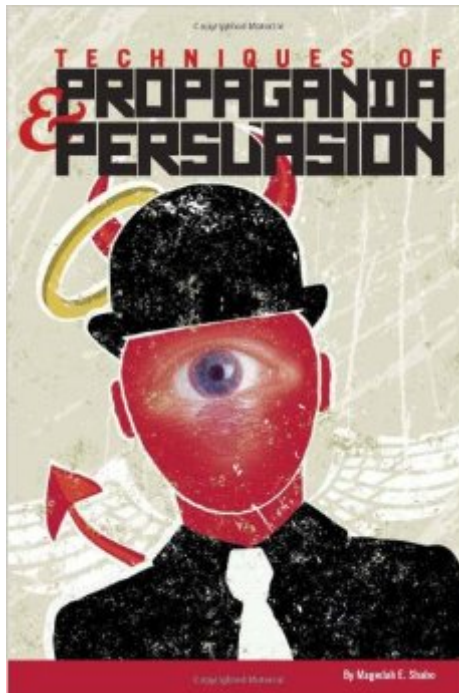


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Techniques Of Propaganda And Persuasion



Synopsis

Expand your students' critical thinking skills with this introduction to some of the most popular techniques and uses of propaganda. With more than 100 classic illustrations and examples, this book will teach readers to recognize propaganda in many forms. Each chapter includes end-of-unit discussion questions that will spark conversations in any classroom. Note from the publisher: This is a classroom edition for students. Teacher Editions are available from the publisher, but are sold only to schools and teachers. Call us toll-free at (800) 932-4593 to order.

Book Information

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Customer Reviews

The first section gives you the techniques and explains their usage and variations. The next section gives examples of these techniques in action, even combined. This is not just for the marketing student but for anyone wanting to understand how media - even fund raising campaigns - use propaganda to further their ends. The book is efficiently written, no filler or fluff here and in plain English. Highly recommend this for everybody.

Techniques of Propaganda and Persuasion isn't so much about manipulating others as it is about protecting yourself from being manipulated. You may not believe it, but there are large corporations and governments who have a vested interest in launching covert assaults on your mind. They attempt to circumvent your normal logic and sensibilities. And, they're agenda is quite simple; to get you and your thoughts in line so that they can control you and profit from your gullibility. They accomplish this task through various techniques including false logic or false claims backed by a body of presumed know-it-alls. In many cases, propaganda and persuasion can be used to do

good. This can happen when the task to be completed is one that benefits all, however sometimes these tactics are used to benefit only a selfish few. It is necessary, therefore, to prepare yourself to discern between credible and incredible sources and to recognize false claims when they are delivered to you, and this my friend, is the perfect place to begin your education.

It is really useful for teachers in terms of clear, simple explanations, providing useful images and examples and discussion topics.

This book is rather thin. I read it in one sitting. If using it for a lesson plan you could make 5-10 one hour lessons from it (about a week or two), or perhaps just skim over it in an hour, depending on how much discussion, side projects etc. along with the depth to be covered. The book is very basic in its explanations. It also uses world war 2 propaganda posters almost exclusively. I don't know if this was because they were easy public domain examples or what. I do find Nazi propaganda posters interesting (they also used American posters of the same era), but I thought the examples were a little incomplete. Why not show some examples of ads for soap or something? It covers some methods on basic levels, and shows some really good WWII era posters as examples. Yet for an adult reader, it lacks depth. It is well written if you take it as a school book for a middle school student or maybe a low level high school student (perhaps 9th grade or something). Yet beyond that I wasn't satisfied with it. The cover is misleading. It looks like it might have something deep in it. I am interested more in how people are being manipulated by every day propaganda and how to use propaganda in advertising your own products or services. I don't see any books that seem satisfying in that regards. Perhaps if they updated this book with more in depth analysis and a greater variety of ad examples it might do a good job of that, but at its current level its just too basic.

Propaganda was indeed the buzzword du jour during the Second World War. The very word propaganda was originally used in 1622 in Congregatio de Propaganda Fide, an ambitious initiative fostered to spread Catholicism; the brainchild of Pope Gregory XV. Over time propaganda acquired negative connotations. Propaganda, however, shouldn't remain stigmatized. Like every other philosophical notion, it remains neutral as long as we allow it to be. Magedah E. Shabo wrote phenomenal book using remarkably succinct style appealing to both sophisticated readers, scholars, and novices. Well divided structure fosters intellectual digestion. Clearly explained and analyzed historical examples show different facets of propaganda.

I found this book to be very good. Very easy to read and understand. It is a great introduction and case study for someone that wants recognize the different types of propaganda out there. This book could very well save you from buying something in the future that you find out later that you really did not want. It would also be good for a marketing or advertising professional whos job it is to use propaganda to sell or further an agenda

For those who are looking for an intro to historical as well as modern propaganda, this book is well worth the money. Excellent short explanations on numerous techniques with many propaganda posters from the last hundred years, as well as helpful end of chapter questions. I would call this one of those eye opening books that I find simply invaluable.

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