

The Berlin Olympics (1936)

Abstract

The 1936 Olympics presented the Nazi regime the perfect moment to display its understanding of internationalism and globalism. In the lead up to the games, Adolf Hitler proclaimed his love of peace and welcomed the nations of the world to Berlin with open arms. The Nazi regime, barely three years old, used the event to highlight Germany's rejuvenation and to put National Socialism on parade for world leaders and their athletes. The streets of Berlin were cleared of homeless people, all overt antisemitic signage was temporarily removed, and the streets were decorated with Nazi trimmings. In the first photo, here, we see the flags of the opening ceremonies. The ceremony was a great spectacle that was reported all over the world. The second image shows a postcard that celebrates the internationalism of the Games in order to demonstrate Nazi Germany's acceptance by the international community. As athletes returned home from Berlin, they praised the hospitality of their Nazi hosts and the delightfulness of their experience. The Olympics, an event designed to celebrate physical fitness and achievement, served as a perfect moment of propaganda for the Nazi regime that was about to ramp up its preparation for war.

Source





Source: Photo, August 1, 1936. Photographer: A. Frankl. Bundesarchiv, B 145 Bild-P017045

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