

“A FULL PROPAGANDA SUCCESS”?
THE CARTOON JOURNAL “EJHLE” (1944-45)

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Humor can be an effective tool to manipulate a population. The Nazi occupation regime in the “Protectorate of Bohemia and Moravia” knew this quite well. When the German armed forces were forced into ceding territory on several fronts at a growing pace, the Czech population became practically inaccessible to German propaganda. In order to retain the ability to make the Czech population more receptive to the goals of the occupying power, the persons responsible in the German State Ministry exploited novel methods. Among other things, they founded a cartoon periodical called “Ejhle”. To make it interesting to its readership, political content was hidden behind seemingly unpolitical jokes and sometimes lewd drawings. In addition, the State Ministry sought to hide the fact that the persons behind “Ejhle” were German. The present contribution analyses how the periodical was planned, how it functioned and how its work was assessed at the time. Moreover, its content is examined in some depth.