

## 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:

Red, white, and black were the signature colors of the Nazi Party. The bold red text contrasts with softer colors in the graphic.

#### Graphic/Symbols:

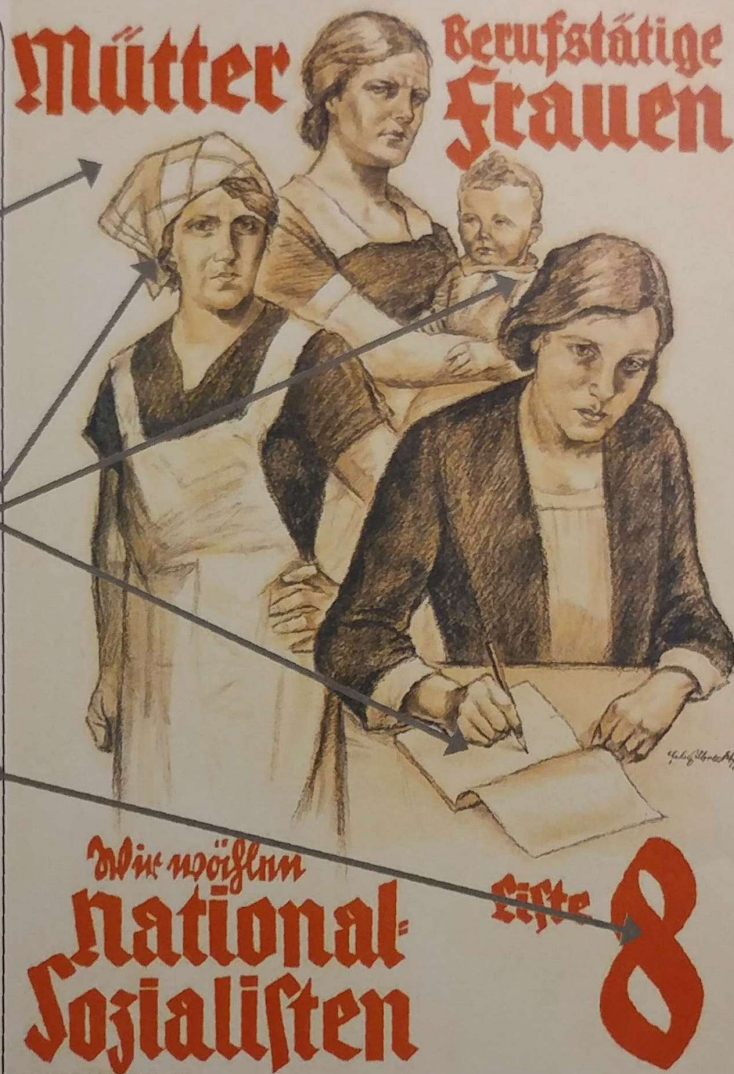
The baby shows the traditional role of the German woman as a mother. The kerchief and the notebook show women working. Their eyes are downcast, almost skeptical. They are listening closely to political promises.

#### Words:

The use of the first person in the statement "We are voting National Socialists" implies that all women are voting for the National Socialists and that the viewer of the poster should as well. The "8" is eye-catching and tells the viewer exactly how to vote.

#### **What is the message?**

The message is that women should vote for the National Socialists.



"Mothers—Working Women ; We are voting National Socialists, Slate 8." Felix Albrecht (artist). 1932, Bundesarchiv, Koblenz, Germany. Plak 002-040-011

## 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 1932, Germany was a fledgling democracy facing severe economic crisis.

Economic: With the stock market crash of 1929 and world economic crisis that accompanied it, German banks closed and unemployment skyrocketed. Germans were frustrated and afraid for the future.

Social: During this period, sexual norms were in flux. For the first time, women were working outside the home in large numbers. The new constitution gave women the right to vote.

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

The poster appeals to traditional and working women. It is meant to win over women who may be fearful for their families and the future of the nation.

## 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 alternate viewpoints?**

Nazi propagandists appealed to newly-enfranchised women voters by portraying the party as the defender of traditional German womanhood and the family. Other audiences may not have found the message of this poster relevant. In 1932, Germany was a democracy and people could express alternate viewpoints.

## 4) Creator

**Who is the propagandist? The Nazi Party**

**What do they hope the audience will:**

**Think:** The Nazi party will be the defender of traditional German womanhood and the family.

**Feel:** That the Nazi (National Socialist) Party will respond to the needs of women, hopeful for a better future.

**Do:** Vote for the Nazi party.

## 5) Consequences

**What effects did this message have on society?** The Nazi propagandists carefully tailored their themes, messages, and language to appeal to certain groups of voters, including newly enfranchised women. The Nazis succeeded in broadening their constituency and siphoning off support from other competing political parties.