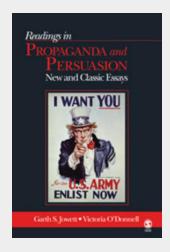
Readings in Propaganda and Persuasion

New and Classic Essays

Readings in Propaganda and Persuasion: New and Classic Essays is a unique, interdisciplinary collection that brings together contemporary and classic readings to provide significant insights into the practice and theory of propaganda and persuasion. The contents range from seminal essays to articles by well-known writers on propaganda to new essays about responses to contemporary issues and events. This engaging anthology also includes analyses of the relationship between rhetoric, propaganda, and persuasion. Key Features: - Offers informative historical articles: A series of articles lends perspectives on propaganda at the time of the American Revolution, World Wars I and II, Communist Soviet Union, the Vietnam War, and brainwashing in the Korean War. -Provides new and original essays: New material is included on contemporary issues and events such as a response to the destruction of the World Trade Center on September 11, 2001, the treatment of the women of Afghanistan, public diplomacy as propaganda, the influence of the built environment, and brainwashing. - Includes reprints of classic essays by major theorists: Kenneth Burke's brilliant analysis of the rhetoric of Mein Kampf and Jacques Ellul's foundational essay on the meaning of propaganda provide theoretical groundwork for the study of propaganda. In addition, a wide range of essays by well-known theorists examine propaganda in movies, global television, third wave propaganda, public relations as propaganda, the rhetoric of the Third Reich, and contemporary propaganda. Intended Audience: Perfect supplementary text to the Fourth Edition of Garth S. Jowett and Victoria O'Donnell's text Propaganda and Persuasion; as well as an excellent stand alone text for undergraduate and graduate courses in Persuasion and Propaganda, Rhetoric, and Mass Communications



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