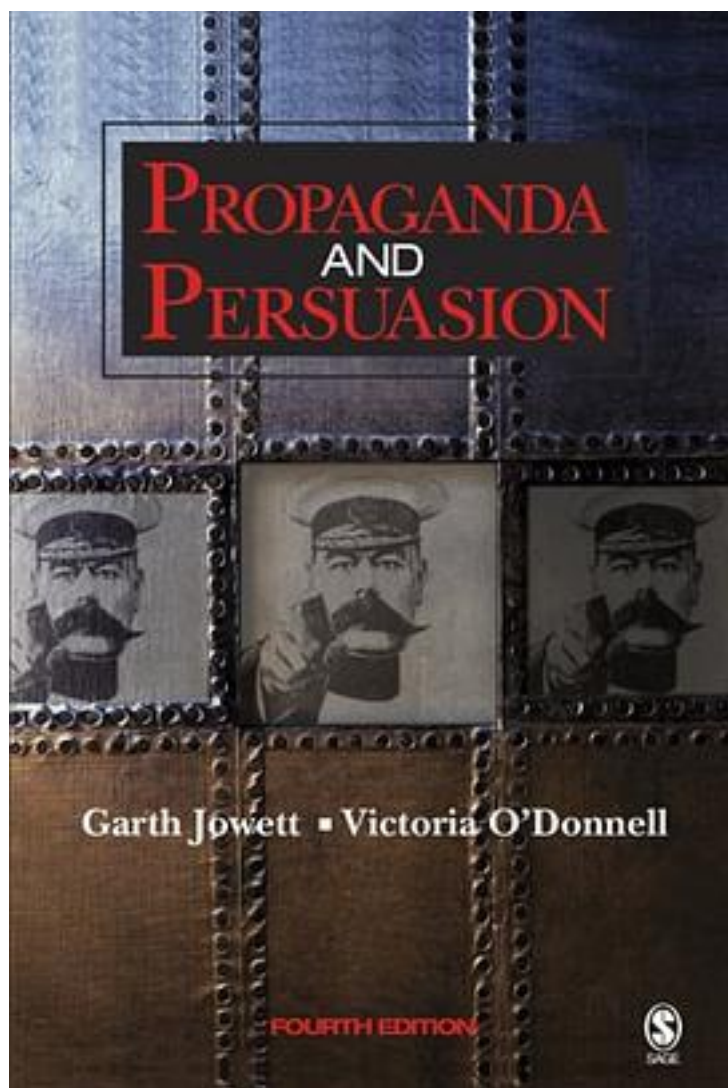


Propaganda and Persuasion



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Propaganda and Persuasion, Fourth Edition is the only book of its kind to cover a comprehensive history of propaganda and offer insightful definitions and methods to analyze it. Building on the excellence of the three previous editions, the Fourth Edition has been revised, updated, and expanded. Authors Garth S. Jowett and Victoria O'Donnell provide a remarkable and cogent understanding of persuasion and propaganda, including rhetorical background, cultural studies, and collective memory. Key Features: * Offers a Comprehensive History of Propaganda: Many examples, from ancient times to present day, are provided to facilitate a comprehensive understanding of what propaganda is. Updated research in propaganda and persuasion and the use of propaganda in psychological warfare are also included. New examples to this edition include the global war against terrorism, the 2004 election, and the question of ideological propaganda in a polarized mass media system. * Encourages a Systematic Approach to Analyzing Propaganda: An in-depth look at rhetoric, theory, and methodology helps students analyze propaganda. Original methods of analysis are illustrated through four case studies, three of which have been revised for this edition, to reflect the latest developments. * Differentiates Propaganda from Persuasion: Succinct definitions of propaganda and persuasion are given, as well as an original model that illustrates both their commonalities and their differences. A process model is also included to depict how propaganda works in modern society. Intended Audience: Ideal for undergraduate and graduate courses in Persuasion and Propaganda; also relevant to many courses in Rhetoric and Mass Communications

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