Rosenberg, Alfred (1893–1946)

Rosenberg was an influential Nazi publicist in the Weimar Republic and politician in the Third Reich. Rosenberg received an architect’s training before moving to Munich in 1918. Here he became a member of the Nazi Party in 1919. In 1923 he became the chief editor of the Nazi Party newspaper *Folkish Observer*. In 1923 he participated in the Munich Hitler-Putsch. While Hitler was in jail, Rosenberg led the replacement Nazi organization (*Great German Folk-Community*). In 1929 he founded the *Militant League for German Culture* and in 1930 became chief editor of the *National Socialist Monthly*. He was influenced by the racist ideas of the Frenchman, Arthur de Gobineau, and the Englishman, Houston Stewart Chamberlain. Rosenberg’s *The Myth of the Twentieth Century* (1930) promoted the Nazi superior race worldview, anti-Semitism, anti-bolshevism, and mystical and mythical accounts of a modern Germanic folk-community. After the Nazis took power in 1933, he led the office of foreign affairs and from 1934 onward was responsible for education and training in Germany. He promoted research on the “Jewish question” and oversaw occupied Eastern Europe during WWII. As the chief ideologue of National Socialism, he was executed in 1946.

Bibliography: Robert Cecil, *The myth of the master race: Alfred Rosenberg and Nazi ideology* (London: Batsford, 1972).

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