I. Manufacturing Consent

A. Social Theory and the manufacture of consent

1. Walter Lippmann
2. “democratic realist” = “democracy of the few, by the few, and for the few”
3. Mass democracy

i. average individual

thought process: common fictions (aka conventional wisdoms)

content: flash cards of euphemisms, platitutes

ii. mass society

too complex for individuals

public can not govern

iii. governance?

scientific elite

“bureau of experts”

make policy decisions

b. “manufacture consent”

i. “understanding and controlling subjective life

of the public”

ii. means: mass media

B. Public Relations and Manufacturing Consent

“The truth is not a thing to be discovered but a thing to be created through artful world choices and careful arrangement of appearances.”

1. Edward Bernays: “Propaganda” “The Engineering of Consent”

a. Father of public relations

b. Le Bon

c. Bernays and Lippmann

2. Techniques of PR/Propaganda

a. appeals to unconscious: emotions, dreams, values

b. means: media and images

c. techniques

i. third person experts

ii. front groups

iii. focus groups

iv. media “events”

C. PR: WWI and the Manufacture of Consent

1. WWI and U.S. Public Opinion

2. Creel Commission or Committee on Public Information

1. Goal

4. Means

5. Success: “World’s Greatest Adventure in Advertsing” “We can sell Americans anything.”

D. PR: Gulf Wars and the Manufacturing of Consent

1. Nayirah

a. “the story”

b. media events

c. Nayirah

d. focus groups

2. Weapons of Mass Destruction

a. “the story”

b. third person: anonymous sources

c. media events: Colin Powell

3. Saving Pvt Lynch

a. “the story”

b. third person: anonymous sources

c. media events: Combat Camera

4. Saddam’s Statue

a. “the story”

b. psychological operations aka PsyOps

1. third person