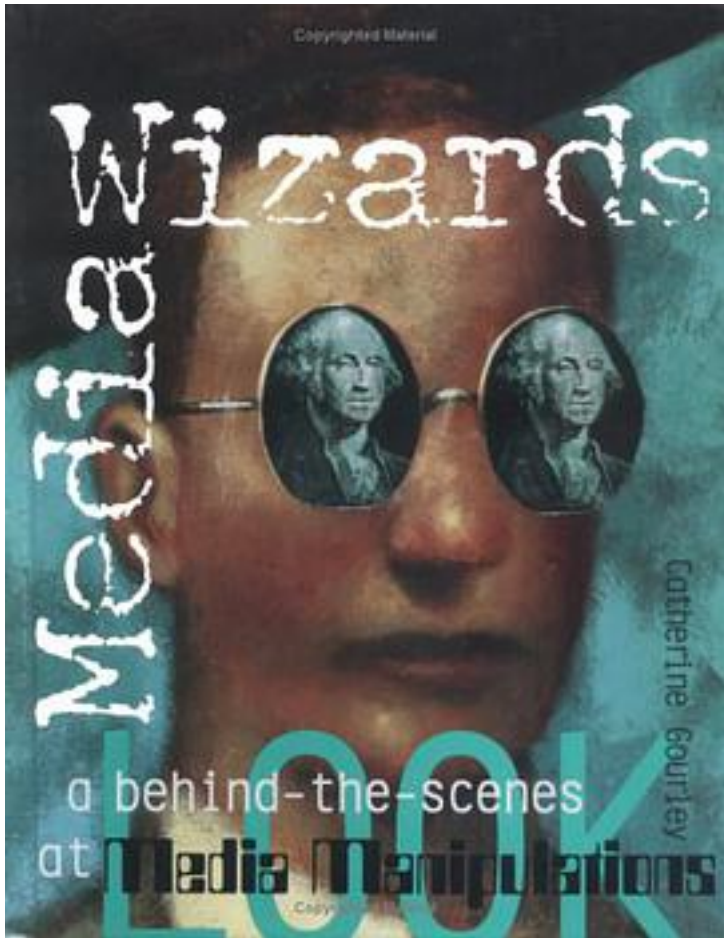


# Media Wizards



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The wizards of the media employ numerous tricks to gain readers and viewers and to persuade us to buy products. The tools of the trade are revealed in highly entertaining vignettes, including Civil War photographers who moved corpses on the battlefield to

make more affecting pictures, the scare tactics used by the news media, and the deceptive claims made by advertisers.

作者介绍:

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