

Urban II and Propaganda TAE

Consideration of common propaganda devices and techniques is a part of most social studies programs. The following exercise can be used as part of an introductory unit on propaganda, as reinforcement and review of past study or as a change of pace while examining the early Middle Ages.

Students should apply their understanding of propaganda devices to an analysis of the speech, calling for a crusade against the Turks, made by Pope Urban II at Clermont in 1095. (Propaganda techniques are readily researchable on the Internet. A good comprehensive list suitable for this exercise can be found at: <http://academic.cuesta.edu/acasupp/as/404.htm>)

Urban II: Speech at Clermont 1095 (Robert the Monk version)

Oh, race of Franks, race from across the mountains, race chosen and beloved by God as shines forth in very many of your works set apart from all nations by the situation of your country, as well as by your catholic faith and the honor of the holy church! (**Glittering Generality**)

To you our discourse is addressed and for you our exhortation is intended. We wish you to know what a grievous cause has led us to your country, what peril threatening you and all the faithful has brought us. From the confines of Jerusalem and the city of Constantinople a horrible tale has gone forth and very frequently has been brought to our ears, namely, that a race from the kingdom of the Persians, an accursed race, a race utterly alienated from God, (**Name Calling**)

a generation forsooth which has not directed its heart and has not entrusted its spirit to God, has invaded the lands of those Christians and has depopulated them by the sword, pillage and fire; it has led away a part of the captives into its own country, and a part it has destroyed by cruel tortures; it has either entirely destroyed the churches of God or appropriated them for the rites of its own religion. They destroy the altars, after having defiled them with their uncleanness. They circumcise the Christians, and the blood of the circumcision they either spread upon the altars or pour into the vases of the baptismal font. When they wish to torture people by a base death, they perforate their navels, and dragging forth the extremity of the intestines, bind it to a stake; then with flogging they lead the victim around until, the viscera having gushed forth, the victim falls prostrate upon the ground. Others they bind to a post and pierce with arrows. Others they compel to extend their necks and then, attacking them with naked swords, attempt to cut through the neck with a single blow. What shall I say of the abominable rape of the women? To speak of it is worse than to be silent. The kingdom of the Greeks is now dismembered by them and deprived of territory so vast in extent that it can not be traversed in a march of two months. (**Card Stacking**)

On whom, therefore, is the labor of avenging these wrongs and of recovering this territory incumbent, if not upon you? (**Either/or Fallacy and Hasty Conclusion**)

You, upon whom above other nations God has conferred remarkable glory in arms, great courage, bodily activity, and strength to humble the hairy scalp of those who resist you. **(Glittering Generality)**

Let the deeds of your ancestors move you and incite your minds to manly achievements; the glory and greatness of king Charles the Great, and of his son Louis, and of your other kings, who have destroyed the kingdoms of the pagans, and have extended in these lands the territory of the holy church. Let the holy sepulcher of the Lord our Savior, which is possessed by unclean nations, especially incite you, and the holy places which are now treated with ignominy and irreverently polluted with their filthiness. Oh, most valiant soldiers and descendants of invincible ancestors, be not degenerate, but recall the valor of your progenitors. **(Transfer and False Analogy)**

But, if you are hindered by love of children, parents and wives, remember what the Lord says in the Gospel, "He that loves father or mother more than me, is not worthy of me. Every one that hath forsaken houses, or brethren, or sisters, or father, or mother, or wife, or children, or lands for my name's sake shall receive a hundredfold and shall inherit everlasting life." **(False Analogy)**

Let none of your possessions detain you, no solicitude for your family affairs, since this land which you inhabit, shut in on all sides by the seas and surrounded by the mountain peaks, is too narrow for your large population; nor does it abound in wealth; and it furnishes scarcely food enough for its cultivators. Hence it is that you murder one another, that you wage war, and that frequently you perish by mutual wounds. **(Faulty Cause and Effect)**

Let therefore hatred depart from among you, let your quarrels end, let wars cease, and let all dissensions and controversies slumber. Enter upon the road to the Holy Sepulcher; wrest that land from the wicked race, and subject it to yourselves. That land which as the Scripture says "flows with milk and honey," was given by God into the possession of the children of Israel. Jerusalem is the navel of the world; the land is fruitful above others, like another paradise of delights. This the Redeemer of the human race has made illustrious by His advent, has beautified by residence, has consecrated by suffering, has redeemed by death, has glorified by burial. This royal city, therefore, situated at the centre of the world, is now held captive by His enemies, and is in subjection to those who do not know God, to the worship of the heathens. **(Appeal to Emotion)**

She seeks therefore and desires to be liberated, and does not cease to implore you to come to her aid. **(Hasty Conclusion)**

From you especially she asks succor, because, as we have already said, God has conferred upon you above all nations great glory in arms. Accordingly undertake this journey for the remission of your sins, with the assurance of the imperishable glory of the kingdom of heaven. **(Glittering Generality and Transfer)**

When Pope Urban had said these and very many similar things in his urbane discourse, he so influenced to one purpose the desires of all who were present that they cried out

"It is the will of God! It is the will of God!" When the venerable Roman pontiff heard that, with eyes uplifted to heaven he gave thanks to God and, with his hand commanding silence, said: Most beloved brethren, today is manifest in you what the Lord says in the Gospel, "Where two or three are gathered together in my name there am I in the midst of them." Unless the Lord God had been present in your spirits, all of you would not have uttered the same cry. **(Appeal to Authority)**

For, although the cry issued from numerous mouths, yet the origin of the cry was one. Therefore I say to you that God, who implanted this in your breasts, has drawn it forth from you. Let this then be your war-cry in combats, because this word is given to you by God. When an armed attack is made upon the enemy, let this one cry be raised by all the soldiers of God: It is the will of God! It is the will of God! **(Bandwagon and Appeal to Authority)**