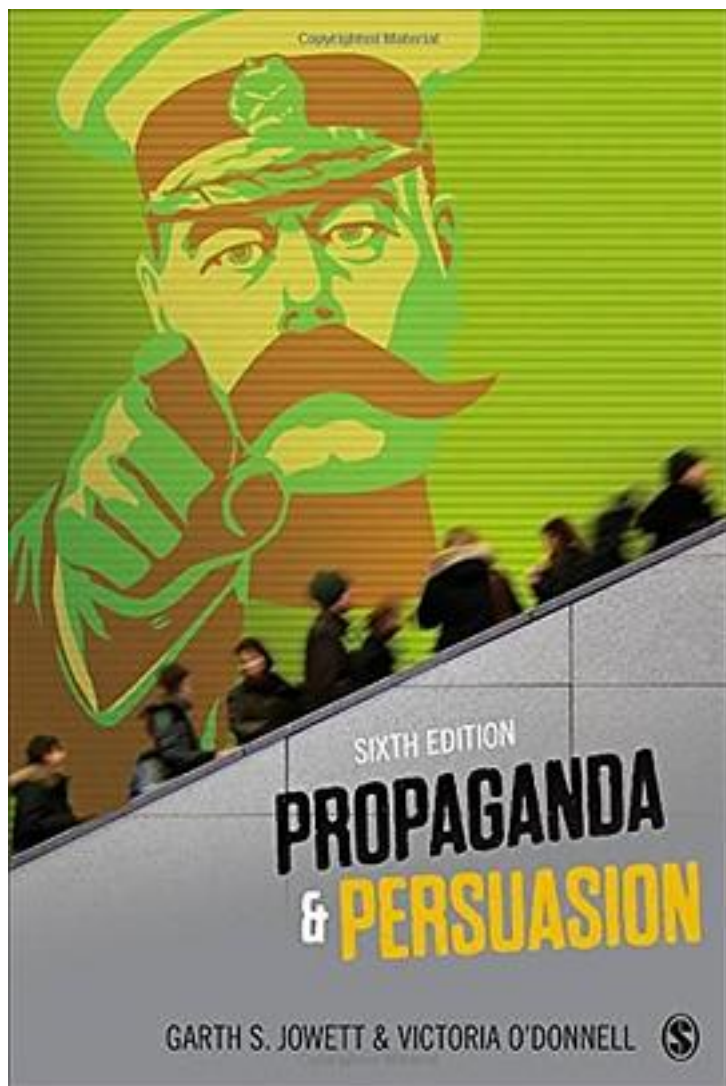


Propaganda & Persuasion



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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.

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