CONTENTS

Preface	vii
Introduction	1
PART ONE NARRATIVES AND THEORIES	
1. A Narrative of Third Reich Propaganda (1920–39): Imagining the Reich	15
 A Narrative of Third Reich Propaganda (1939–45): Ersatz Valha Towards a Nazi Theory of Persuasion: The Primal Scream of 	lla 51
Fascism	99
PART TWO	
A PROPAGANDA TRINITY	
4. Mythologies: Inventing the Third Reich	139
5. Symbolism: A Language that Lies Deeper than Language	215
6. Rhetoric: Words that Think for You	255
Conclusions: Propaganda, the Light of Perverted Science	279
Notes	287
Index	323