The Eternal Jew

Deconstructing Nazi Propaganda (Clip 11:43-20:55)

# Genre

Presents itself as a documentary

# Propaganda Techniques

## Ad hominem (name-calling)

Parasites

Feed on weakness, sickness

Sponger

Criminals

## Appeal to fear

Parasite

Rats

Disease

Wolf in sheep’s clothing

## Cherry picking or card stacking (or just plain falsehood)

Retelling of Jewish migration

“Statistics” of criminality

## Common man

Oriental
not like us both in “body and soul”

## [Transfer](https://en.wikipedia.org/wiki/Transfer_%28propaganda%29)

Rats

Disease

Jazz is considered degenerate art (soundtrack)

# Message

The propaganda film attempts to persuade Germans to fear Jews because they will destroy German society. It does this primarily by appealing to fears of disease, crime, and difference. Jews are associated through transfer with rats and disease. As rats spread throughout the earth, so Jews are said to have spread through the earth destroying nations around them. The story of Jewish migration is retold negatively by card stacking. Jews having “infiltrated” German society, now act as “parasites” on healthy societies. These ad hominem attacks are make further fearful because Jews are presented as wolves in sheep’s clothing; they are difficult to see, but destroying “us”. Finally Jews are made to appear different or “oriental” to Germans, different in “body and soul”. Overall this presents itself as a documentary and so as factual, but this slanderous film deals in misinformation and fear.