



Propaganda & Persuasion

Garth S Jowett, Victoria J. O'Donnell

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Propaganda and Persuasion, Fifth Edition, has been significantly revised to reflect the growing use of global propaganda and the Internet. It 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 four previous editions, authors Garth S. Jowett and Victoria O'Donnell provide a remarkable and logical understanding of persuasion and propaganda, including communication history, rhetorical background, cultural studies, and collective memory. The guidelines for analysis are thorough and adaptable for the study of all types of propaganda.

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