Study Guide #3

You are responsible for all lectures, in class videos and reading assignments\* since the last exam.

1. Vicious Cycle

a. Power Networks: campaign selection process, special interest process, policy planning process, public opinion process, goals, function reinforcing the vicious cycle.

b. Manufacturing Consent: how are goals of upper class framed to control the people, examples.

Terms: vicious cycle, privatization, deregulation, cutbacks in social services.

2. Social Construction of the Unreality

a. Controlling the Masses: social conditions, force and reform, theory and controlling the masses (political, social, psychological) conclusions.

b. House of Truth: WWI, public opinion, goals, means, successes, implications.

c. “Truth”: Lippmann and democratic realism, Bernays and the artful construction of the “truth.”

d. Iraq War and Unreality: role of journalism in a democracy, pre-war media coverage, war coverage, consequences of the social construction of war.

Terms: Gilded Age, Paris Commune, robber barons, bewildered herd, manufacturing consent, id, unconscious, bureau of experts, public relations, division of Four Minute Men, Triumph of the Will, cluster bombs, ethnic cleansing, blowback.

3. Social Construction of the Consumer

a. 1920s: “birth” of consumerism: urbanization, national markets, “public”, industrialization/Fordism, Gospel of Mass Consumption, advertising and the unconscious, techniques and means.

b. 1950s and American Dream: social construction, television and the power of the image, advertising, new techniques, television entertainment and the American Dream.

c. Consumerism today: saturation of cultural space and psychic space, wishing and dreaming, transformation of wants into “needs,” globalization of consumerism, advertising and social media.

Terms: “keeping up with the Joneses,” installment, Fordism, industrialization, urbanization, nuclear family, infrastructures of consumption, credit cards, National City Lines, association of values, saturation of cultural space, one dimensional, “new Joneses.”

\*You should focus on PR! And then Age of Acquiescence, especially the chapters “Fables of Acquiescence: The Businessman as Hero” and “Fables of Freedom: Brand X