



perhaps even panegyric. For another thing, the Soviet engineers developed a knack for successfully modifying, simplifying and, often, improving Western models and designs.

The author considers Suvorov's version of the USSR's win in the Great Patriotic War to be lacking in patriotism, however, disclosing a new side of the War, according to which the Great War enforced Stalin to refuse from his insane plans of the "world revolution" which looks more reliable and convincing in comparison with Isaev's disproofs that do not have proper background.

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THE NAZI GERMANY AND SOVIET PROPAGANDA POSTERS IN THE PERIOD OF THE BEGINNING OF THE SECOND WORLD WAR (1939 – 1941)

Annotation. The question risen by modern historians is considered: how the society, with the help of propaganda, was manipulated by the totalitarian regimes. The propaganda is noted to become especially influencing during the first years of the Second World War (1939 – 1941).

Анотація. Розглянуто питання, яке порушують історики сьогодні – як за допомогою агітаційних плакатів тоталітарні режими маніпулювали суспільством. Підкреслено, що особливої потужності ця пропаганда почала набувати у 1939 – 1941 роках (на першому етапі Другої світової війни).

Аннотация. Рассмотрен вопрос, который поднимают историки сегодня – как тоталитарные режимы манипулировали обществом с помощью агитационных плакатов. Подчеркнуто, что особенно сильно эта агитация начала проявляться в 1939 – 1941 годах (на первом этапе Второй мировой войны).

Keywords: totalitarian system, propaganda, the Second World War, the Soviet regime, the Nazi regime.

For all humanity, it is very essential to realize the importance of propaganda in the Second World War. In case of similar conditions people should know what to do: whom to believe and who they must be afraid of. To save its own will the modern Ukrainian society needs to be reminded of the experience how a totalitarian state could manipulate people's minds with propaganda.

The topicality of this problem is especially high nowadays in modern Ukraine where a political and economic crisis takes place. People believe advertising and news on television, but they must distinguish the truth from the falsity. That is why the role of propaganda in the past is explained in the article.

The Soviet researchers focused attention on the self-denying work of the Soviet citizens in the Great Patriotic War, showed complexities of evacuation of culture establishments, work of separate book publishing houses and various creative collectives.

However, in the authoz's opinion, there have not been comparative analyses of Soviet and Nazi posters of that period in the scientific literature. That was such a breaking period when the agitators really played a big role in recruiting men and raising the spirit of war in the society. Hitler had to make people believe that they were the best race so they could capture the world. The Fuhrer exerted his influence

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through emotions of fear, compassionate and patriotic feelings. His credo was: "If you don't carry out your duties, you are a traitor of your native land". This slogan was one of the influential reasons for man to become a soldier and make aggressive war [1].

Posters of both confronting parts were used as the main sources of research.

"The propagandists and agitators bore the passionate, inspiring word of Bolshevik truth in the society. And that word deeply got into hearts of people. With excitement each message going from fields of battle was perceived, each message on conditions at the front and in back was listened. Mass-political work was conducted on manufacture, in a red corner and a hostel, in a train and at the station, at the big and small stations", – A. I. Shahurin wrote in "Krylya pobedy" (a newspaper "Znamya") [2].

At first, since the beginning of war creative specialists had been focused on a concrete definition of an image of the enemy. According to official installation, art workers, journalists, workers of the education sphere were not allowed to declare about the catastrophe in the country. The mass media, especially the press, struggling against fear began showing heroic images of soldiers as an example to follow. There was a huge work in the genre of the satirical poster with comical images of Germans. Front concert brigades helped soldiers and inhabitants of front zones with fear overcoming.

The Soviet Union as it did not expect the attack, needed to make agitating posters fast to have people mobilized into the Red Army and inspire the whole society. "The government of the Soviet Union expresses the unshakable confidence that our valorous army and courageous falcons of the Soviet aircraft will fulfill with honor a duty to the native land, to the Soviet people, and will strike a crushing blow to the aggressor", said ex-president of the Council of National commissioners of the USSR and the National Commissioner of Foreign Affairs V. M. Molotov on June 1941 (the newspaper "Pravda") [3, 4].

Since the war began there were no enough men to work in the fields. Stalin asked women to do such jobs. "The movement of girls, who decided to stand by the machine, instead of those who went to the Red Army, quickly spread every day" [5].

Below are similarities and differences of the most common German and Soviet posters.

The Nazi Germany propaganda	The Soviet Union propaganda
1. The poster where Hitler points a finger afar allegedly ordering to attack. There is a flag and his army behind him. The colors are bright, mostly red (it probably aimed to stimulate people to win and get more power and will [6]). No slogan is there – the aim of the poster is clear without words [6]	1. The poster where Stalin points a hand in the same position as Hitler (in a profile). He is standing in front of the flag of the USSR. There is his army with the red flags of the country. The colors are very similar to the German ones. The red is the main color. No slogan is there
2. A smiling child (a pretty girl) with a tie. The slogan says: "Youth serves Fuhrer". This phrase means that children want to imitate adults and morally became Hitler's subordinates	2. A smiling girl wearing a red tie. She says: "My happiness depends on your successes." So she trusts the soldiers inspiring people to feel the same sentiment
3. The agitation slogan says: "People, rise and storm!" There are 3 soldiers on the right. They keep the guns and have serious faces looking somewhere. There are people giving hands to these soldiers behind them – the nation believes them. Everything is red to make feeling of blood and war	3. At the poster of the USSR there is a monument on the left, where man and woman keep a sickle and a hammer (the symbols of the country). All people below are angrily looking at their enemy. It is important to mention that these people are from different nations: Japanese, Afro-American, Russians. The slogan is: "Greetings to fighters against fascism". There is a red flag behind the composition
4. "As well you should join Reichsidehr" is written at the bottom of the poster. Here is depicted a man in the German military uniform who points at the spectator. The colors are dark and the face of the soldier is strict. This poster tells Germans that they must make the war whatever they want	4. There is a soldier who points at you and says: "What have you helped the front with?" There is a plant and workers behind him. The colors are red, because they symbolize the Red Army of the USSR
5. A young woman is at the front of the poster and she looks at the soldier in action – he is fighting. She is keeping an engineer tool. And the slogan is: "The girl he left behind is still behind him. She is a wow". This poster says that German women who stayed home must work instead of their husbands	5. A woman is at the left side with a combine machine behind. She is looking at the soldiers and plains on the front. The slogan in Russian is only one word but the idea is clear: "Let's replace!" (Zamenim!)

All the posters are oriented at a wide circle of people: men to be mobilized to army, women to work harder at men's jobs, children which cause emotion of pity and responsibility for their future. The colors are mostly red because of the color of the flag of the USSR and because this color is the most stimulating and makes an atmosphere of leadership and strong will [6]. The accent is always at the strict faces or hands (there is a really big number of hands on the posters of both parts).

However there are some differences between the propaganda of the Soviet Union and Germany: the Nazis often used an angry face of Hitler to encourage people to fight. Most slogans contain the word: "Sieg" (from the German "victory").



At the beginning of the war, the USSR tried to hide war and danger from the peaceful society to avoid panic, but at the same time stimulating soldiers to win, Hitler was often depicted as a funny man of cartoons, to make men not to be afraid of him. Lots of posters were dedicated to agriculture receiving a good harvest and metallurgy making the weapon – the most necessary branches of the economy. Agitation and propaganda reflected attempts to inspire people with an erroneous notion about the forces of the opponent, illusions about a possibility of wide national anti-Hitler movement in Germany.

In general, the majority of works were notable for patriotic pathos, were irreconcilable to the enemy, contained many slogans and appeals. They always pursued the definite political goals [7].

No doubt that between 1939 and 1941 the creative activity of the Soviet and Nazi totalitarian regimes came at a new level and became unique in the world culture. All this propaganda plays an important role even nowadays. Scientists might analyze the mistakes of our ancestors to avoid them in the future.

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THE ROLE OF LAND-LEASE IN THE GREAT PATRIOTIC WAR: THE ECONOMIC ASPECTS

Annotation. Data is provided to disprove the viewpoint that the Lend-Lease assistance from the allies did not play any role in the victory of the Soviet Union over the Nazi Germany. The character of Lend-Lease and its impact on the economy of the USSR has been analyzed. The economic importance of the Lend-Lease supply for the victory over the fascism has been considered.

Анотація. Наведено дані, які спростовують думку про те, що допомога союзників у формі ленд-лізу не відіграла значної ролі у перемозі Радянського Союзу над нацистською Німеччиною. Проаналізовано характер ленд-лізу і з'ясовано його вплив на економіку СРСР. Розглянуто економічну доцільність поставок ленд-лізу щодо перемоги над фашизмом.

Аннотация. Приведены данные, опровергающие мнение о том, что помощь союзников в виде ленд-лиза не сыграла важной роли в победе Советского Союза над нацистской Германией. Проанализирован характер ленд-лиза и выяснено его влияние на экономику СССР. Рассмотрена экономическая целесообразность поставок ленд-лиза для победы над нацизмом.

Keywords: Lend-Lease, the Great Patriotic War, the military economy of the USSR.

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