

Propaganda and the ethics of persuasion

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Résumé ou extrait : "Randal Marlin's classic text on the history and ethics of propaganda is updated in this new edition. This book develops a sophisticated account of propaganda and its intriguing history. It begins with a brief overview of Western propaganda, including Ancient Greek theories of rhetoric, and traces propaganda's development through the Christian era, the rise of the nation-state, World War I, Nazism, Communism, and the present day. The core of the book examines the ethical implications of various forms of persuasion, not only hate propaganda but also insidious elements of more generally acceptable communication such as advertising, public relations, and government information, setting these in the context of freedom of expression. This new edition is updated throughout, and includes additional revelations about a key atrocity story of World War I."

Sujet - Nom commun : Persuasion (psychologie)
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