

HITLER STATES: *“The danger represented by the Jews today finds expression in the undeniable dislike of them felt by a large section of our people, the cause of this dislike is on the whole not to be found in the clear recognition of the corrupting activity of the Jews generally among our people, whether conscious or unconscious; it originates mainly through personal relationship, and from the impression left behind him by the individual Jew which is almost invariably unfavorable. Anti-Semitism thereby acquires only too easily the character of being a manifestation of emotion. But this is wrong. Anti-Semitism as a political movement must not be, cannot be, determined by emotional criteria, but only through the recognition of facts.”*

THIS MEANS: Hitler has little regard for the anti-Semitism that most people harbor based on emotions and prejudice. He argues that in order for anti-Semitism to have lasting political value, it must be based on what he considers ‘the corruptive effect’ of Jews on society.

THE FACTS: While Hitler proudly claimed that his anti-Semitism was based on facts he observed as an adult and not immature emotion, the truth is that a boyhood friend, August Kubizek, wrote that Hitler expressed anti-Semitic feelings while they were growing up as children. Moreover, all prejudice is invariably irrational. Bigotry against an entire group of people is never the result of clear thinking, but based on emotion and prejudice. “The facts” about which Hitler speaks are not facts at all.

Using your *Ethos, Pathos, Logos Handout*, decide which form of persuasion is Hitler using in this text? Support your claim from the text. Each section of text may have multiple forms of persuasion, so identify as many as you can, giving proof of each.

Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“First, the Jews are definitely a race and not a religious community. The Jew himself never classifies himself a Jewish German, a Jewish Pole, a Jewish American, but only a German, a Polish, an American Jew. From the foreign nations in whose midst he lives the Jew has adopted very little more than their language. A German who is compelled to use French in France, Italian in Italy, Chinese in China, does not thereby become a Frenchman, an Italian, or a Chinese; similarly a Jew who happens to live among us and is thereby compelled to use the German language cannot be called a German. Even the Mosaic faith, however important for the maintenance of this race, cannot be considered as absolutely decisive in the question of whether or not someone is a Jew. There is hardly a single race whose members belong exclusively to one particular religion.”*

THIS MEANS: Jews are not a religious community, but a singular race that has been preserved by a thousand years of inbreeding.

THE FACTS: Hitler promoted a racial ideology that identified Whites (he called “Aryans”) as superior and everyone else as inferior. Since Jews in Europe were considered White he classified them as a different race – a race of people that he said was not only inferior but “dangerous” and needed to be destroyed. Making them a race in Nazi ideology served to justify their mistreatment. The idea of race, then and now, is based on pseudo-scientific theories from the 18th century suggesting that humans descended from biologically differing groups. Today, science confirms that there is no such thing as the ‘race’ classification. Humans are basically the same on the inside with endless differentiation on the outside. It is a made up category. If we think of race as skin color mainly, Jews can be found among all so-called races and share the same wide variety of physical characteristics. Jews, who are associated by religion and culture, come in all colors and nationalities.

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Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“Through a thousand years of inbreeding, often practiced within a very narrow circle, the Jew has in general preserved his race and character much more rigorously than many of the peoples among whom he lives. And as a result, there is living amongst us a non-German, foreign race, unwilling and unable to sacrifice its racial characteristics, to deny its feeling, thinking and striving, and which none the less possesses all the political rights that we ourselves have.”*

THIS MEANS: Jews are a foreign race with different values, They do not participate in society but nevertheless enjoy the same rights as others.

THE FACTS: Hitler is disingenuous with his own argument that Jews inbreed, are not part of and do not contribute to society as a whole. Yet, when the Nazis took power, they immediately implemented laws to remove Jews from German society. Nazi fury against the Jew was in fact based on the complete integration of Jews in almost all areas of German society. The Nazis passed laws barring Jews from the Civil Service, academia, law, medicine, music, literature, government and business, Jews had the same values and lifestyles as other Germans.

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Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“The feelings of the Jew are concerned with purely material things; his thoughts and desires even more so. The dance round the golden calf becomes a ruthless struggle for all those goods which, according to our innermost feelings, should not be the highest and most desirable things on this earth.*

The value of the individual is no longer determined by his character, by the importance of his achievements for all, but solely by the amount of his possessions, by his money.”

THIS MEANS: To the Jew, the value of the individual is not determined by character or achievement, but by his possessions and money.

THE FACTS: In the Middle Ages, some Jews, denied access to most professions, were forced into money lending. That gave rise to the stereotype of the greedy Jew. No one can honestly say that money does not have its place. But Judaism, as is the case with most religions, teaches that a person’s value is what he is worth without his money and property. Judaism teaches that people are accompanied in the next world not by their wealth but rather by the good deeds they have accumulated in their lives on earth. Most Jews, like most other people in Europe at the time, were poor. For the great majority, their wealth was their faith and culture. By tradition, the most respected people were not business magnates, but rabbis and scholars.

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Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“The value of the nation is no longer to be measured in terms of the sum of its moral and spiritual forces, but solely on the basis of the wealth of its material goods. From this feeling emerges that concern and striving for money and for the power which can protect it which makes the Jew unscrupulous in his choice of means, ruthless in his use of them to achieve this aim. In an autocratically governed state he whines for the favor of the ‘Majesty’ of the prince and abuses it to batten on his subjects like a leech. In a democracy he courts the favor of the masses, crawls before the ‘majesty of the people’ and yet knows only the majesty of money.”*

THIS MEANS: Hitler is saying that Jews measure a nation not by its moral and spiritual values, but by its wealth. Greed for wealth and power makes the Jew unscrupulous. He corrupts governments and uses money to prey on victims like a leech.

THE FACTS: From the beginning of Jewish history, the Hebrew prophets castigated those who measured a country’s value by its material wealth. The Hebrew Bible commands the Jewish people to be a “kingdom of priests and holy nation”. The only values that will save a nation are charity, caring for strangers, and defense of the widow, the orphan and the poor. Jewish tradition teaches that wealth only in the service of these values is commendable. The Jewish values of loving kindness and social justice were transmitted to Christianity and other faiths. As a matter of fact, the Nazis despised Christianity because it accepted the Jewish concepts of charity, mercy and conscience.

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Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“He destroys the character of the prince with byzantine flattery, and national pride, which is the strength of a nation, with mockery and shameless training in vice. His weapon is public opinion, which is never expressed, but is rather falsified. His power is the power of money which in the form of interest effortlessly and interminably multiplies itself in his hands and forces upon nations that most dangerous of yokes, the sad consequences of which are so difficult to perceive because of the initial gleam of gold. Everything which makes men strive for higher things, whether religion, socialism or democracy, is for him only a means to an end, to the satisfaction of a lust for money and domination.”*

His activities produce a racial tuberculosis among nations.

THIS MEANS: Jews take advantage of society for the purpose of sickening it for their own quest for wealth and power.

THE FACTS: Hitler is trying to depict Jews as dangerous microbes, as if they must be destroyed because their very existence is a disease. The depiction of Jews and others as less than human is a common theme of Nazi racial propaganda. The Nazis, for example, portrayed Blacks as apes.

Jews were less than 1% of Germany’s population and did not constitute a threat to society. Yet Hitler still resented the fact that Jews participated fully in the civic lives of the countries in which they lived, especially Germany and Austria. They were elected to office, practiced professions, and participated in the social, political and economic life of Germany and Austria. During World War I, more than 100,000 Jews served in the German army. Because of their contributions, however, some people believed that Jews had too much influence. Most Jews in Europe lived in Poland, Russia and other parts of eastern Europe, where wide-spread, official anti-Semitism gave them little say or influence in national policy, and severely limited their roles in society as a whole.

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Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“And this has the following result: Antisemitism stemming from purely emotive reasons will always find its expression in the form of pogroms. But antisemitism based on reason must lead to the systematic legal combating and removal of the rights of the Jew, which he alone of the foreigners living among us possesses (legislation to make them aliens). Its final aim, however, must be the uncompromising removal of the Jews altogether. Both are possible only under a government of national strength, never under a government of national impotence.”*

THIS MEANS: Pogroms (violent attacks on Jews) are not based on the anti-Semitism of reason, and are, therefore, ineffective in the main goal of removing the rights of Jews. The government’s ultimate aim must be the removal of the Jews altogether. The legal removal of Jews’ rights can only be achieved by a government of national strength, not of weakness.

THE FACTS: Hitler believed that Jews should have no civil or legal rights. Hitler’s murderous campaign to wipe out the Jews of Europe during World War II, tells us what he really meant by the “removal of the Jews” – taking away their right to live.

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Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“The Republic in Germany owes its birth not to the united national will of our people but to the cunning exploitation of a series of circumstances which combined to produce a deep general discontent. But these circumstances were independent of the form of the State, and are still active today; more active, indeed, today than before. And a large sections of our people is aware that no mere change in the form of the State as such can alter or improve our position, but only the rebirth of the moral and spiritual energies of the nation.*

This rebirth will be set in motion not by the political leadership of irresponsible majorities under the influence of party dogmas or of an irresponsible press, nor by catchwords and slogans of international coinage, but only through the ruthless action of personalities with a capacity for national leadership and an inner sense of responsibility.

But this fact robs the Republic of the internal support of the spiritual forces of the nation which are so necessary. And so the present leaders of the State are compelled to seek support from those who alone benefited from the changed situation in Germany and do so now, and who for this reason have been the driving forces of the revolution, namely, the Jews.”

THIS MEANS: The current government is weak and easily influenced by Jews. We need strong leaders who can confront the Jewish peril. Only a dictatorship can express the true will of the people.

THE FACTS: Modern history has shown that democracies are the strongest and longest lasting forms of government. It is generally weak governments that look for scapegoats upon whom to blame their failings. Those nations which promote and safeguard the rights of all their people tend to be the strongest.

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Ethos, Pathos, or Logos?	Support Your Claim from Hitler’s Letter

HITLER STATES: *“Taking no account of the Jewish peril, which has certainly been recognized by present-day leaders – proof of this is the various statements of present leading figures – they are compelled to accept the support readily offered by the Jews for their own benefit, and therefore to pay the required price. And this price consists not only in giving the Jews every possible encouragement, but above all in hampering the struggle of the duped nation against their brother Jews – in the neutralizing of the anti-Semitic movement.”*

THIS MEANS: Leaders fail to confront the danger posed by Jews because they need their support . This harms the nation by weakening the struggle for anti-Semitism ..

THE FACTS: Hitler argues as if there is a “Jewish peril,” taking the term from the book, The Protocols of the Learned Elders of Zion, about a supposed Jewish plot to take over the world. The book, compiled in the early 1900s by the Czarist secret police and published under different titles, was proven to be a notorious forgery. Even the Czar of Russia, for whom The Protocols were written, said they were fraudulent, Note, Hitler does not name any of the “present-day leaders” who supposedly recognize the so-called Jewish peril, because no world leader would come out with such a statement. Like the Protocols, Hilter argues against the concept of democracy and the will of the people. Hitler had no regard for the common man, believing he is too foolish and naïve to elect his own leaders.

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1**ETHOS (ETHICS) MESSAGES**

- Restrained, sincere, fair
- Language appropriate to audience and subject
- Honesty
- Accountable & transparent
- Going beyond self-interest
- Compliant with law
- Appropriate vocabulary
- Correct grammar

2**PATHOS (EMOTION) MESSAGES**

- Vivid words, language & tone
- Emotional narratives
- Examples which bring out emotion
- Connotative meanings
- Vibrant descriptions
- Appropriate body language
- Empathy generating

3**LOGOS (LOGIC) MESSAGES**

- Factual data/statistics
- Proof points/definitions
- Theoretical, abstract language
- Denotative meanings/reasons
- Literal and historical analogies
- Third party endorsements