

Hitler as a Campaign Speaker (Summer 1932)

Abstract

This photo shows Adolf Hitler giving a campaign speech during the Reichstag election campaign in the summer of 1932. Hitler's campaign events in the spring and summer of 1932 were coordinated by Joseph Goebbels as part of a large-scale propaganda campaign centered around Adolf Hitler. In several "Germany flights," Hitler traveled throughout Germany in chartered planes and cars and appeared at around 200 major events attended by hundreds of thousands of people. In his speeches, Hitler attacked Weimar democracy and promised to end the "terror" as soon as he came to power. The propaganda techniques, which included choreographed mass rallies as well as the use of photography and film, were new at the time and contributed to the success of Adolf Hitler and the NSDAP in the 1932 elections.

In the elections for Reich President in March/April 1932, Hitler received a third of the votes and was only narrowly defeated by Paul von Hindenburg in the third round. In the Reichstag elections on July 31, 1932, the NSDAP received 37.3% of the vote and became the strongest party in the Reichstag for the first time, even though it did not achieve an absolute majority.

Source



Source: Hitler as an election campaign speaker, summer 1932. Photograph: Heinrich Hoffmann. bpk Fotoarchiv, Bildnummer 30003660. For rights requests, please contact the bpk Bildagentur: kontakt@bpk-bildagentur.de or Art Resource: requests@artres.com (for North America).

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