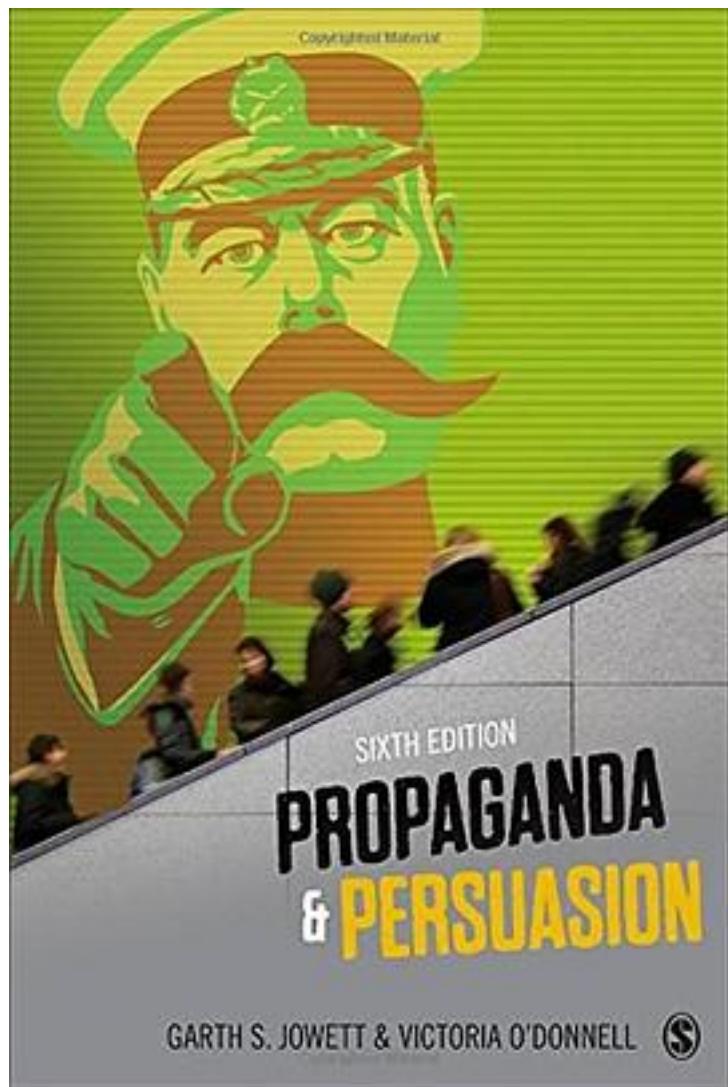


Propaganda & Persuasion



[Propaganda & Persuasion_下载链接1](#)

著者:Garth S Jowett

出版者:SAGE Publications, Inc

出版时间:2011-4-12

装帧:Paperback

isbn:9781412977821

Propaganda and Persuasion, Fifth 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 four previous editions, the Fifth Edition has been revised and updated. 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, from ancient times to present day. 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 2008 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
- 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.

作者介绍:

目录: Preface to the First Edition

Preface to the Second Edition

Preface to the Third Edition

Preface to the Fourth Edition

Preface to the Fifth Edition

Acknowledgments

1. What is Propaganda, and How does it Differ From Persuasion

Propaganda Defined

Jowett and O’Donnell’s Definition of Propaganda

Forms of Propaganda

Subpropaganda/Facilitative Communication

A Model of Propaganda

Propaganda and Persuasion

Rhetorical Background and the Ethics of Persuasion

Propaganda as a Form of Communication

2. Propaganda through the Ages

Ancient Greece and Alexander the Great

Imperial Rome

Propaganda and Religion

The Rise of Christianity

The Crusades

The Reformation and Counter-Reformation

The Emergence of Propaganda

The American Revolution

The French Revolution and Napoleon

Propaganda in the 19th Century: The American Civil War

3. Propaganda Institutionalized

The New Audience

The Emergence of Mass Society
The Emergence of the Propaganda Critique
The New Media
Advertising: The Ubiquitous Propaganda
Propaganda and the Internet: The Power of Rumor
4. Propaganda and Persuasion Examined
The Modern Study of Propaganda and Persuasion
Research in Propaganda and Persuasion
The Influence of the Media
Summary
5. Propaganda and Psychological Warfare
World War I and the Fear of Propaganda
The Interwar Years, 1920 to 1939
World War II
Post-World War II Conflicts
The 1991 Gulf War: Mobilization of World Public Opinion
The Cold War, 1945 to 1998
6. How to Analyze Propaganda
The Ideology and Purpose of the Propaganda Campaign
The Context in Which the Propaganda Occurs
Identification of the Propagandist
The Structure of the Propaganda Organization
The Target Audience
Media Utilization Techniques
Special Techniques to Maximize Effect
Audience Reaction to Various Techniques
Counterpropaganda
Effects and Evaluation
7. Propaganda in Action
Women and War: Work, Housing, and Child Care
Smoking and Health: Corporate Propaganda Versus Public Safety
Big Pharma: Marketing Disease and Drugs
Pundits for Hire: The Pentagon Propaganda Machine
8. How Propaganda Works in Modern Society
A Model of the Process of Propaganda
The Process of Propaganda
Generalizations
References
Author Index
Subject Index
About the Authors
• • • • • (收起)

[Propaganda & Persuasion 下载链接1](#)

标签

政治学

propaganda

communication

传播学

Media

英文

苏俄史

社会学

评论

应该列为国新必读书目

Only definition

[Propaganda & Persuasion_下载链接1](#)

书评

[Propaganda & Persuasion_下载链接1](#)