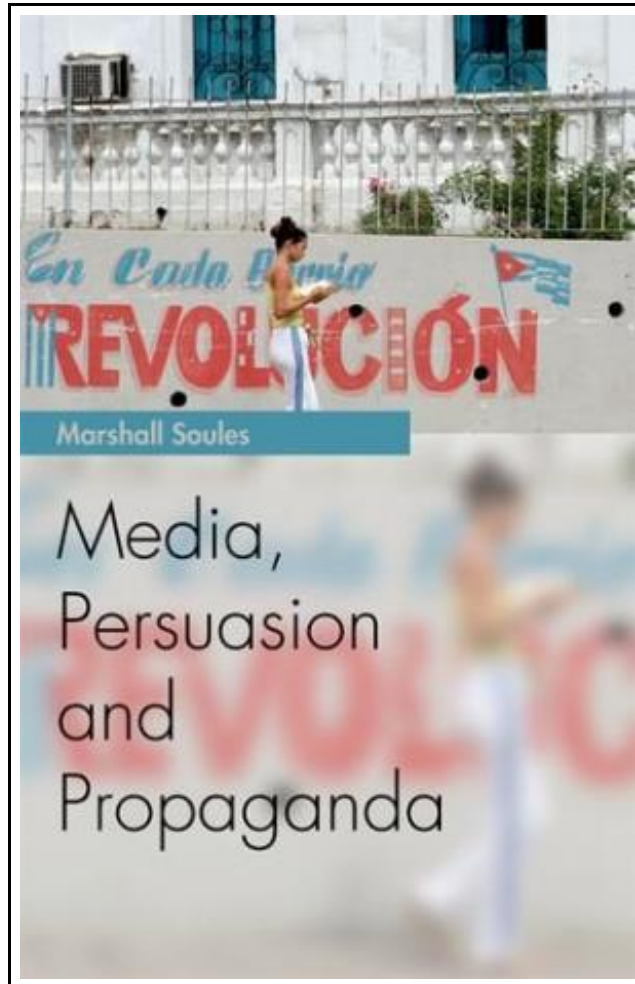


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EDINBURGH UNIVERSITY PRESS, United Kingdom, 2015. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book. This is an eclectic, interdisciplinary overview of persuasive strategies and propaganda techniques. Living in a saturated media environment, we are crowded from all sides by persuasive messages and information. Advice, promotion and propaganda form a spectrum of persuasion - and everywhere we see it performed in its full theatricality, complete with actors, scripts, props and costumes. Media, Persuasion and Propaganda guides the reader through the many varieties of persuasion and its performance, exploring the protocols of rhetoric unique to the medium, from orality and print to film and digital images. Using case studies and exercises, this innovative study poses challenging questions: How do individuals and organisations exert influence to build communities and networks? What role do media play in communicating persuasive messages? How do we use recent discoveries in cognitive science to promote a cause, advocate social change or market ideas and products? How do we defend ourselves against manipulation and undue influence and when does persuasion turn into propaganda? It uses global examples and case studies to define the spectrum of persuasion, from promotion to propaganda. It examines the performance of propaganda, from orality to new media. It includes exercises in each chapter to reinforce the key themes and promote discussion. 1. Orientalism: it explores western scholarly and media portrayals of the Orient the Middle East, North Africa, and Islam for ideological purposes; 2. Abu Ghraib Exposed; it examines the disturbing images which emerged in the US media in 2004 exposing the torture of Iraqi prisoners by the American military and CIA operatives in Abu Ghraib prison, Baghdad; 3. PR and Climate Change: it delves into Cuba s Revolutionary Landscape to look at the presentation of climate issues; 4....



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