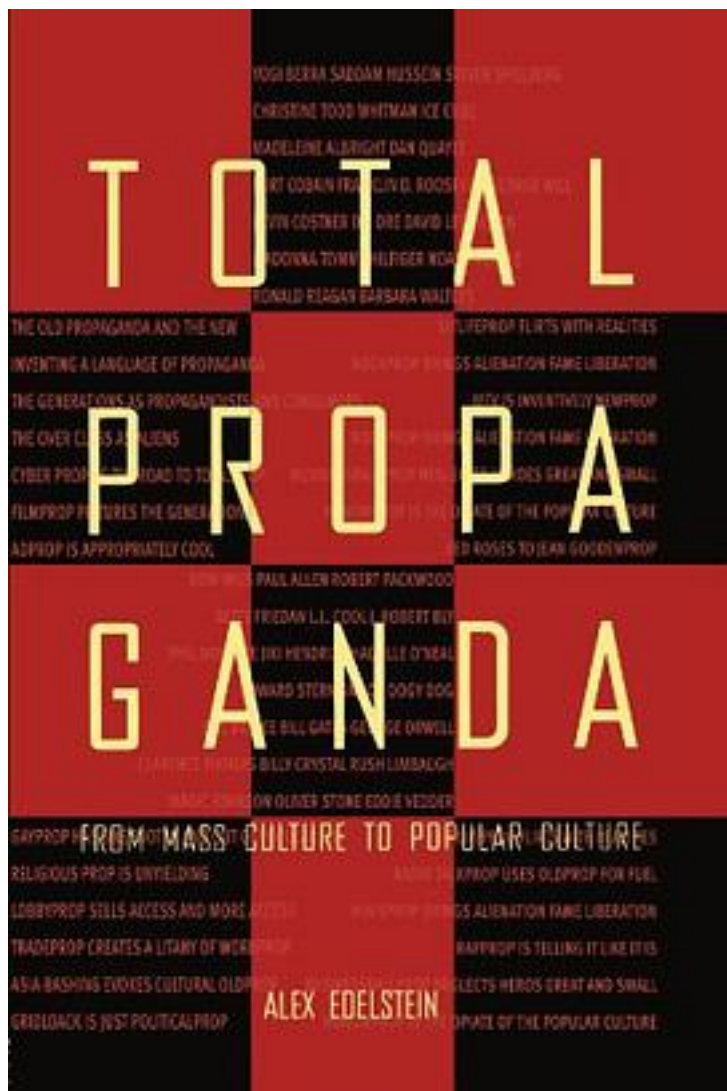


Total Propaganda



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Designed as an answer to the question of the inclusiveness of the popular culture, this book argues that the values of popular music, media, politics, debates over social issues, and international trade have become everyday propaganda to which everyone relates in some way. The author seeks to demonstrate that the most important distinction that can be drawn between mass cultural and popular culture is its text, i.e. its propaganda. In a popular culture, everyone creates and consumes propaganda, whereas in a mass culture, almost everyone consumes but only a few create it. This book presents a new language of propaganda that makes it possible to draw comparisons between mass and popular cultures. The language is used to observe shifts in propaganda across various social issues - race, religion, sexuality, gender, gun control, the environment, print and broadcast media, new technologies, and politics. It also examines fashion, advertising, sports, and lobbying. Total propaganda is not defined only quantitatively; it mirrors the synergies that have come about in every social and political realm and the energies that these synergies produce. As such, the sum of total propaganda is greater than the sum of its parts.

作者介绍:

目录:

[Total Propaganda 下载链接1](#)

标签

评论

翻过。一本面向本科生的书，意图是在不使用复杂晦涩的批判理论的前提下介绍通过流行文化进行的“新宣传”概念。旧宣传是建立在单向传播基础上的，意在向大众普及信息制作者的意识形态，而新宣传由大众文化转向流行文化，鼓励而非抑制大众的参与，这一过程中大众不仅接收意识形态也（再）生产意识形态。然而不使用诸如霸权、象征资本、知识权力等批判概念反而导致这本书言语不清，经常感觉是完全从传媒角度而非从权力角度进行分析，也没有解释清楚什么是意识形态、为什么流行文化传播的是意识形态，导致这里宣传的概念看起来相当泛化甚至去政治化，也就失去了泛宣传/新宣传这一研究题目的意义。

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