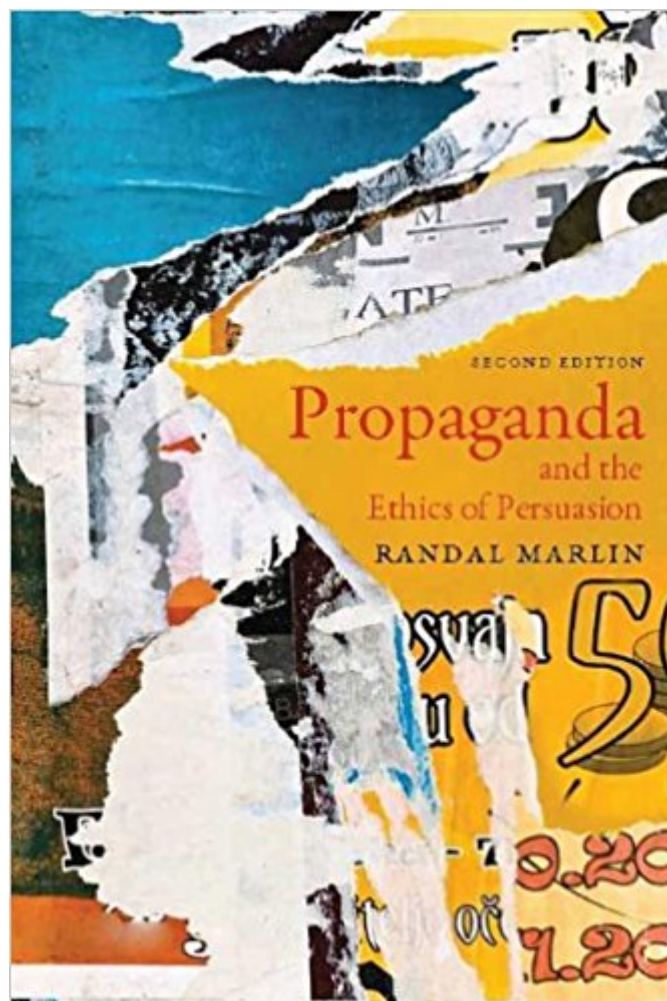


The book was found

Propaganda And The Ethics Of Persuasion - Second Edition



Synopsis

This book develops a sophisticated account of propaganda and its intriguing history. It begins with a brief overview of Western propaganda, including Ancient Greek theories of rhetoric, and traces propaganda's development through the Christian era, the rise of the nation-state, World War I, Nazism, Communism, and the present day. The core of the book examines the ethical implications of various forms of persuasion, not only hate propaganda but also insidious elements of more generally acceptable communication such as advertising, public relations, and government information, setting these in the context of freedom of expression. This new edition is updated throughout, and includes additional revelations about a key atrocity story of World War I.

Book Information

Paperback: 392 pages

Publisher: Broadview Press; 2 edition (October 10, 2013)

Language: English

ISBN-10: 1554810914

ISBN-13: 978-1554810918

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #466,356 in Books (See Top 100 in Books) #136 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Propaganda & Political Psychology #412 in Books > Politics & Social Sciences > Philosophy > Social Philosophy #1151 in Books > Textbooks > Communication & Journalism > Communications

Customer Reviews

"Propaganda and the Ethics of Persuasion is a book we need now more than ever. It is a stand-alone resource for those who don't know anything about propaganda, want a refresher, or want to see how propaganda has fared in the digital age. Marlin's clear, strong writing brings home the enormity of propaganda's reach and the danger it represents to all of us." • Tim Blackmore, University of Western Ontario "In the tradition of George Orwell's Nineteen Eighty-Four and Jacques Ellul's Propaganda, this book will become a classic of the 21st century as theirs were of the 20th. Its substance, exceptional clarity and unsettling relevance show a master teacher at work." • Clifford G. Christians, University of Illinois "Randal Marlin's book should be on the bookshelf of any serious scholar of propaganda and persuasion." • Gary James

Jason, Dialogue • | the acknowledged classic in the field • William Lyons, Emeritus Fellow of Trinity College Dublin Comments on the first edition: • Concerted efforts to • direct the thought of the world™ have become a dominant feature of modern life, notably in the more free societies, where direct coercion is less feasible. This study is a welcome contribution to increasing public awareness and understanding of these critical matters. It approaches them with historical depth and insightful commentary, also raising and investigating hard questions of propriety and limits that should be the focus of intense concern. • Noam Chomsky, M.I.T. • so terrifyingly relevant to the troubled world of today • excellent book • so measured, so wide-ranging. • • Barbara Wright, Trinity College, Dublin • Marlin's reflections have been well marinated, coming as they do, he tells us, from three decades of studying • the day-to-day manifestations of opinion, in newspapers, radio and the university workplace. • • Patrick MacFadden, Literary Review of Canada

This book develops a sophisticated account of propaganda and its intriguing history. It begins with a brief overview of Western propaganda, including Ancient Greek theories of rhetoric, and traces propaganda's development through the Christian era, the rise of the nation-state, World War I, Nazism, Communism, and the present day. The core of the book examines the ethical implications of various forms of persuasion, not only hate propaganda but also insidious elements of more generally acceptable communication such as advertising, public relations, and government information, setting these in the context of freedom of expression. This new edition is updated throughout, and includes additional revelations about a key atrocity story of World War I.

[Download to continue reading...](#)

The Art of Persuasion for Mutual Benefit: The Win-Win Persuasion (persuasion techniques, influence people, psychology of persuasion) Propaganda and the Ethics of Persuasion - Second Edition Persuasion: The Key To Seduce The Universe! - Become A Master Of Manipulation, Influence & Mind Control (Influence people, Persuasion techniques, Persuasion psychology, Compliance management) Age of Propaganda: The Everyday Use and Abuse of Persuasion Techniques of Propaganda and Persuasion Propaganda and Persuasion Propaganda & Persuasion Manipulation: Proven Manipulation Techniques To Influence People With NLP, Mind Control and Persuasion! (Persuasion, Mind Control, Influence People) Persuasion: Psychology of Selling - Secret Techniques To Close The Deal Every Time (Persuasion, Influence) Persuasion: Dark Psychology - Techniques to Master Mind Control, Manipulation & Deception (Persuasion, Influence, Mind Control) Persuasion: How To Influence People - Ninja NLP Techniques To Control Minds &

Wallets (Persuasion, Influence) Persuasion: Influence People - Specific Words, Phrases & Techniques to Unlock People's Brains (Persuasion, Influence, Communication Skills) War, Politics and Superheroes: Ethics and Propaganda in Comics and Film Media Control, Second Edition: The Spectacular Achievements of Propaganda (Open Media Series) Verbal Judo, Second Edition: The Gentle Art of Persuasion Concise Guide To Paralegal Ethics, (with Aspen Video Series: Lessons in Ethics), Fourth Edition (Aspen College) The Fable of the Ducks and the Hens: A Dramatic Saga of Intrigue, Propaganda and Subversion The Journal of Decorative and Propaganda Arts: Issue 27: Souvenirs and Objects of Remembrance Law, Liability, and Ethics for Medical Office Professionals (Law, Liability, and Ethics For Medical Office Professionals) Research Ethics in Exercise, Health and Sports Sciences (Ethics and Sport)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)