Revised Reading Assignments for the Third Exam

***PR! A Social History of Spin***

Chapter 6 “The House of Truth”

Chapter 7 “Social Psychology and the Quest for the Public Mind”

Chapter 8 “Unseen Engineers: Biography of an Idea”

Chapter 9 “Modern Pipelines of Persuasion”

Chapter 15 “Public Ultimatums”

Chapter 16 “Engineering Consensus”

***The Age of Acquiescence***

Chapter 9 “Fables of Acquiescence: The Businessman as Popular Hero”\*\*

Chapter 10 “Fables of Freedom: Brand X”