

Age Of Propaganda The Everyday Use And Abuse Persuasion Anthony Pratkanis

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Age Of Propaganda The Everyday

Drawing on the history of propaganda as well as on contemporary research in social psychology, Age of Propaganda shows how the tactics used by political campaigners, sales agents, advertisers, televangelists, demagogues, and others often take advantage of our emotions by appealing to our deepest fears and most irrational hopes, creating a distorted vision of the world we live in.

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Age of Propaganda: The Everyday Use and Abuse of ...

Age of Propaganda: The Everyday Use and Abuse of Persuasion by Anthony Pratkanis (2001-03-14) Paperback – January 1, 1715. by Anthony Pratkanis;Elliot Aronson (Author)

Age of Propaganda: The Everyday Use and Abuse of ...

Age of propaganda : the everyday use and abuse of persuasion by Pratkanis, Anthony R. Publication date 2002 Topics Propaganda, Persuasion (Psychology), Public opinion, Advertising, Television in propaganda Publisher New York : W.H. Freeman : Henry Holt and Co. Collection

Age of propaganda : the everyday use and abuse of ...

Age of Propaganda: The Everyday Use and Abuse of Persuasion. Age of Propaganda. : Anthony R. Pratkanis, Anthony Pratkanis, Elliot Aronson. Macmillan, Mar 14, 2001 - Political Science - 416 pages. 3...

Age of Propaganda: The Everyday Use and Abuse of ...

'Age of Propaganda' catalogues a great number of techniques which are used to influence people. The aim of the book is to enable the reader to identify these persuasion techniques when they are being used on him.

Amazon.com: Customer reviews: Age of Propaganda: The ...

DOI: 10.1002/mar.4220120206 Corpus ID: 153002925. Age of propaganda: The everyday use and abuse of persuasion. @inproceedings{Pratkanis2007AgeOP, title={Age of propaganda: The everyday use and abuse of persuasion.}, author={A. Pratkanis and E. Aronson}, year={2007} }

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Age of propaganda : the everyday use and abuse of ...

Age of Propaganda: The Everyday Use and Abuse of Persuasion (Paperback) Published March 14th 2001 by W. H. Freeman Paperback, 416 pages

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Age of Propaganda | Anthony Pratkanis | Macmillan

An eye-opening analysis of the use and abuse of persuasion in daily life, Age of Propaganda reveals how persuasion influences our behavior, which propaganda strategies are most commonly used today, and why some techniques work better than others.

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Drawing on the history of propaganda and modern research in social psychology, the authors show how the tactics used by political campaigners, sales agents, advertisers, televangelists, demagogues, and others, often take advantage of our emotions by appealing to our deepest fears and most irrational hopes, creating a distorted vision of the world we live in. Thoroughly revised and updated, this second edition of "Age of Propaganda" includes coverage of the Clinton/Lewinsky scandal, recent ...

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Age of Propaganda: The Everyday Use and Abuse of Persuasion Anthony Pratkanis , Elliot Aronson
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