

Propaganda and public relations in military recruitment

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Résumé ou extrait : "This book represents the first international investigation of military recruitment advertising, public relations and propaganda. Comprised of eleven case studies that explore mobilisation work in Africa, the Americas, Asia and Europe, it covers more than a hundred years of recent history, with chapters on the First and Second World Wars, the Cold War, and the present day. The book explores such promotion in countries both large and small, and in times of both war and peace, with readers gaining an insight into the different strategies and tactics used to motivate men, women and occasionally even children to serve and fight in many parts of the world. Readers will also learn about the crucial but little-known role of commercial advertising, public relations and media professionals in the production

and distribution of recruitment promotion. This book, the first of its kind to be published, will explore that role and in the process address two questions that are central to studies of media and conflict: how do militaries encourage civilians to join up, and are they successful in doing so? It is a multi-disciplinary project intended for a diverse academic audience, including postgraduate students exploring aspects of war, propaganda, and public opinion, and researchers working across the domains of history, communications studies, conflict studies, psychology, and philosophy." (p. de garde)

Sujet - Nom commun : Recrutement et engagement -- 20e siècle

Service militaire volontaire -- 20e siècle

Propagande -- 20e siècle

Forme, genre ou caractéristiques physiques : Études de cas

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