

# German/Nazi Propaganda Posters

- Posters were an important propaganda **tool**.
- The imagery helped “**plant**” suggestions in people’s minds.
- Effective propaganda almost always works **below** the level of consciousness, leaving its target feeling a powerful belief that he/she “**knows**” the position is true; a position that he/she is **certain** was arrived completely on **his/her own**.
- It also does **not** exist in a vacuum. Much of its effectiveness comes through **constant repetition**.