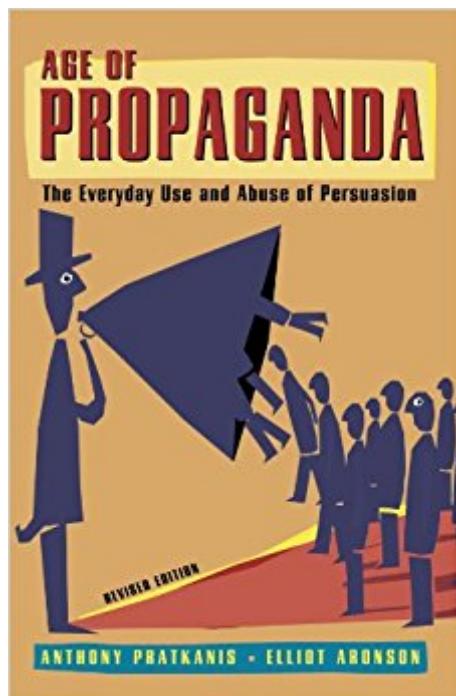


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# Age Of Propaganda: The Everyday Use And Abuse Of Persuasion



## **Synopsis**

Americans create 57% of the world's advertising while representing only 6% of its population; half of our waking hours are spent immersed in the mass media. Persuasion has always been integral to the democratic process, but increasingly, thoughtful discussion is being replaced with simplistic soundbites and manipulative messages. Drawing on the history of propaganda as well as on contemporary research in social psychology, *Age of Propaganda* shows how the tactics used by political campaigners, sales agents, advertisers, televangelists, demagogues, and others often take advantage of our emotions by appealing to our deepest fears and most irrational hopes, creating a distorted vision of the world we live in. This revised and updated edition includes coverage of the Clinton/Lewinsky scandal, recent election campaigns, talk radio, teen suicide, U.F.O. abductions, the Columbine shootings, and novel propaganda tactics based on hypocrisy and false allegations.

## **Book Information**

Paperback: 432 pages

Publisher: Holt Paperbacks (March 14, 2001)

Language: English

ISBN-10: 0805074031

ISBN-13: 978-0805074031

Product Dimensions: 6.2 x 9.3 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 59 customer reviews

Best Sellers Rank: #47,693 in Books (See Top 100 in Books) #18 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Propaganda & Political Psychology #43 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Political Advocacy #80 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Human Rights

## **Customer Reviews**

Drawing on the history of propaganda and modern research in social psychology, this book reveals mass persuasion in action -- not just the tactics, but why they work so well, and how we can protect ourselves from manipulation. --This text refers to an out of print or unavailable edition of this title.

Psychologists Pratkanis and Aronson present a thorough overview of how individuals and the mass media manipulate us using devious persuasive techniques. In order to understand how and why we

are persuaded, the authors analyze the various tactics people use to get us to comply; point out ways we might deal sensibly and effectively with propaganda; and examine persuasion in a context of argument and debate. The authors' quarrel with persuasive communication today is that, rather than using logical argument, it uses emotional symbols to manipulate us. Advertisers, for example, use short, catchy, visually oriented messages to get us to buy things we might not need. Pratkanis and Aronson skillfully summarize research findings from the field of social psychology to illustrate their points. While a large portion of the book is devoted to advertising techniques, the authors also examine media coverage of the Gulf War, cult leaders, and political elections. Highly recommended for public and academic libraries.- Gary D. Barber, SUNY at Fredonia Lib. Copyright 1991 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

This book is great because it makes high-end media theory really accessible in an interesting way. I have read a few books on the topic, and this one presented the material in a more conversational way that makes it easy to connect to the material.

Perfect for understanding how mass manipulations happen. Should be required reading for every thinking adult.

Very well written! Definitely an eye opener!

Had to buy as a required reading for one of my classes. Very informative and surprisingly interesting.

This book attempts to demystify propaganda and the persuasion process, and it does so in a fluid and engaging manner. The authors walk the reader through the social psychology academic literature, discussing pivotal studies, and how they apply to what we see in the world around us. I especially like the section provocatively titled, "How to become a cult leader." If you've ever wondered how media, advertisers, politicians, and religious charlatans manage to so effectively manipulate audiences, this book will tell you their standard tricks. An unethical person might get this book for the purpose of learning the techniques of manipulation. It is a witch's brew of information about how to subvert and manipulate a person's reasoning processes. This is, of course, not the author's intentions. Their intent is to help readers defend themselves against manipulation. The book is also a sobering reflection on the difficulties inherent in having a fully functioning, and fully

informed, democracy in an age of advertising, packaging, spin, and big-media manipulation.

Love this book!

As described.thx

What I like about this book:- It is great to help people become aware of how the media manipulates our fears, insecurities and prejudices to make us want to buy everything in sight.- It shows how advertisers take advantage of our being in a rush when shopping and not being used to think about what we're buying.- It points out how we fall into traps without noticing it, and that it is not enough to know that ads are designed to make us like the products they are selling.The reason I didn't give it 5 stars is that many of the experiments are too old. Over 10, 20 or 30 years sometimes. I wish there had been more current studies used as examples.Still, it makes very pleasant, easy, informative, and many times funny reading :-)

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