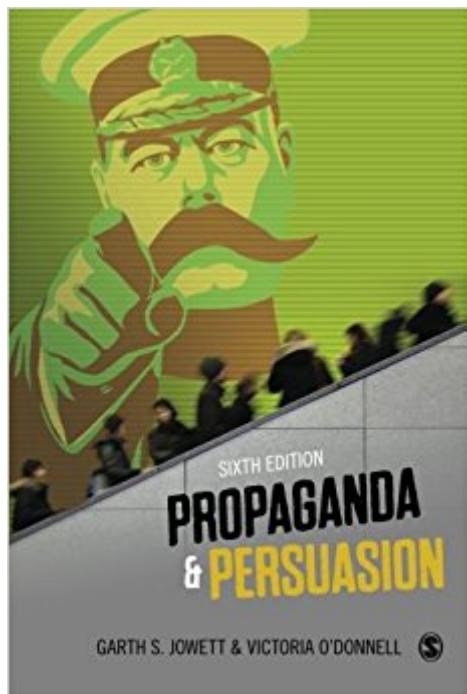


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# Propaganda & Persuasion



## **Synopsis**

Propaganda and Persuasion, Sixth Edition, by Garth S. Jowett and Victoria O'Donnell, is the only book of its kind to comprehensively cover the history of propaganda and offer insightful definitions and methods to analyze it. Fascinating examples, from ancient times to present day, facilitate a solid understanding of what propaganda is. The book includes current research in propaganda and persuasion, discusses the use of propaganda in psychological warfare, and offers students a systematic approach to analyzing the propaganda and persuasion they will encounter in everyday life.

## **Book Information**

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## **Customer Reviews**

Garth S. Jowett is a professor of communications at the University of Houston. He obtained his PhD in history and communication from the University of Pennsylvania. He has served as the 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 *Readings in Propaganda and Persuasion*, co-edited with Victoria O'Donnell. He is on the boards of several communication and film journals. Victoria O'Donnell is Professor Emerita and former director of the University Honors Program and Professor of Communication at Montana State University-Bozeman. She also taught a seminar in television criticism for the School of Film and

Photography at Montana State University. 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 PhD 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), *Readings in Propaganda and Persuasion: New and Classic Essays* (co-edited with Garth Jowett), *Television Criticism*, and *Speech Communication*. 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. She is an active volunteer with Intermountain Therapy Animals, taking her Golden Retriever, Gabriel, to the elementary schools where the children read to the dog in the R.E.A.D. program. She writes children's stories about Gabriel. She is currently writing a novel about Ireland.Â

Good historical summary of the development of propaganda and its unique characteristics in every age and social-political context. The only things I wish the authors had done differently would be to condense some of the earlier history, include something about the work of George Orwell, include a strong section on ethics, and expand the parts on tools for the reader to analyze propaganda. The history is good, but it takes up too much of the book at the expense of in-depth propaganda analysis.

Great book !

It is a very useful reference book to me. The content is simple, straight-forward and easy to comprehend.

I needed this book for a senior level college class. Came quickly and provided all I needed.

great price.

In great condition!

A good basic textbook though the chapters are long, and sometimes hard to push through in one setting.

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