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Three Keywords: Propaganda, Connection, Inspiration.

The aim of this essay is to explore three keywords supported by key thinkers and artists to arrive at a research question for further writing. The three keywords are Propaganda, Connection, and Inspiration. These will be linked to the artists- The White Rose Movement (Propaganda), Phillip Penman (Connection) and Rebecca Osborne (Inspiration). Furthermore, theorists that will be included are Annette Dunbach and Jud Newborne (Propaganda), Carla Grosch-Miller (Connection) and Sir Captain Thomas Moore (inspiration). I selected these topics to study, as at a brief glance they seem unrelated, however, I believe with further investigation there are more similarities than differences.

Propaganda

Propaganda is a key factor in Graphic Design and Advertising, especially since and throughout the Second World War (WW2). The agenda of all countries at war were broadcasted through propaganda to ensure ordinary people were kept indoctrinated.

Propaganda is often correlated with the words “lies and deceit” (Welch, 2017, p. XI) and this is a prime instance for Hitler’s Nazi Germany. “*Nazi propaganda was controlled by Joseph Goebbels and had three main themes – The Führer cult, people’s community, and scapegoating Jews*” (BBC, 2022) These ideologies were kept the same throughout Nazi Rule in Germany and they transpired into reality as Hitler’s power grew stronger.



Figure 1- Holocaust Encyclopaedia (2022), *Nazi Anti-Jewish Propaganda*.

Figure 1 shown above, is an example of one of the Nazi Party’s ideologies, in this case, it is “Scapegoating Jews” BBC, (2022). This image is depicting that a “stereotyped Jew conspires behind the scenes to control the Allied powers,

represented by the British, American, and Soviet flags.” Holocaust Encyclopaedia, (2022). This suggests that the Nazi Government were using their propaganda to portray Jewish people as cowards and traitors.

Furthermore, historians have often debated propaganda’s role in the war. However, whether they believe propaganda was the main cause of WW2, they all recognise it is a significant factor in the lead up to it. (Taylor’s, 2013, p.208) thoughts on the subject are that “The second world war witnessed the greatest propaganda battle in the history of warfare” and that this style of mass indoctrination was a “significant weapon”.

In addition, it was not just the Nazi party that used propaganda as a significant weapon, resistance groups opposing the Nazi Party were courageous enough to fight for what they believed in. The White Rose movement is a prime example, they were *“a resistance group run by students at the University of Munich who distributed leaflets and used graffiti to decry Nazi crimes and the political system, while calling for resistance to the Nazi state and the war”* (National World War 2 Museum, 2020). This extract implies The White Rose used the Nazi government’s most significant weapon against them, they took propaganda into their own hands. By publicly declaring Nazi crimes, readers could witness themselves how heinous the actions of the government were, and it was happening daily. For those who already had an inkling about what was taking place but had no solid evidence, this was just solidifying the miscarriages for justice.

The National World War 2 Museum (2020) also states that the group were successful in other cities outside of Munich, as they had a wide-ranging network of supporters in cities and towns as far North as Hamburg, and as far South as Vienna. By having supporters as far as Austria highlights how important their work was in fighting back against Nazi Germany.

However, the White Rose's nobility was not recognised in Germany for years afterwards. According to Annette Dunbach and Jud Newborne (2018), it was taboo to talk about the war up until the late 1970's, until a film was made about the White Rose Movement. This made a deep impression on the German public, and since then memorials and street names have been dedicated to the selfless acts of the movement (Dunbach and Jud Newborne 2018).

The White Rose is highly regarded in Germany that people who display civil courage are now referred to as "White Rosers". Dunbach and Jud Newborne, (2018) also state:

For German society today, the white rose members epitomize and embody one of the highest values that German's cherish: "Civil Courage". Having spent more than seven decades coming to terms with the crimes of the Nazi era, most German's know the importance of individual responsibility in speaking out against attempts to undermine their hard-won democracy. There are many ways to be what we call a "white roser" today. (Dunbach and Jud Newborne, 2018)



Figure 2- The National World War 2 Museum, (2018)

Since coming to terms with their past Germany now leaves tributes to the White Rose Movement. Like figure 2 above, it depicts the groups' flyers being left outside Ludwig Maximillians Univeristy. This reinforces Dunbach and Newborne's (2018) idea that The White Rose are now a highly regarded movement due to their efforts in propaganda.

Through this investigation it has brought up many areas of interest relating to propaganda, these areas include: Deceit, Scapegoating, Politics etc. Upon reflection, the phrase "it was taboo to talk about the war" (Dunbach and Jud Newborne 2018) stood out the most. I personally did not have prior knowledge of Germany retreating

from the acknowledgement of the war and this is something I would like to consider for further writing.

Connection

“Human connection is the sense of closeness and belongingness a person can experience when having supportive relationships with those around them”
Stiles (2021).

Unfortunately, some connections can be experienced as of a traumatic event, and this is known as collective trauma. Grosch- Miller (2021) states that collective trauma is when a group or community contains a significant number of traumatised individuals or, a significant amount of the community are traumatised. (Grosch- Miller, 2021)

An example of collective trauma would be the September 11th terrorist attacks on the World Trade Center. Through the Attacks on the World Trade Center, tragedy brought people together all over the world. Whether they were in New York at the time or elsewhere, many people were able to recall the encounter of when they first heard the news of the tragedy.

In a tribute to the events, a collection of handwritten recollections of the day have been gathered and produced into a book called “9/11 A World That Speaks” Lelpi and Lobel, 2011.

Inside are touching pieces that display the assembly of different people. “September 11th changed the state of my province (Canada). Planes from all over the world were being redirected to our small towns and we provided food and shelter to the loads of people. We all watched in horror together, Canadian, American, Chinese, Dutch, Italians, all nations united by grief” Lelpi and Lobel, 2011, p.7)

This source implies no matter what cultural background or what language people spoke they all experienced the same sorrow for those who had suffered that day. The kindness of the people of Canada made diverted passengers feel comforted amid all the chaos and that truly is an act of connecting humanity.

In addition, Photography brought unity to victims that day too. For the people who saw their loved ones for the last time through photographs or the people who needed the confirmation to help comprehend the situation, this medium brought comfort to many. It was truly a vital stage in recovery.

Photographer Phil Penman took his camera out this day and little did he know how imperative the photograph he took would become.



Figure 3 – Phillip Penman, (2001).

According to Today (2021), the woman on the left is Joanne Capestro and she was working on the 87th Floor of the North World Trade Center Tower when the plane hit first. This photograph is of Joanne and her co-worker as they leave the immediate danger zone.

Although they are now safe and well, surviving an experience like this comes with the horrors that they must deal with every day afterwards. *“Following a traumatic event, most people experience a range of problems. They have nightmares and*

trouble sleeping. They are plagued by images of the traumatic event – reliving it over and over.” (Renden, 2015, p. XII)

Capestro dealt with all of this too, she states in an interview with Today (2021)

“I really felt so different from that moment on and it took me many years to heal, Post-traumatic stress disorder is not easy. Living with survivor's guilt was not easy. But I have to say when I turned the corner, I owe a lot of it to Phil Penman. I tell him all the time, I love you, Phil, you know, you gave me my life back. Just in a picture alone.

Nobody could understand that because they weren't there. But when they see that photo, they go, Well, now I know what she went through. The picture tells us a thousand words, Capestro shared”. (Today, 2021)

The connection people could make to the photograph allowed them to empathise with Capestro as if they had been there, and this ultimately brought her peace after 10 years of dealing with the trauma. Therefore, this extract highlights that connection has a powerful way of bringing support to people after tragedies like this as *“When we experience things together — whether positive or negative — we’re bound by the shared memory of that experience.”* (Better up, 2021)

In this exploration of the word connection, personally, I discovered that the theme of heroism shows itself in numerous ways. In this case, it was photography, this is a theme I would like to explore further, as witnessing the powerful photography of Penman’s (2001) lens it allowed me to empathise with Capestro’s experience.

Inspiration

“Inspiration is a feeling of enthusiasm you get from someone or something, which gives you new and creative ideas” (Collins Dictionary, 2022)

Without inspiration the lives of humankind would be tedious, and they would lack motivation. No one would aspire to do good or help one another. In my experience, luckily that is not the case, whether it is a small act of kindness or a heroic story on the news, people become inspired with daily.

Captain Sir Tom Moore is an excellent example of ‘inspiration’ during the Covid 19 pandemic.

“His determination to walk 100 laps of his garden before his 100th birthday transformed him into a defining figure of England's first national lockdown, making headlines and inspiring people from around the world to donate” (BBC, 2021).

In the same article by BBC, (2021), it states that with the £32 million Captain Tom raised, the NHS made changes to reward the staff for their hard work. For example, in Edinburgh’s Western General Hospital a “Wellbeing Wing” was created to help staff relax. Studies have found that breaks can reduce or prevent stress, help to maintain performance throughout the day and reduce the need for a long recovery at the end of the day (The Wellbeing Thesis, 2022). Therefore, due to the money that Captain Tom has raised, the hospital staff were able to work more efficiently from having their breaks in the wellbeing wing, resulting in an improvement in the care administered to the deserving patients.

“I’m now known around the world as simply ‘Captain Tom’. I am thrilled that I inspired so many people to undertake their own fundraising efforts, especially the younger generation, because they are the future.” (Moore, 2020)

Captain Tom knows the importance of inspiration to people. He highlights that nothing can prevent anyone from fundraising. In his case he was displaying age is no excuse for achieving a goal.

Captain Tom further discusses his influence on the younger generation, and this is important, as this was exactly what children needed during the pandemic and for their future. Research shows that throughout lockdown *“only one-third to one half of primary age children had regular contact with friends between April and August. Loneliness was an issue for some older young people”* (Gov Uk, 2020). These children needed a fresh role model and to give them the stimulation they were very much lacking. Some of them even wrote to Captain Tom to tell him about what they had been doing, it was like the friendships they had missed out on.

Captain Tom Moore Project

Roath Park Primary School | Ysgol Gynradd Parc y Rhath



Captain Tom Moore recently completed 100 laps of his garden to raise Money for the National Health Service Charities. Captain Moore, a soldier during World War II, wanted to raise £1000 for the charities however he has currently raised over £20m! What a tremendous effort! Well done and thank you Captain Tom.

Pick any of the activities you would like to do. (You do not have to do them all!):

A happy birthday	A huge thank you	Biography
Captain Tom will be 100 years old on the 30 th April 2020.	Write a letter to Captain Tom expressing thanks for his tremendous effort.	Research and write a biography on Captain Tom's life.
Design and make Captain Tom a birthday card.	Explain how his effort made you feel.	Remember the rules for biography (see other resources on the web)
Send the card to Captain Tom.		
Captain Tom Moore, C/O Post Office Limited, 67 Bedford Road, Marston Moretaine, MK43 0LA, Bedfordshire, England.		

Figure 4- Roath Park Primary school, *Captain Tom Moore Project*, (2020).

To add to this, depicted in figure four is Roath Park Primary School's website page called the Captain Moore Project, (2020). This contains countless activities relating to Captain Tom. Several activities include the children writing letters to say thank you to Captain Tom. This clearly shows that Captain Tom was a popular figure amongst

schools so much so that teachers created activities to engage children in their interest in him.

Furthermore, his Inspiration reached artists like Rebecca Osborne.

“In normal times, Rebecca sketches at live events. But since the outbreak, she turned her artistic talents to drawing cartoons of keyworkers asking people to donate to the NHS when they share them online.” (BBC, 2021)

This not only gave Osborne another purpose for her illustrative skills during lockdown, but it further accelerated Captain Tom’s wishes for fundraising. His cycle of inspiration keeps on growing.

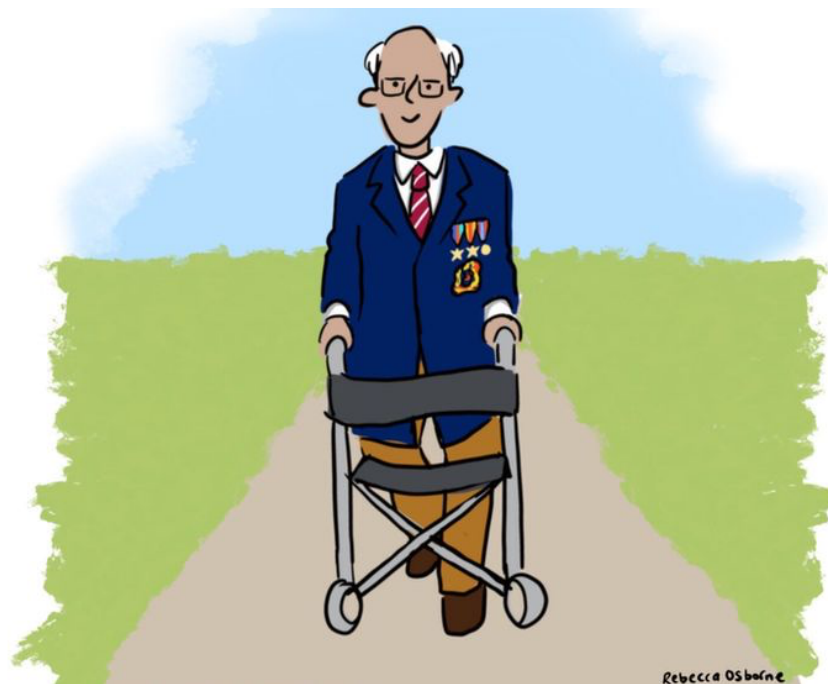


Figure 5 – Rebecca Osborne, (2020)

Osborne’s illustration is seen in figure five and it depicts a cheerful Captain Tom pacing the laps of his garden for NHS. It symbolises hope during a time when the world was in fear for the future. For some, all they needed was a glimmer of hope

just to get on with their day. Inspiration can have a positive effect on everyone whether it is for a small amount or for larger projects.

Reflecting on the keyword 'Inspiration' it brought up themes of heroism, ageism, fundraising. Again, the theme of heroism has been conveyed, this is an interesting find as when I began this essay, I did not notice any links between the keywords and as a matter of fact 'heroism' is now the ultimate similarity between them all.

To conclude, the three keywords I investigated appeared different on the surface, however in reality they all had an underlying theme of loss and tragedy. This intertwined with the topic of heroism created more similarities than differences. The research displayed in this body of text demonstrates how ordinary individuals chose to exert selfless and heroic acts to help those in need. In my opinion, as this has been a common theme throughout my essay, it is clearly a topic that I gravitate towards and should pursue for further research projects. Therefore, I can arrive at three possible questions for my written work next year. These include: How Is Heroism Portrayed During The 20th And 21st Century? How Does Heroism Present Itself in Everyday Life? How Important Is photography in showcasing?

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Figures

Figure 1- Holocaust Encyclopaedia, (2022), *Nazi Anti-Jewish Propaganda*. Available at: <https://encyclopedia.ushmm.org/content/en/article/nazi-propaganda> (accessed 29 April 2022)

Figure 2- The National World War 2 Museum, (2018) *The memorial for the White Rose in front of the main building of the Ludwig Maximilians University depicts the group's flyers*. Available at: <https://www.nationalww2museum.org/war/articles/sophie-scholl-and-white-rose> (Accessed 9 April 2022).

Figure 3 – Phillip Penman, (2001). *Title of the work*, [Photography], National September 11th Memorial & Museum, New York. Available at: <https://www.today.com/news/how-9-11-photo-brought-2-strangers-together-t230640> (Accessed: 6 April 2022).

Figure 4- Roath Park Primary school, *Captain Tom Moore Project*, (2020). Available at: <https://www.roathparkprimaryschool.co.uk/captain-tom-moore-project/> (accessed 29 April 2022)

Figure 5- Rebecca Osborne, (2020). Available at: <https://twitter.com/captaintommoore/status/1250447523501785096?lang=en-GB> (Accessed 13 April 2022).

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