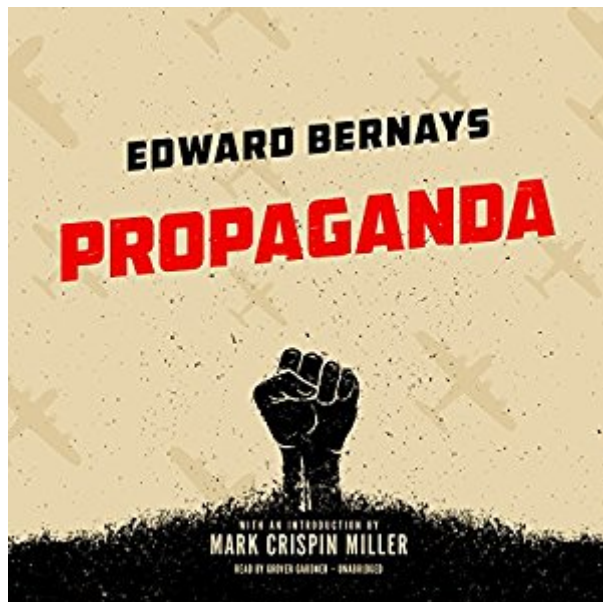


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Propaganda



Synopsis

"The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country." (Edward Bernays) A seminal and controversial figure in the history of political thought and public relations, Edward Bernays pioneered the scientific technique of shaping and manipulating public opinion, which he famously dubbed the "engineering of consent". During World War I, he was an integral part of the US Committee on Public Information, or CPI, a powerful propaganda apparatus that was mobilized to package, advertise, and sell the war to the American people as one that would "Make the World Safe for Democracy". The CPI became the blueprint for the marketing strategies of future wars. Bernays applied the techniques he had learned in the CPI and, incorporating some of the ideas of Walter Lipmann, became an outspoken proponent of propaganda as a tool for democratic and corporate manipulation of the population. His 1928 bombshell, *Propaganda*, lays out his eerily prescient vision for using propaganda to regiment the collective mind in a variety of areas, including government, politics, art, science, and education. To listen to this book today is to frightfully comprehend what our contemporary institutions of government and business have become in regard to the organized manipulation of the masses.

Book Information

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Customer Reviews

Everyone should read this today because it exposes how the media operates across the board today in all areas of life. Please make sure you read it with the perspective that Bernays is trying to sell his style of propaganda to the elite; he was not a friend of the masses and had a low opinion of us.

The two stars is a generous reflection of the edition, 4 for the book proper (I found it a bit repetitious).....0 for the intro, and the MANY typos that pervade the text. The book is an important account of the early history of public relations, good for a basic understanding of the topic.....but....This is, without a doubt, the most typos I've ever seen in a single book. Either English was the proofreader's second language or nobody even bothered to look at the text before it went to print. Towards the end of the book, frustration of the several typos had me exclaiming "Are you kidding me!!" There is virtually a mistake on every page. The intro to the book is, to put it kindly, superfluous garbage. I should have guessed as much as the author Mark Miller is advertised on the back cover as the author of "The Bush Dyslexicon" & "Cruel and Unusual: Bush/Cheney's New World Order." Which sound a lot like genuine propagandist bull-crap. Oddly enough Mr. Miller portrays Bernays' book as "a sales pitch" using "it's own propaganda tactics" aimed at "potential corporate clientele." He further implies Bernays' "bias" by "seductively" using the word "us" supposedly including himself along with the common people, who are the primary targets of the propaganda. There are several other examples where Mr. Miller criticizes and disregards Bernays' writing. The question is: Why would the publisher seemingly alienate half of the prospective clientele by choosing an anti-Bush propagandist to write the intro? AND, Why would the publisher select someone who continuously bashes the very book he is featured in? The publisher should have nixed the introduction and hired a proofreader instead.

This book is about manipulating people. It is written from a Ranchers point of view with the majority of us, his herd. He can't force you (at least in a civil society) to drink but he can secretly salt your oats. I was disappointed to learn that a hearty breakfast is a contrived idea since breakfast is my favorite meal. Now that I know some propaganda techniques, I will have an ever growing suspicion of ads, speeches, even photos and videos of the news. It reminds me of learning to play a musical instrument. I no longer listen to the music; I analyze it, deconstruct it and map it...I do everything but enjoy it. A fascinating and somewhat sad read.

Satan's plan for the world using the Zionists who claim to be Jews and are not. The King James

Bible speaks of them. The KJV also speaks of their end along with Satan.

Bernays work is an early exposition of the need to mass inform the public in a then ever changing world. Much of his discussion can easily be applied to today's circumstances. Taken as it is Propaganda is a must read if one is really interested in the development of current advertisement approaches. The title of the book when published, did not have the negative connotations it carries nowadays.

Read the reviews before purchasing this book but really did not know what to expect. Boy did I enjoy this read. Amazing how this book was written ages ago but the principles still apply today. The world works the way it does all due to propaganda. Unsure as to how we can really evolve out of this way of thinking/operating though as propaganda is very deeply ingrained into the way society has worked for decades. Have always felt that something was off in the world. Now I can understand why. Case in point, we really do not live in a "Democracy", we just think we do. Everyday choices have already been made for us (yup, read the book). I appreciate how this book really helped me put things into perspective from a business/marketing/world order standpoint.

This should be required reading for everyone. Bernays pioneered advertising and the shaping of public opinion. This book, written in 1928, largely to market the importance and power of propaganda, sheds light on the world of marketing that now dominates our world.

"The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country." And we're off and running through the world of Propaganda, the how-to manual for the manufacture of consent by Edward Bernays. Since American voters were unable to think for themselves, the nephew of Sigmund Freud asserted, political parties were necessary to narrow down choices to a handful of candidates. Small wonder the Founders were wary of a mass democracy and the sways of public opinion. "An informed citizenry can be trusted with its government." Thomas Jefferson. "A well-instructed people alone can be permanently a free people." James Madison. In his excellent introduction, Mark Crispin Miller details how propaganda was used to mold support for America's entry into WW1. Once the war was over, the public wised up to the ruse and angrily repudiated the Wilson administration. Propaganda was a dirty word throughout the 20's and 30's. Regrettably, our

modern day campaigns have become a testament to Bernays's expertise. Talking heads on television yak on about a candidate's charisma, wardrobe, and "thrilling life story." The marketplace of ideas has given way to fundraisers, photo-ops and two-bit slogans. Revisionist history has transformed Woodrow Wilson from schmuck to hero while voters blindly follow The Party like sheep. Lessons unlearned are lessons lost.

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