

PSYCHOLOGY

Propaganda

An Insidious Assault Upon the Intelligence, Psychology Warns You How to Recognize It

By MARJORIE VAN DE WATER

THEY cut off the hands of little children. Bombs were dropped on a group of playing orphans. Old ladies were beaten and tortured. No nation of integrity could stand by and permit such outrages. Massacre! Brutality! Insult!

You recognize these phrases. They are war propaganda.

The people of Germany hear them about the Bolsheviks or the Czechs. The people of England hear them about the Japanese. Over the Berlin radio you can hear of the massacre of Arabs in Palestine. Over the London airwaves you hear about mistreatment of Jews in the same place.

The United States in the coming months will be flooded with such propaganda. Some of it will be true; some will be false. All will be manipulated in the telling to produce the particular effect the propagandist desires.

Newspaper editors will spare you from great masses of such material. Literally tons of it will go into their capacious waste baskets.

More will find publication in partisan papers, in special organs, in new magazines started for this very purpose, over the less rigorously edited airwaves.

Your only weapon against the onslaught of this most modern and most effective of all the instruments of war is a knowledge of the rules by which the propagandist works. Psychologists have studied this art. They know how to use propaganda. They can also put you on your guard against it.

Dethrones Reason

Propaganda is an assault against intelligence. To succumb to it is to dethrone reason and set blinded emotion in its place.

For successful propaganda never appeals to the mind. It rouses the emotions. It takes advantage of all the prejudices, the hates and loves that are already in man's heart. And it directs these forces against the individuals, the nations, the parties, or the policies which the propagandist is undertaking to destroy.

Watch for these earmarks of propaganda:

1. Propaganda appeals to the emotions, not to the intelligence.

2. Propaganda offers slogans—high-sounding phrases. Deutschland ueber alles! Make the world safe for democracy! Defend these tortured creatures! Make the seas safe! Keep the home fires burning! Gott mit uns! Stop the march of the dictators! Crush the Communist Curse!

3. Propaganda often conceals its source. Printed matter without signature; vague group names or "Leagues" without headquarters; statements without their source other than loose "everybody says" or "it is well known";—these betray the propagandist.

4. Propaganda urges haste, for delay permits the reason to act.

5. Propaganda uses indirection, innuendo, insinuation and suggestion. Direct statements that can be disproved are avoided.

6. Propaganda takes advantage of the strong attachments already in men's hearts. Propaganda would make it appear that Church, Government, freedom, honor and family are being attacked and can only be defended by the course being urged.

Praises Peace

The war propagandist is loud in asserting that he wants only peace. Seldom indeed will he admit that he wants war.

Adroitly he suggests that we may be "forced into it." Or he intimates that a little fighting now will serve to "prevent war."

This little fighting is not called war. It is a "punitive expedition," "an incident," or perhaps a "protective expedition" or a "defense of tortured creatures."

The motive is never destruction. Bombs are dropped in order to "spread culture," to "make the world safe," or to "protect freedom."

Adolf Hitler, in his Nuremberg speech told of the gigantic fortifications now under construction in Germany.

"These most gigantic efforts of all time," he is quoted as saying, "have

been made at my request in the interest of peace."

The war propagandist extols certain virtues—bravery, honor, protection of the weak, self-respect, sympathy, humanity, patriotism—and skillfully he insinuates the implication that only in the soldier are such virtues found.

The war propagandist denounces certain evils—conspiracy, plotting, oppression, encroachment of rights, force, violence, torture, terrorism, injustice—and the attempt is made to associate these evils with the "enemy."

The evils listed here were selected from Hitler's Nuremberg address and refer to Czechoslovakia. It is to be expected that the same phrases will be applied to Hitler in the propaganda of anti-Nazi factions.

Does this mean that all these statements of the propagandist are a pack of lies? By no means. But they leave much unsaid.

What is never suggested by the war propagandist is that war itself is an injustice, an insanity, a method of self-destruction and world destruction beside which nearly ever other form of cruelty, torture, or indignity is insignificant.

A favorite device of the propagandist is the representation of war as a crusade for right and justice.

In his recent Nuremberg speech, Hitler, consciously or unconsciously applied the laws of propaganda in paving the way, psychologically, for such a "holy war." He dwelled on the "re-birth" of Italy and Germany. Was this to prepare the minds of the German people for a new idea of a modern sort of baptism of fire? He mentioned "sacred duty and responsibility." And he shouted that the Sudeten Germans were "created by God."

With such noble conceptions, do proponents of war justify to themselves and to others a program of mass murder.

Neutrality Is Difficult

The holes in Swiss cheese, it was said back in 1918, were made by the shells of Allies and of Bosche, whizzing over neutral Alps.

Neutrality is always subject to vigorous attack from both sides—propaganda being the "bomb" used to drive holes in such a policy.

In ordinary times of peace and plenty, a middle-of-the-road path sounds like

common sense to nearly all of us. Neither the wild-eyed "Red" nor the "Economic Royalist" is popular with the mass of the people.

But when crisis comes, the conservative majority disappears. We take sides, and we recognize but two sides. At such a time, you are told that you must be for Hitler or for the Reds. You must be for Supreme Court reform or be Anti-New Deal. In Labor ranks you are a follower of Green or of Lewis.

It was the same in 1918. Either you approved entrance of the United States into the World War or you were pro-German. In times of national stress, the middle road, the compromise, the neutral stand may be gradually abandoned. It is hard to keep a cool judicial attitude during a war fever.

Partly this is because the extremes recruit young zealots, youths who would lay down their lives for their ideals. Partly it is because the extremes are picturesque and they manufacture strong propaganda.

This propaganda builds up a picture of the other extreme as a huge and powerful monster. The Bolshevik Menace takes on definite form of a great beast with tentacles like an octopus. Only the power of a totalitarian state can grapple with such a creature, you are told.

In the propaganda of the communist, the iron heel of the dictator is likewise personified. Only by wiping out capitalism can this overlord be robbed of his crushing power.

Radio Takes Part

Perfection of the radio has made it possible to hear the voices of London, Rome, Berlin, Paris and Praha within the space of a single hour.

From Paris I hear the world news as the French view it. I turn my dial. From Berlin comes a voice speaking precise English. He tells of "sadistic" officers of the Czech government and their "torture of Sudetens." These "sadists," I hear, go into a little Sudeten town, first drain the little lakes so as to destroy possibility of fire control and then set fire to the homes. Sudeten men are driven from their homes. Their women and children, left defenseless, are "frightfully mishandled before being thrown into jail."

I have only to turn the needle of my dial a hair's breadth to bring in the voice of an English woman. She describes a trip through the Sudeten area which "was so peaceful that I found it difficult to believe that it was the center of such a crisis."

The voice of Praha itself denounces German propaganda and tells of attacks by men fully armed with tools of war made in Germany.

It is pleasant to turn again to London and find that at least a part of Europe is still interested in Rugby results.

PUBLIC HEALTH

Better Health Seen As Result Of Air-Raid Threats

If City Residents Should Move Out to Country They Would Benefit If Proper Precautions Were Taken

THE threat of air raids of Paris, London and other large European cities may reap a harvest of vastly better health for the people now living in these cities.

The French and British governments, have emergency plans for moving Londoners, Parisians and other city residents out into the country where they may be safer from bombs and poison gas.

Health as well as safety would be served by such a move, Dr. Robert Olesen, assistant surgeon general of the U. S. Public Health Service, believes.

Horrible pictures of the devastating epidemics of smallpox, typhoid fever, cholera and typhus fever that attended mass movements of populations in the past come to mind when the question arises as to the effect on health of present day evacuation of Paris, London and other large cities.

If the residents of these cities are scattered over a considerable area, the evacuation can be done without any danger to health, Dr. Olesen believes. In fact, he added, if there is a long-drawn-out war, the end result of the emptying out of the cities will be better health for all those moved.

Dangers to health, when large masses of people are moved, arise from lack of sanitation and overcrowding. When sanitary facilities are lacking there is danger of typhoid fever, cholera and the dysenteries. With overcrowding there is danger of influenza, meningitis and many other communicable diseases.

Modern health departments, such as the British Ministry of Health and the French Ministry of Hygiene and our own federal health service have the means and the knowledge of providing pure water, milk and food supplies and

The present easing of the European tension does not necessarily bring any moratorium on war propaganda.

There will still be those who seek personal gain by fomenting hatred of man against man while preaching peace and urging a "war to end war."

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sanitary sewage disposal even in emergencies.

When thousands of refugees were hastily assembled in emergency camps during the Ohio-Mississippi floods, Dr. Olesen pointed out, no epidemics occurred. In fact, there were fewer cases of communicable diseases in the affected regions during and after the floods than there are in those regions in normal times.

People evacuated from Paris, London and other cities to escape air raids would probably have to live at first in tents and temporary shacks, as refugees from floods or fire must live. These may be uncomfortable but they need not be unhealthful, Dr. Olesen said.

When the city residents are moved to these emergency camps they will all undoubtedly be vaccinated against smallpox. Many or all may be given anti-typhoid fever inoculations. The children will be given diphtheria-preventing toxoid or toxin-antitoxin. Many persons who have never been vaccinated will get this extra health protection from the move out of the city.

The change from crowded, damp and sometimes insanitary tenements in the cities to the country with its fresh air and more abundant sunshine is an additional health benefit Dr. Olesen sees in the move.

Nurses and physicians, serum for diagnosing and treating pneumonia, and for treating meningitis and tetanus (lock-jaw) will be needed as well as food and shelter if the city people are moved into temporary camps or barracks. These added health safeguards will undoubtedly be provided.

The distress of being uprooted from