

Readings in

PROPAGANDA *and* PERSUASION

New and Classic Essays



Garth S. Jowett • Victoria O'Donnell



Readings In Propaganda And Persuasion New And Classic Essays By Jowett

Victoria O'Donnell



Readings In Propaganda And Persuasion New And Classic Essays By Jowett:

Readings in Propaganda and Persuasion Garth S. Jowett, Victoria O'Donnell, 2006 This collection of readings in propaganda and persuasion is designed to serve as either a companion to Jowett and O'Donnell's text *Propaganda and Persuasion* or as a single class resource The contents range from seminal essays by Jacques Ellul, Kenneth Burke and Paul M. A. Linebarger to articles by well-known writers on propaganda such as Philip Taylor and David Culbert to new essays about responses to 9/11, the treatment of Afghan women, persuasion in the built environment and public diplomacy as propaganda Also included are analyses of the relationship between rhetoric and propaganda, essays about the definition of propaganda, propaganda in the Boston Massacre, the American Revolution, the Bolshevik Revolution and American, British and German propaganda during World War II and brainwashing in the Korean War Publisher [Propaganda & Persuasion](#) ,

Television Criticism Victoria O'Donnell, 2016-01-22 *Television Criticism* Third Edition by Victoria O'Donnell provides a foundational approach to the nature of television criticism Rhetorical studies, cultural studies, representation, narrative theories and postmodernism are introduced for greater understanding and appreciation of the critical perspectives on television with in-depth methods of criticism Illustrated with contemporary examples this updated Third Edition includes a new extensive sample critical analysis of *The Big Bang Theory* and reflects recent changes in the ways television is viewed across multiple devices and the impact of the Internet on television [Frank Capra's Eastern Horizons](#) Elizabeth Rawitsch, 2014-10-16 Frank Capra has long had a reputation as being the quintessential American director, the man who perfectly captured the identity and core values of the United States with a string of classic films in the 1930s and 40s including *It Happened One Night*, *Mr. Smith Goes to Washington* and *It's a Wonderful Life* However, as Elizabeth Rawitsch argues, Capra's construction of national identity did not occur within an exclusively national context She points out that many of his films are actually set in or include sequences set in China, Latin America, the Philippines and the South Seas Featuring in-depth textual analysis supported by original archival research, *Frank Capra's Eastern Horizons* explains that Capra's view of what constituted America changed over time, extending its boundaries to embrace countries often far from the United States Complicating Edward Said's theory of Orientalism as a strict binary in which the West constructs the East as an inferior other, it demonstrates that East and West often intermingle in films such as *The Bitter Tea of General Yen* and in Capra's orientation documentaries for World War II American servicemen Capra imagined a kind of global community, albeit one with heavy undertones of British and American imperialism Investigating shifts in what Capra's America has meant over time, both to Capra and to those who have watched and studied his films, this innovative book offers a startlingly fresh perspective on one of the most iconic figures in American film history **How Propaganda Became Public Relations** Cory Wimberly, 2019-11-07 *How Propaganda Became Public Relations* pulls back the curtain on propaganda, how it was born, how it works and how it has masked the bulk of its operations by rebranding itself as public relations Cory Wimberly uses

archival materials and wide variety of sources Foucault's work on governmentality political economy liberalism mass psychology and history to mount a genealogical challenge to two commonplaces about propaganda First modern propaganda did not originate in the state and was never primarily located in the state instead it began and flourished as a for profit service for businesses Further propaganda is not focused on public beliefs and does not operate mainly through lies and deceit propaganda is an apparatus of government that aims to create the publics that will freely undertake the conduct its clients desire Businesses have used propaganda since the early twentieth century to construct the laboring consuming and voting publics that they needed to secure and grow their operations Over that time corporations have become the most numerous and well funded apparatuses of government in the West operating privately and without democratic accountability Wimberly explains why liberal strategies of resistance have failed and a new focus on creating mass subjectivity through democratic means is essential to countering propaganda This book offers a sophisticated analysis that will be of interest to scholars and advanced students working in social and political philosophy Continental philosophy political communication the history of capitalism and the history of public relations

Six Minutes in Berlin Michael J Socolow, 2016-10-14 The Berlin Olympics August 14 1936 German rowers dominant at the Games line up against America's top eight oared crew Hundreds of millions of listeners worldwide wait by their radios Leni Riefenstahl prepares her cameramen Grantland Rice looks past the 75 000 spectators crowding the riverbank Above it all the Nazi leadership flush with the propaganda triumph the Olympics have given their New Germany await a crowning victory they can broadcast to the world The Berlin Games matched cutting edge communication technology with compelling sports narrative to draw the blueprint for all future sports broadcasting A global audience the largest cohort of humanity ever assembled enjoyed the spectacle via radio This still novel medium offered a liveness a thrilling immediacy no other technology had ever matched Michael J Socolow's account moves from the era's technological innovations to the human drama of how the race changed the lives of nine young men As he shows the origins of global sports broadcasting can be found in this single forgotten contest In those origins we see the ways the presentation consumption and uses of sport changed forever

Propaganda and American Democracy Nancy Snow, 2014-03-10 Propaganda has become an inescapable part of modern American society On a daily basis news outlets politicians and the entertainment industry with motives both dubious and well intentioned launch propagandistic appeals In *Propaganda and American Democracy* eight writers explore various aspects of modern propaganda and its impact Contributors include leading scholars in the field of propaganda studies Anthony Pratkanis tackles the thorny issue of the inherent morality of propaganda J Michael Sproule explores the extent to which propaganda permeates the U S news media and Randal Marlin charts the methods used to identify research and reform the use of propaganda in the public sphere Other chapters incorporate a strong historical component Mordecai Lee deftly analyzes the role of wartime propaganda while Dan Kuehl provides an astute commentary on former and current practices and Garth S Jowett investigates how Hollywood has been

used as a vehicle for propaganda In a more personal vein Asra Q Nomani recounts her journalistic role in the highly calculated and tragic example of the ultimate act of anti American propaganda perpetrated by al Qaeda and carried out against her former colleague Wall Street Journal reporter Daniel Pearl Propaganda and American Democracy offers an in depth examination and demonstration of the pervasiveness of propaganda providing citizens with the knowledge needed to mediate its effect on their lives Edited by Nancy Snow The Discourse of Propaganda John Oddo,2018-10-24 In the early 1990s false reports of Iraqi soldiers in Kuwait allowing premature infants to die by removing them from their incubators helped to justify the Persian Gulf War just as spurious reports of weapons of mass destruction later undergirded support for the Iraq War in 2003 In The Discourse of Propaganda John Oddo examines these and other such cases to show how successful wartime propaganda functions as a discursive process Oddo argues that propaganda is more than just misleading rhetoric generated by one person or group it is an elaborate process that relies on recontextualization ideally on a massive scale to keep it alive and effective In a series of case studies he analyzes both textual and visual rhetoric as well as the social and material conditions that allow them to circulate tracing how instances of propaganda are constructed performed and repeated in diverse contexts such as speeches news reports and popular everyday discourse By revealing the agents inter texts and cultural practices involved in propaganda campaigns The Discourse of Propaganda shines much needed light on the topic and challenges its readers to consider the complicated processes that allow propaganda to flourish This book will appeal not only to scholars of rhetoric and propaganda but also to those interested in unfolding the machinations motivating America s recent military interventions Contemporary Perspectives on Rhetoric Sonja K. Foss,Karen A. Foss,Robert Trapp,2014-04-04 The anniversary edition marks thirty years of offering an indispensable review and analysis of thinkers who have exerted a profound influence on contemporary rhetorical theory I A Richards Ernesto Grassi Cha m Perelman and Lucie Olbrechts Tyteca Stephen Toulmin Richard Weaver Kenneth Burke J rgen Habermas bell hooks Jean Baudrillard and Michel Foucault The brief biographical sketches locate the theorists in time and place showing how life experiences influenced perspectives on rhetorical thought The concise explanations of complex concepts are clear engaging insightful and highly accessible serving as an excellent primer for reading the major works of these scholars The critical commentary is carefully chosen to highlight implications and to place the theories within a broader rhetorical context Each chapter ends with a complete bibliography of works by the theorists Media, Persuasion and Propaganda Marshall Soules,2015-02-13 Using case studies and exercises this innovative study guides the reader through the many varieties of persuasion and its performance exploring the protocols of rhetoric unique to the medium from orality and print to film and digital images

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