Was it one particular class in all nations?

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7 CAPITALISTS

Those who profit from armaments and from exploiting overseas possessions naturally welcome war, and encourage warlike policies.

Those with most money and property have most to lose. Industry and trade will be disrupted. Few capitalists welcome war.

8 IMPERIALISTS

Rivalry between the great powers over overseas possessions, trade, railways, naval power, etc. caused tension and conflict in many areas and prepared everyone for war.

There have always been clashes over colonies. But the war began in Europe, not overseas, and the first countries concerned had no colonies.

9 MILITARISTS

Armies and navies were growing ever larger, more highly skilled and expensively equipped. Chiefs of Staff like Conrad von Hötzendorff in Austria, von Moltke in Germany and Fisher in Britain hoped to use these powerful weapons at the best possible moment from their own point of view. This tight planning and emphasis on striking quickly prevented statesmen from taking time to seek a peaceful solution.

Armaments, mass armies and careful planning of possible campaigns showed fear of others, not aggressiveness. It was the politicians who used the weapons, not the military.

10 THE PEOPLE

The half-educated prejudices of the common man influenced policies in democratic states, and even the most autocratic ruler had to respect public opinion, which had no time for the subtleties of diplomacy and demanded clean, forceful solutions.

Popular attitudes were the product of government leadership and propaganda, and of the media controlled by capitalists and warmongers.

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11 THE PRESS

Most people now could read, but were not well enough educated to be critical. Journalists and novelists made money by providing sensations, stirring up national pride and hatred of foreigners.

Writers only provide what the public wants.

12 DIPLOMATS

The system of secret alliances and understandings brought about war before anyone realised the danger.

The war was an outcome of many different causes, not one alone.

The next-of-kin of British soldiers and sailors killed in the Great War were given bronze plaques like this, 12 cm (5 in.) across and suitable for setting into a memorial stone. As on the 'Land of Hope and Glory' picture (page 7) Britannia and the lion are the most prominent part of the design, but the mood has changed.

19.