

# Propaganda in the Information Age: Still Manufacturing Consent



## Propaganda in the Information Age: Still Manufacturing Consent by Terry Dalrymple

★★★★★ 5 out of 5

Language : English  
File size : 937 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 181 pages



Propaganda is a form of communication that is used to promote a particular point of view or to influence the behavior of people. It can be used for a variety of purposes, including political, commercial, and religious. Propaganda has been used throughout history, but it has become increasingly sophisticated in the information age. Thanks to the internet and social media, propaganda can now be disseminated to a global audience with unprecedented speed and efficiency.

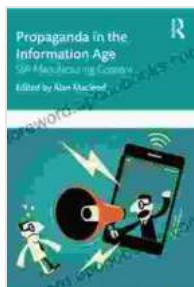
In his book *Propaganda in the Information Age: Still Manufacturing Consent*, Edward S. Herman and Noam Chomsky argue that propaganda is still a powerful force in the 21st century. They contend that the mass media is used to manufacture consent for the policies of the powerful, and that this consent is often achieved through the use of propaganda

techniques. Herman and Chomsky identify five propaganda techniques that are commonly used in the information age:

1. **Simplification:** Propaganda often simplifies complex issues into easy-to-understand terms. This can make it easier for people to accept the message of the propaganda, even if it is not true.
2. **Emotionalism:** Propaganda often appeals to people's emotions, rather than their reason. This can be done through the use of language that is designed to evoke strong feelings, such as fear, anger, or hope.
3. **Repetition:** Propaganda is often repeated over and over again. This can help to reinforce the message of the propaganda and make it more likely that people will believe it.
4. **Transfer:** Propaganda often tries to transfer the positive qualities of one person or thing to another. This can be done through the use of symbols, images, or language.
5. **Testimonial:** Propaganda often uses testimonials from experts or celebrities to support its message. This can make the message of the propaganda seem more credible.

Herman and Chomsky argue that these propaganda techniques are used to manufacture consent for the policies of the powerful. They contend that the mass media is owned and controlled by a small number of corporations, and that these corporations use their power to promote the interests of the wealthy and powerful. This, in turn, leads to a situation where the public is not getting a true picture of the world, and where they are more likely to accept the policies of the powerful, even if these policies are not in their best interests.

Propaganda in the Information Age: Still Manufacturing Consent is a must-read for anyone who wants to understand how the media is used to manipulate our thoughts and behavior. Herman and Chomsky provide a clear and concise analysis of the propaganda techniques that are used in the information age, and they offer a number of suggestions for how we can resist propaganda and make more informed decisions.



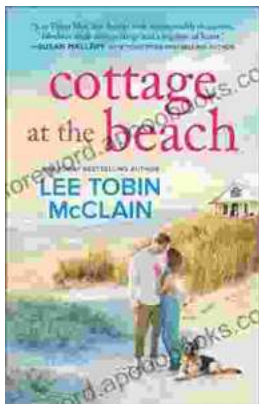
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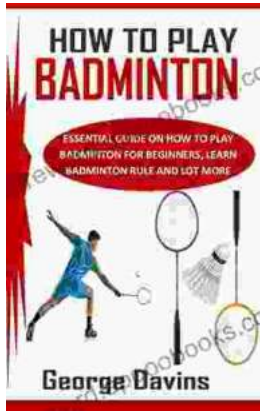
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