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AGE OF PROPAGANDA The Everyday Use and Abuse of Persuasion Anthony R. Pratkanis and Elliot Aronson University of California, Santa Cruz W. H. FREEMAN AND COMPANY YORK. CONTENTS Why We Wrote This Book xi 1. Our Age of Propaganda 1 THE PSYCHOLOGY OF EVERYDAY PERSUASION 2. Mysterious Influence 17 3. Mindless Propaganda, Thoughtful Persuasion 25 4 ...

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Propaganda uses the peripheral route, which relies on a distracted consumer not being able to concentrate on the real message heâ€™s being fed. Propaganda is all about misleading people, and while it comes in many forms, itâ€™s always based on the four stratagems of influence.

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Age of propaganda: The everyday use and abuse of persuasion. Anthony pratkanis and elliot aronson (editors). Reviewed by Joseph C. Bullington, Department of Psychology Georgia Southern University

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Review of Anthony Pratkanis and Elliot Aronson, Age of

different languages. He is the co-author (with Elliot Aronson) of Age of Propaganda: The Everyday Use and Abuse of Persuasion and (with Doug Shadel) of Weapons of Fraud: A Source Book for Fraud Fighters. Anthony Pratkanis is the founding editor of new scientific journal, Social Influence. In 2002, he received a Telly award for his work

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