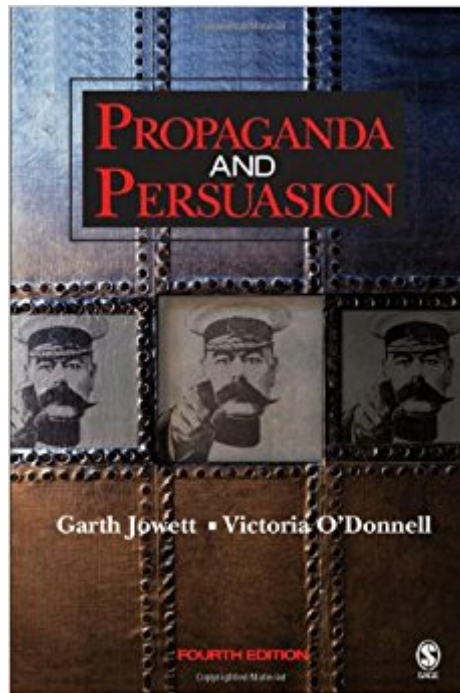


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# Propaganda And Persuasion



## Synopsis

Propaganda and Persuasion, Fourth Edition is the only book of its kind to cover a comprehensive history of propaganda and offer insightful definitions and methods to analyze it. Building on the excellence of the three previous editions, the Fourth Edition has been revised, updated, and expanded. Authors Garth S. Jowett and Victoria Oâ™Donnell provide a remarkable and cogent understanding of persuasion and propaganda, including rhetorical background, cultural studies, and collective memory.

## Book Information

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## Customer Reviews

Terrific book for anyone interested in not only propaganda and its history, but public relations, marketing, advertising, etc -- Review --This text refers to an out of print or unavailable edition of this title.

Garth Jowett is Professor of Communications at the University of Houston. He obtained his Ph.D. in history and communication from the University of Pennsylvania. He has served as Director for Social Research for the Canadian government's Department of Communication and has been a consultant to various international communication agencies. He has been widely published in the area of popular culture and the history of communication. His book *Film: The Democratic Art* (1976) was a benchmark in film history. His other publications include *Movies as Mass Communication*; *Children and the Movies: Media Influence and the Payne Fund Studies*; and his forthcoming 5th

edition of *Propaganda and Persuasion* with Victoria O'Donnell. He is on the boards of several communication and film journals. Victoria O'Donnell is Professor Emeritus and former Director of the University Honors Program Professor of Communication at Montana State University-Bozeman. Previously she was the Chair of the Department of Speech Communication at Oregon State University and Chair of the Department of Communication and Public Address at the University of North Texas. In 1988 she taught for the American Institute of Foreign Studies at the University of London. She received her Ph.D. from the Pennsylvania State University. She has published articles and chapters in a wide range of journals and books on topics concerning persuasion, the social effects of media, women in film and television, British politics, Nazi propaganda, collective memory, cultural studies theory, and science fiction films of the 1950s. She is also the author (with June Kable) of *Persuasion: An Interactive-Dependency Approach*, *Propaganda and Persuasion* (with Garth Jowett), and *Speech Communication*. She is also the author of *Television Criticism*. She made a film, *Women, War, and Work: Shaping Space for Productivity in the Shipyards During World War II*, for PBS through KUSM Public Television at Montana State University. She has also written television scripts for environmental films and has done voice-overs for several PBS films. She served on editorial boards of several journals. The recipient of numerous research grants, honors, and teaching awards, including being awarded the Honor Professorship at North Texas State University and the Montana State University Alumni Association and Bozeman Chamber of Commerce Award of Excellence, she has been a Danforth Foundation Associate and a Summer Scholar of the National Endowment for the Humanities. She has taught in Germany and has been a visiting lecturer at universities in Denmark, Norway, Sweden, and Wales. She has also served as a private consultant to the U.S. government, a state senator, the tobacco litigation plaintiffs, and many American corporations.

This book functions as an excellent outline for reflecting on rhetoric and propaganda through the ages. The authors review the history and literature of propaganda pretty thoroughly. Not much scholarship on the subject seems to have escaped their attention. You can use the references at the back of the text as a good guide to all the major academic books and articles on propaganda (at least those that have been written over the past fifty years). After attempting to define propaganda, the authors devote the first half of the book to a historical survey of the subject, from ancient times to the present. The second half of the book is devoted to an analysis of the techniques of propaganda. My only negative critique of this book is that the authors are not fluid writers. But this did not put me off from reading the book in its entirety. I'm often impatient with awkward wording, or

choppiness of phrase in a book, but the authors' thoroughness of documentation, and their commitment to survey and summarize the academic literature thoroughly, makes the text worthy of close (if sometimes painful) reading.

The topic's of propaganda and persuasion are interesting. This book presents good examples of how each and why they are so effective. A must read in my opinion for anyone who want's a deeper under standing of these arts.

The overwealming impression that I got from the Propaganda and Persuasion was that it was muddled and poorly put together. I would probably rate it at three stars but there are enough gems in this to justify a four. Even though the flow of the book is clunky you will end up taking away a lot from it. My first complaint is that the book spends a lot of time tripping over the definition of propaganda. There is obviously quite a bit of rigorous academic debate on exactly what propaganda is but the book has trouble deciding how, when and in what format it wants to present the debate. Rather than coming up with a coherent, consistently used definition of propaganda (or even multiple definitions that are used in parallel) it haphazardly loops back on itself covering the same information two and three times. I think this accounts for roughly 75-100 extra pages that would have been more useful as examples of propaganda throughout the ages, more rigorous analysis using the constructs presented, or even just pictures. The book has a few very cool pictures of propagandistic architecture, art, and old posters from wars. I would have been much happier with more pictures of actual propaganda that were deconstructed using the theories presented. Coverage of the propaganda leading up to and through the first gulf war was better than nothing but certainly not what I would expect from academic material. The authors managed to strip down a fairly interesting subject into kind of blah coverage. It should also be noted that this book covers a reasonably basic view of history, something that might be suitable for first or second year undergraduates. That's not a complaint per se, just something you should know. The book also takes on a lot of info regarding abstract theories of communication. In this respect I think this book would work quite well as a reference for a communications class but even there it is a little weak on explanations in some places. Although my review may seem overly negative there is a lot of good content in this book that will REALLY make you think. Very quickly I could see that most people use the term propaganda incorrectly. The perfect example of this is the other reviewer who thought the book itself was propaganda because of a "liberal" slant. Even if you accept the (dubious) argument that the book has a liberal bias that does not meet even the lightest qualifications for propaganda.

Does the book contain intentional lies that are psychologically designed to subvert the readers own best interest? Do Jowett and O'Donnell hide or misrepresent their own identities in order to perpetuate this deception? Do they use creative artisanship to promote poorly reasoned support for government programs? NO, NO, NO and if anonymous reader has gotten past the third chapter they would know this book is not propaganda! Since reading the book it appears that when most people say "x is propaganda" what they really mean is "x is an opinion/fact that I don't really like and want to suppress by labeling it propaganda." In this sense the word propaganda is frequently a "white" form of propaganda itself. Whoa....meta! Admittedly the book does dig on Rush Limbaugh in passing but justly so, he's said some insanely stupid stuff. If you're a fan of his parts of the book will make your ego a bit sore. The book also impacted to a very large degree the way I conceive of political maneuvering by all governments. It appears that most leaders are not in fact agents of a populace but instead working out what they can get the populace to put up with. That is of course something that I took away not anything the book proclaims. Prop and Persuasion wins stars because it is awash in compelling anecdotes that I ended up sharing with friends and family. Despite what I said above there is some crucial explorations of propaganda taxonomy. Perhaps the book is even worth a read for these alone. However, this book failed to pass the ultimate textbook test, at the end of the semester almost all of the students I took the class with trashed or resold the book. Even more telling is that most people decided not to read it at all. My complaint was that the book was poorly ordered everyone else in my class thought it was dry and uninspiring. I can see where they are coming from and accept that maybe my personal interest in the subject influences my opinion. I even showed the book to 2 other friends and they both found the writing unengaging. I certainly don't think that was the case but I since this is a review I want to encompass as many opinions as possible. Personally, I was actually looking forward to the class and read 80% of the book before the semester even started. My final say is that this is a decent book for a classroom setting. I would have enjoyed reading it for it's own sake but among my peers (whom I consider to be highly educated, intelligent and witty) it was a dud. If you liked this or are generally interested in the subject matter I would also recommend Toxic Sludge is Good For You by John Stauber and Sheldon Rampton. It manages to tell many of the same stories in a more interesting way while using less space. Another winner is Noam Chomsky's short and sweet Media Control: Spectacular Achievements in Propaganda. You won't agree with ALL of his views but it's concentrated, hard hitting and rigorous. Cheers and Happy Reading! -TitaniumDreads

I had used this book years ago in my university studies and had a friend borrow it and never return

it. It was one of my most valuable textbooks and I'm glad that I could still find it on . It was in mint condition and arrived much sooner than I had expected. I am extremely satisfied with the product and the service.

Excellent condition. The book arrived quickly and efficiently. The book was posted as used, however, the book arrived brand new. Great service and above expectation. Thank you for the great service!

Jowett & O'Donnell's book has become a sort of standard text in the teaching of propaganda, which is good, but it is not the best book to teach from nor from which to learn. Plus it's pricey--Sage, the publisher, as a foremost academic publisher, has, as academic publishers do, taken advantage of the academic captive market. Nevertheless, I especially recommend the chapter about how to analyze a propaganda campaign. It provides a step-by-step procedure that leads a student to the discovery and appreciation of the multi-dimensionality of modern propaganda campaigns. This chapter achieves, probably, the only lingering effect of having read the book. I have tried to use this book in teaching graduate and undergraduate courses in Persuasion and Propaganda, and while it has good chapters, it lacks what might be called "residual effect" --there is no great significant synthesis. Nor does it chill the soul (like Jacques Ellul's great book, Propaganda: The Formation of Men's Attitudes; and it does not, excepting the chapter mentioned above, lend itself to application. I know whereof I speak, being the author of *The Ten Commandments of Propaganda*, and a Professor of Communication. Nevertheless, writing a comprehensive book on Propaganda is, to say the least, difficult. Jowett and O'Donnell provide point of ingress into the field of propaganda studies (my field), but achieve little in the way of grand effect. They write like social scientists. They should be commended however for putting propaganda on the map, even if the map lacks salient topographical details demanded by the traveler and adventurer. At one third the price, Robert Jackall's reader *Propaganda (Main Trends of the Modern World)* has more meat; as does *Ten Commandments of Propaganda*.

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