Creel Commission (“world’s greatest adventure in advertising.”)

“Mass media as a mechanism could shape and control public discourse in ways that surpassed even the coercive powers of the state.”

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

a. “dream machine”

b. “shooting fish in a barrel”

c. “give me a child of four (two)

b. H.G.Wells: “Advertising is the art of making people want things.”

“The study of society (social theory) could be a tool by which a technocratic elite could establish social control and serve the interests of vested power.”

“The conscious and intelligent manipulation of organized habits and opinions of the masses are an indispensable feature of democratic society.”

“manufacture consent”

understanding and controlling subjective life

of the public”

“A crowd thinks in images and the image . . . calls up a series of other images” (p. 41).

“The secret of all true persuasion is to induce the person to persuade himself.” ( p. xxx).

“The image was conceived to be an effective antidote to critical thought” (p. xxxvi).

“delight in the unreal.

“I have told my boss, remove the force and instead put a TV in every home” (Roy, 2012, p. 51).

“A major purpose of the state in class society is to protect those who won the wealth of a nation from those who labor.”

Adam Smith: civil authority is in reality instituted for the defense of the rich agains the poor, or of those who have some property against those who have none at all.”

John Locke: “government was created for the protection of property.”

“The press is one of the most important institutions in maintaining the hegemony of the capitalist class.

In a capitalist society, public policy cannot consistently violate the central imperative of capitalist accumulation.

“Economics are the method but the object is to change the soul.” Thatcher

“There’s class warfare, alright, but its my class, the rich, that are waging it, and we’re winning.”