

The Berlin Olympics: International Nazi Propaganda and the Olympic Games

By Breana Wilhelm

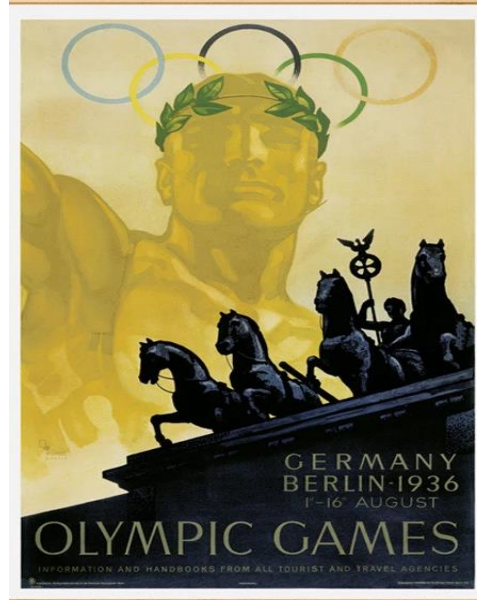
“No nation since ancient Greece has captured the true Olympic Spirit as has Germany.” – Avery Brundage, President of the United States Olympic Committee.

Historical Question:

- To what extent did the Nazis use the 1936 Olympics as propaganda on the world stage?
- The Nazi used the Olympics to showcase the concept of the “New Germany”. A Germany that was redeemed from the humiliation of the Great War.
- Served as a distraction from the Third Reich’s violations of the Treaty of Versailles
- They accomplished this through the hospitality of the German people as propaganda. Journalists, spectators, and athletes left Berlin with positive experiences; even Jesse Owens described his positive experience of the Olympics.

Context/Scope of Study:

- The international propaganda efforts of Nazi Germany to regain the prestige they in the aftermath of the first World War.
- The Nazi Regime received immense praise from the international community regarding their handling of the Olympic games.



Importance/Significance to Field of Study:

- The 1936 Berlin Olympics revealed how the Nazis used propaganda for both domestic and foreign audiences.
- My research shows another aspect of the Nazis that I have found many historians have not investigated.
- When studying Nazi propaganda, most historians view it within the confines of Germany. Very few historians discuss it on an international scale.
- The Nazis used propaganda in the Olympic Games to show the world a redeemed version of Germany whilst hiding their violations of the Treaty of Versailles.

Important Sources:

Primary Sources

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