

Dmytrashko S. Strategy of influence on mass consciousness in National Socialist Germany

The National Socialists embodied the doctrine through revolutionary changes in the political system, new methods of working with the masses in order to obtain universal social support. National Socialists used information wars, agitation, propaganda, disinformation as a strategy of influence on the mass consciousness. Disinformation was used in the fight against the Communist Party. Information wars were used in foreign policy against the states that were the object of aggression of Nazism. Agitation was used to motivate the masses to engage in political activity. A leader's cult was created. Speeches played a special role in Nazi agitation, the effect of which grew due to the suggestion and theatricality of party gatherings, demonstrations. The propaganda of national-socialist ideology captures the whole consciousness of people. A. Hitler believed that propaganda and agitation was a prerequisite for the creation of a powerful organization, mobilizing the population to implement the regime's policy. J. Goebbels created the structural elements of propaganda, became the author of the method of "poetic truth" and the technology of the introduction of ideology into the mass consciousness.

The author believes that the peculiarity of the strategy of influence on the mass consciousness is the complex use of information warfare, misinformation, propaganda and agitation. The totalitarian regime influenced the mass consciousness, using suggestions and manipulations. The propaganda was comprehensive, adapted to the requirements of the situation, used technical means, which exacerbated the impact on large groups of people and large areas. Agitation prompted people to engage in activity through planned actions, use of rituals, theatricality, solidarity and feedback. Радіо, газет, кінострічки, документальне кіно, листівки, плакати – знаки культури, які слугували режиму. In foreign policy, large information events were held, depending on the needs of the regime. By 1938, the community was reassured by a proclaimed peace-loving policy. From 1938-1939 he grounded political and military actions with cultural, racial superiority and the necessity of autarky.

The Nazi party presented its political power as a spiritual phenomenon, since it aimed to change the social consciousness and educate a "new man", who, in ideological landmarks, deviated from humanism and was guided by hostility to the Other. The totalitarian regime created a new reality, in which the proclaimed changes in the social consciousness were objectively subjective nature, that is, individuals who were in a state of atomization turned into hostages of the goals proposed by the doctrine of national socialism.

Key words: German National Socialism, political ideology, propaganda, agitation, information warfare, mass consciousness.