lens : Spanish cinema under fascism and democracy*, Denver, 1985

LECTURE PROGRAMME

1. **16 July** Introduction: definitions of Propaganda
2. 23 July World War One: propaganda and Total War
3. **30 July** Birth of a Nation: propaganda and the USSR
4. 6 August Making Italians: racial propaganda and the fascist Empire
5. **13 August** Ideological Warfare: the Spanish Civil War
6. 20 August One People, One Nation, One Ministry of Propaganda: Nazi Germany

MID-TRIMESTER BREAK

7. **10 September** The People's War: Great Britain in WWII
8. 17 September British Cinema and WWII
9. **24 September** 'Give me your watch, I'll tell you the time': France in WWII
10. 1 October Virgins, Vampires and Vodka: Propaganda and the Cold War
11. **8 October** Winning the Peace: propaganda and decolonisation
12. 15 October Conclusion

TUTORIAL PROGRAMME**Discussion of Readings:**

The format of the discussion will be flexible. However, each week all students will be expected to complete a response sheet about the primary sources provided. All students will be required to familiarise themselves with the prescribed readings and discussion will focus on the main arguments and theoretical issues raised in those.

Week 1 (week beginning 13 July) **No tutorial**

Week 2 (week beginning 20 July) **WWI**

William Coupe, German Cartoons of the First World War in *History Today*, Vol. 42, August 1992, pp.23-30
 Arthur Ponsonby ed., *Falsehood in War-Time*, London, 1928, pp.78-82; 68-70; 103-113

Week 3 (week beginning 27 July) **The USSR**

Peter Kenez, *Cinema and Soviet Society, 1917-1953*, Cambridge, 1992, pp.78-98
 Richard Taylor, *The Politics of the Soviet Cinema, 1917-1929*, Cambridge, 1979, pp.26-42

Week 4 (week beginning 3 August) **Italian Fascism**

George Talbot, *Censorship in Fascist Italy, 1922-1943*, Basingstoke, 2007; pp.105-131, 222-225
 Richard Bosworth, 'War, Totalitarianism and 'Deep Belief' in Fascist Italy, 1935-1943', in *European History Quarterly*, 2004; 34; pp. 475-505

Faccetta Nera, in Stanislao Pugliese ed., *Fascism , andti-fascism and the Resistance in Italy: 1919 to the present*, Oxford, 2004, pp.191-193

Week 5 (week beginning 10 August) The Spanish Civil War

Anthony Beevor, *The Battle for Spain*, London, 2006; pp. 238-250

Alan Davies, 'The First Radio War: Broadcasting in the Spanish Civil War, 1936-1939', in *Historical Journal of Film, Radio and Television*, Vol. 19. no. 4, 1999; pp. 473-513

Week 6 (week beginning 17 August) Nazi Germany

David Welch, *The Third Reich: Politics and Propaganda*, London, 1993, pp.65-82, 179-183

Week 7 (week beginning 24 August) Great Britain

Steven Fielding, 'The Good War', in Nick Tiratsoo ed., *From Blitz to Blair: A New History of Britain Since 1939*, London, 1997, pp.25-52, 219-220

King George VI's Broadcast to the Empire, 3 September 1939, from <http://www.doverpages.co.uk/king.htm>

George Orwell, *The Lion and the Unicorn: Socialism and the English Genius*, London, 1982, pp.35-70

Week 8 (week beginning 31 August) British Cinema in WWII

James Chapman, 'British Cinema and the People's War', in Nick Hayes and Geoff Hill eds, '*Millions Like Us?*' *British Culture in the Second World War*, Liverpool, 1999; pp. 33-61

Jo Fox, 'Millions Like Us? Accented Language and the "Ordinary" in British Films of the Second World War' in *Journal of British Studies*, 45 (October 2006); pp. 819-845

Week 9 (week beginning 7 September) France during WWII

MAP: OCCUPIED FRANCE, source: <http://www.mmc.edu/~hmorgenstein/escape/EscapeMaps/map11.htm>

Brett Bowles, 'German Newsreel Propaganda in France, 1940-1944' in *Historical Journal of Film, Radio and Television*, Vol. 24, No.1, 2004, pp.45-67

Julian Jackson, *France: The Dark Years, 1940-1944*, Oxford, 2001, pp.570-599

Week 10 (week beginning 21 September) The Cold War: communist and anticommunist propaganda

Greg Castillo, 'Domesticating the Cold War: Household Consumption as Propaganda in Marshall Plan Germany', *Journal of Contemporary History*, Vol.40, n.2, 2005, pp.261-288

Catherine Epstein, 'The Production of "Official Memory" in East Germany: Old Communists and the Dilemmas of Memoir-Writing', in *Central European History*, Vol. 32, No.2, 1999, pp.181-201

Week 11 (week beginning 14 September) The post-war settlement and decolonisation

Excerpts from: Winston Churchill, *Iron Curtain Speech*, 5 March 1946; source: www.historyguide.org/europe/churchill.html

David Carlton, *Britain and the Suez Crisis*, Oxford, 1989, pp. 113-131

Martin Evans, *Memory of Resistance: French Opposition to the Algerian War (1954-1962)*, Oxford, 1997, pp.181-203

