

BRIEF CONTENTS

Preface	xiii
Acknowledgments	xv
Chapter 1 • What Is Propaganda, and How Does It Differ From Persuasion?	1
Chapter 2 • Propaganda Through the Ages	47
Chapter 3 • Propaganda Institutionalized	87
Chapter 4 • Propaganda and Persuasion Examined	151
Chapter 5 • Propaganda and Psychological Warfare	195
Chapter 6 • How to Analyze Propaganda	267
Chapter 7 • Propaganda in Action: Four Case Studies	285
Chapter 8 • How Propaganda Works in Modern Society	321
Appendix • Cyber Propaganda	331
<i>Christopher Bronk</i>	32
References	339
Author Index	375
Subject Index	383
About the Authors	399
Misleading and Manipulating an Audience	36
Rhetorical Background and the Ethics of Persuasion	37
Rhetoric and Propaganda	40
Propaganda as a Form of Communication	41
Concealed Purpose	42
Concealed Identity	42
Control of Information Flow	43
The Management of Public Opinion	43
The Manipulation of Behavior	44