

1) Message

Draw arrows to the visual elements that communicate the message. Think about how line, color, graphics, depictions of people, words, and symbols are used.

Visual Cues:

Color:

The colors are bright and meant to be appealing to children.

Graphics/ People:

Stops on the board depict Jewish store fronts and businesses. The people are stereotypical characterizations of a Jewish man, woman, and child.

Symbols:

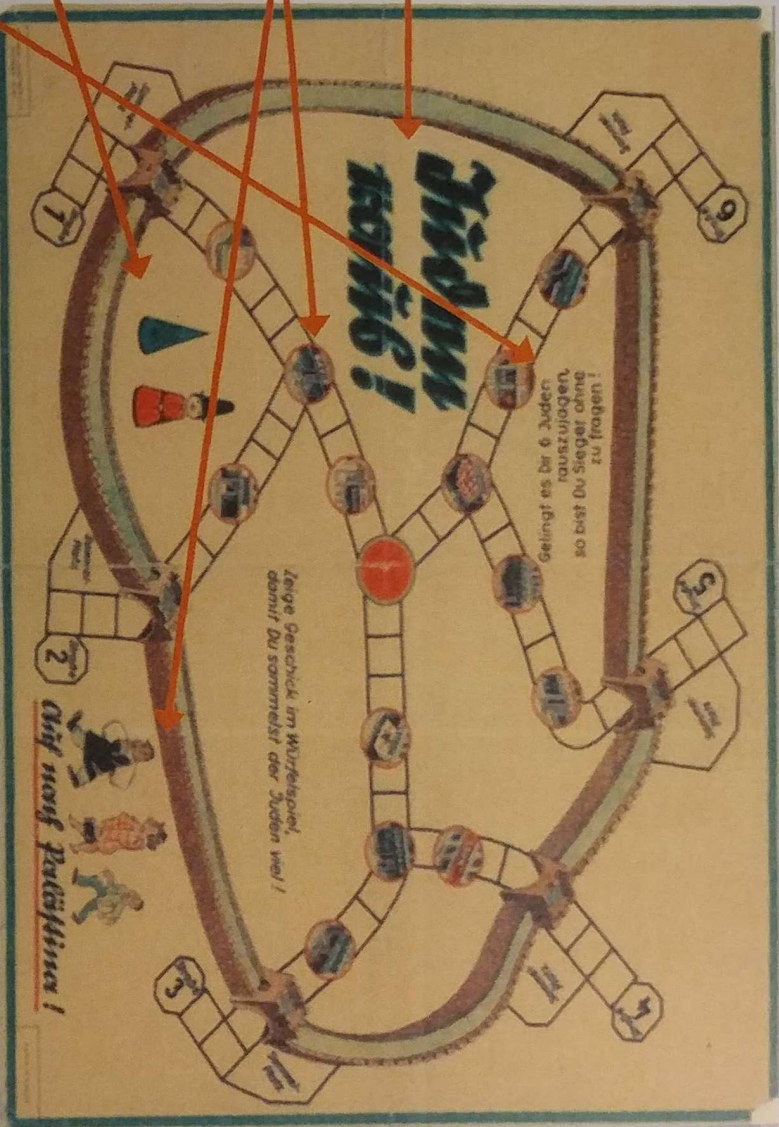
The cone like red man is meant to represent the German police. The green cone cap next to him is a derogatory image of a Jew.

Words:

The rules describe the Nazis' policy toward Jews, that they should leave the country. "Juden Raus" was a popular slogan of the Nazi Party.

What is the message?

The object of this antisemitic game is to force Germany's Jews to leave the country. It teaches children that Jews should be dehumanized and have no place in Germany.



"Jews Out! Show skill in the dice game, so that you collect many Jews! If you succeed in chasing out 6 Jews, you will be the victor without question! Off to Palestine!" 1938, Leo Baeck Institute

3) Audience

Who is the target audience? What about this message would be appealing to this group?

What reactions might different audiences have had? Could people access and express alternative viewpoints? Non-Jewish children and families were the target audience. A game was an effective way to spread propaganda messages. German children were indoctrinated to Nazism in the classroom, extracurricular activities, and games. They did not have access to alternative viewpoints or grasp the devastating impact this game would have on their Jewish classmates.

4) Creator

Who is the propagandist? A private German toy company hoping to profit off Nazi popularity and spread party doctrine.

What do they hope the audience will: Think: Jews should leave the country. Feel: That Jews are outsiders and there is no place for them in Germany. Do: Play the game and believe Nazi ideology.

2) Context

What are the hopes, fears, and grievances present in society at this time? Think about the political, social, and economic climate.

Political:

In September 1935, the the Nuremberg race laws were introduced. By 1938, laws systematically isolated and segregated Jews. Laws aimed to remove Jews' rights and speed up their emigration.

Economic:

Anti-Jewish measures aimed to impoverish Jews and eliminate them from most professions.

Economic conditions in Germany improved for the non-Jewish population under the Nazis.

Social:

Students were taught "racial science" in school. Independent youth organizations were prohibited or dissolved in the 1930s and membership in the Hitler Youth became mandatory.

Given that context, why might this message have had power?

A board game targeting children was an effective way to spread racial and political propaganda to German youth.

5) Consequences

What effects did this message have on society? From 1933 to 1939 German Jews were transformed from German citizens into outcasts, violently targeted, isolated, and deemed inferior and subhuman. During this period, the Nazis went to great lengths to indoctrinate German youth. This game reinforced Nazi anti-Jewish policy in Germany at the time and spread the message that there was no place in Germany for Jews to even the youngest audiences.