

Age Of Propaganda The Everyday Use And Abuse Of Persuasion

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"Age of Propaganda should be of interest to any reader who wants a revealing look at the powerful, often subtle, often unethical forms persuasion takes in our everyday lives. Page 1 of 1 Start over Page 1 of 1 This shopping feature will continue to load items when the Enter key is pressed.

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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 ...

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