

*Age Of Propaganda The Everyday Use And Abuse Persuasion*  
*Anthony Pratkanis*

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Propaganda uses the peripheral route, which relies on a distracted consumer not being able to concentrate on the real message he's being fed. Propaganda is all about misleading people, and while it comes in many forms, it's always based on the four stratagems of influence.

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AGE OF PROPAGANDA The Everyday Use and Abuse of Persuasion REVISED EDITION ANTHONY R. PRATKANIS and ELLIOT ARONSON University of California, Santa Cruz To the memory of my parents, Harry Aronson (1903-1950) and Dorothy Aronson (1901-1989) They had a wonderfully innocent, childlike trust that, in this country, almost everything they read (especially if it was between the covers of a book) was absolutely true. E. A.

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