



FASCIST PROPAGANDA

Propaganda in Mussolini's Italy

1. Culture

- a. Neo-Classicism (Roman)
 - i. Architecture - Large public works in Classic style started, restorations of Roman architectural feats. International praise and recognition of achievements
 - ii. Sculptures - Marble sculptures made in the Roman style; Represented power and obedience
 - iii. History - Il Duce as an heir to Caesar and new emperor of Rome - used as justification (political)
- b. Futurist/Modernist Art
 - i. Paintings - Abstract or modern art - societal progress
 - ii. Sculptures
 - iii. Architecture
- c. Myth and symbolism
 - i. Fasces - Unity and power
- d. Philosophy and politics
 - i. Doctrine of Fascism - clarification of the Fascist philosophy; "*Thought and Action*"
 - ii. Catchphrases "*Believe, obey, fight*", and "*Mussolini is always right*".
- e. Cinema and photography
 - i. Extensive use of modern cinema and film - very effective propaganda tool, hundreds of propaganda movies produced
 - ii. The Italian Hollywood, Cinecitta, promoted fascist theme written movies, making 100+ movies per year.

2. Mass Events

- a. Rallies and parades
 - i. *March on Rome* - made into a myth/legend by the Fascists; Used extensively to inspire heroism and sacrifice to Italy
 - ii. *March of the Iron Will* - march against the Ethiopian capital as a display of power; Re-invented the march on Rome
- b. Sport
 - i. Football - World Cup of 1934; Promoting Italian products, helped enforce unity and uphold Italian pride for the nation. Also had an impact on foreign nations viewing the success of Italy
 - ii. Promotion of sport in general - new stadiums were built and sport was encouraged to boost discipline and loyalty

3. Mass Media

- i. Posted articles in the news to convey ideas and reach people. Then used radios to reach the entire nation. Used posters and photographs to enhance the idea of being a strong leader.

4. Organizations

a. Youth Groups

- i. Youth groups were made under the rule of ONB (*Opera Nazionale Balilla*), to teach kids marching and wearing uniforms, and political in-depth studies.

5. Education

- i. Teach the honorary of Mussolini, "*Protector of the Nation*", and leader who's restoring Italy to the age of splendor.
- ii. Portraits of Mussolini was placed in a classroom, and students recite sentences praising Mussolini.
- iii. All non-fascists teachers were removed, forced to swear oath from 1931 and onwards.