

[PDF] Age Of Propaganda: The Everyday Use And Abuse Of Persuasion

Elliot Aronson, Anthony Pratkanis, Anthony R. Pratkanis - pdf download free book

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Description:

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.

From Library Journal 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.*

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