

Age Of Propaganda The Everyday Use And Abuse Persuasion Anthony Pratkanis

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Thoroughly revised and updated, this new edition of Age of Propaganda includes coverage of the Clinton/Lewinsky scandal, recent election campaigns, the rise of talk radio, teen suicide, U.F.O abductions, the Columbine shootings, and novel propaganda tactics based on hypocrisy and false allegations.

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We live in an age of propaganda. Americans consume 57% of the world's advertising while representing only 6% of the population, and half of our waking hours are spent with the mass media. Persuasion has always been integral to the democratic process - it's how we make decisions, elect governments, do business, and reso

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"Age of Propaganda" gives the reader an analysis of the patterns, motives, and effects of these efforts. Drawing on the history of propaganda and modern research in social psychology, Pratkanis and Aronson show us mass persuasion in action-not just the tactics, but why they often work, and how we can protect ourselves from manipulation.

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Staff View for: Age of propaganda : the everyday use and
Review of Anthony Pratkanis and Elliot Aronson, Age of Propaganda: The Everyday Use and Abuse of Persuasion Abstract This second edition of the Age of Propaganda is excellent. (Should I explicitly tell you my conclusion?) I will use a two-sided argument to try to convince you to read this book.

Age Of Propaganda The Everyday

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Propaganda uses the peripheral route, which relies on a distracted consumer not being able to concentrate on the real message he's being fed. Propaganda is all about misleading people, and while it comes in many forms, it's always based on the four stratagems of influence.

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Age of Propaganda by Anthony Pratkanis and Elliot Aronson

Age of Propaganda: The Everyday Use and Abuse of Persuasion Published by Thriftbooks.com User , 19 years ago This is an excellent book which explains how the media, demagogues, politicians and marketers are able to gain compliance from their various publics.

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Anthony R. Pratkanis is a researcher, author, consultant, media commentator and a professor of psychology at the University of California, Santa Cruz. He is the author of several books, and has published research papers in scientific journals on the topics of social influence, fraud, terrorist and dictator propaganda, marketing and consumer behavior, and subliminal persuasion.