I. Controlling the Masses

A. Modernity

1. Progressive world view and institutions

2. Colonialism: global capitalist system (empire)

3. Internal contradictions

a. liberal democracy is democracy for the few

b. workers left out

4. Internal tensions and struggles

a. workers movements

i. Paris Commune

ii. industrial world: strikes, boycotts, governments overthrown

iii. U.S.: labor movement, labor unions and populist movement

b. political movements: expand the franchise

c. conflict between nation-states

5. U.S. and emerging middle class (early 20th Century)

a. too much power to rich “robber barons”

b. fear of the “Other”

c. retreat to safe havens

d. spectator culture

e. rise of mass media

B. Reaction of Powerful

1. Need to control masses

a. science

i. biological determinism

ii. eugenics

b. social and political theory

c. media.

d. public relations

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

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

C. Classical Collective Behavior: Social Psychology

1. Le Bon: “The Crowd”

a. definition

i. spatially proximate

ii. interactions: face to face

b. psychology

i. emotional

ii. irrational

iii. suggestible

iv. law of mental unit

c. goals

i. no legitimated goals

ii. acting out

c. manipulable

i. charismatic leaders

ii. appeals to emotions

iii. images, affirmation and repetition

2. Tarde and Park: “The Public”

a. definition

i. millions of people

ii. spatially dispersed

iii. gesellschaft: atomized/isolated

iv. interactions: mediated

v. inclusive

b. psychology of public

i. passive

ii. alienated

iii. irrational

iv. suggestible

c. manipulable

i. appeals to unconscious and emotions

ii. images and fantasies

iii. mass media

D. Conclusion

1. public mind could be manipulated

1. manufacturing public mind is necessary to control the masses
2. means: mass media
   1. symbols of persuasion
   2. appeal to unconscious

E.WWI and U.S. Committee on Public Safety

* 1. WWI: background
  2. U.S. Public Opinion

3. The House of Truth

1. Fear

i. spies

ii. defeat: Heineapolis, Denverburg, Gulf of Hate

1. good vs evil

i. demonization

ii. “they kill and eat children”

c. patriotism

1. CPI or Creel Commission
   1. Division of News

i. “Official War News”

ii. newspaper Official Bulletin

b. Division of Advertising

i. advertisements, billboards.

ii. graphic art: posters

c. Division of Films

1. power of film: Birth of a Nation

ii. Hollywood: Pershing’s Crusaders

d. Division of Four Minute Men

i. 75,000/ 150,000

ii. Four Minute Man Bulletin: “appeal to unconscious”

iii. Junior Four Minute Men, Colored Four Minute Men

iv. National School Service Bulletin

v. Why We Are Fighting, Unmasking German Propaganda

F. Walter Lippmann: “Public Opinion”

1. Mass democracy

a. average individual

i. thought process: common fictions

ii. content: euphemisms, platitudes

iii. “bewildered herd”

ii. governance

i. scientific elite

ii. “bureau of experts”

iii. make policy decisions

iii. social control

“manufacture consent”

“understanding and controlling subjective life

of the public”

means: classical collective behavior

3. Propaganda and Public Relations

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

i. Father of public relations

ii. Le Bon

b.

5. Manufacturing Consent, PR and the Iraq War

1. Weapons of mass destruction

i. “event”: Colin Powell

ii. third person:

“anonymous source”

Iraqi National Congress

Committee for the Liberation of Iraq

iii. front groups

Iraq Public Diplomacy Group

b. Nayirah

i. media event

ii. focus group: Hill and Knowton

iii. front group: Citizens for a Free Kuwait

c. Saddam’s Statue

i. psy ops

ii. media event

iii. front group

d. Saving Private Lynch: Combat Camera

i. “anonymous source”

ii. images!

II. Weapons of Mass Deception

1. Propaganda vs Reality
   1. The Problem of 9/11
   2. Public relations

a. hiring and techniques

b. “brand freedom”

3. History U.S. and Middle East

1. problems

i. “communism”

ii. Arab nationalism

iii. who gets the oil?

b. solutions

i. National Security Archives: “electronic briefing book”

ii. “psychological objectives”: selling Americanism

iii. Walt Disney

c. contradictions

i. support for dictators and authoritarian governments

ii. support for Israel

iii. Iran and democracy

iv. CIA and Shah

v. Jimmy Carter, Human Rights, and the Shah

vi. Reagan

Iran: The Ayatolla and “Nuke Iran”

Iraq: Saddam and Iran

ally against Muslim extremists

using chemical weapons

killing his own people

biological weapons

d. “All the Shah’s Men” and “Overthrow” Church Committee

e. foreign policy or public relations problem?

4. Branding America, Success, Failure and Reality

1. Beers for America

i. Selling Uncle Ben’s and Head and Shoulders

ii. Powell: “There is nothing wrong with getting someone who knows how to sell something.

iii. emotional underpinning of the brand

iv. American tolerance: athletes, wanted posters, “Muslim Life in America”

v. media events: taking Muslim holidays seriously *iftar*

vi. media events: Beers “Dialogue with Muslims”

vii. advertising “Shared Values”

viii. TV show: “Next Chapter”

ix. third party: authors (Ken Pollack)

x. front group: Council of American Muslims for Understanding

b. Beers and Reality: War in Afghanistan

i. support for Israel

ii. continued support for authoritarian regimes

iii. UN resolutions and their application

iv. War against Muslims

1. “abject failure”
2. Other failure: understanding the problem

III. Beyond the Sell