1. Classical Social Theory: Control, Power and the Subject

A. Great Transformation: Promise

* 1. Reason

a. autonomous individual

b. power to reorganize society

* 1. Science

a. institutionalization of reason: scientific

b. discovery laws of nature: knowledge

c. shape world

* 1. Democracy

a. collective government of individuals

b. freedom, equality, justice

* 1. Capitalism

a. technology to productivity

b. freedom from necessity

* 1. Progress

B. Classical Social Theory, Progress and Promise

1. Instrumental

a. application of reason and science

b. positivism: discover laws of nature

2. Reorganization of Society: Utopia

a. freedom

b. equality

c. social justice

C. Social Theory and Social Control (Dystopia)

1. Not Weber

2. Social Theory as an instrument of social control

“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.”

3. Knowledge and Unfreedom

1. Classical Collective Behavior Theory

A. The Crowd: Le Bon (“The Crowd and the Popular Mind”)

* 1. Historical Context

2. Crowd: definition

a. spatially proximate

b. face to face

c. size

d. spontaneous

e. disruptive

3. Crowd: psychology

a. collective mind

i. law of mental unity

iii. herd-like

iv. unconscious

v. psychopathological

b. symptoms

i. irritable

ii. impulsive

iii. emotional

4. Crowd: participants

1. alienated

b. “masses”

5. Controllable

a. charismatic leaders

b. illusions and dreams

c. means

i. affirmation

ii. repetition

iii. contagious

B. The “Public”: Park and Tarde

1. Public: Emergence

a. crowd: anachronistic

b. mass society=public

2. Public: Definition

a. spatially dispersed

b. size

c. interactions mediated

3. Social psychology

a. passive

b. alienated

c. anomic

4. Controllable

a. appeals to unconscious and emotions

b. images and fantasies

c. mass media

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

III. Social Control: Merging of Theory and Public Relations

A. Walter Lippmann “Public Opinion”

1. Influence: Le Bon, Comte, Tarde
2. “democratic realist” = “democracy for the few, by the few, and of the few”
3. Mass democracy

i. average individual

thought process: common fictions

content: euphemisms, platitutes

ii. governance

scientific elite

“bureau of experts”

make policy decisions

iii. social control

“manufacture consent”

“understanding and controlling subjective life

of the public”

means: classical collective behavior

B. Propaganda and Public Relations

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. third person technique

i. front groups

ii. experts

iii. think tanks

c. focus groups

d. media “events”

C. Politics and 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

D. Politics and 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

E. Collective Behavior and Political Campaigns