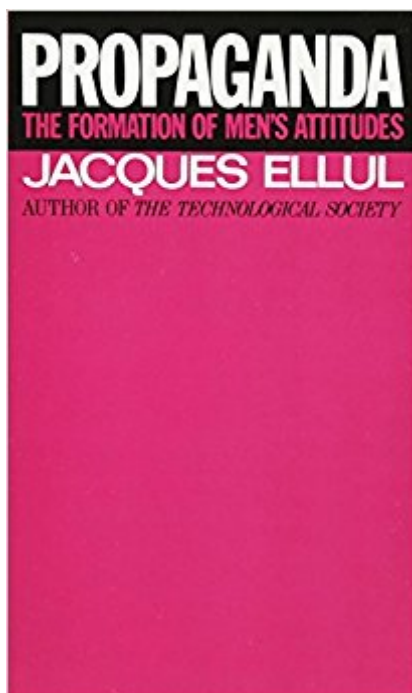


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# Propaganda: The Formation Of Men's Attitudes



## Synopsis

From one of the greatest French philosophers of the 20th century, comes a seminal study and critique of propaganda. Taking not only a psychological approach, but a sociological approach as well, Ellul's book outlines the taxonomy for propaganda, and ultimately, its destructive nature towards democracy. Drawing from his own experiences fighting for the French resistance against the Vichy regime, Ellul offers a unique insight into the propaganda machine. "A far more frightening work than any of the nightmare novels of George Orwell. With the logic which is the great instrument of French thought, [Ellul] explores and attempts to prove the thesis that propaganda, whether its ends are demonstrably good or bad, is not only destructive to democracy, it is perhaps the most serious threat to humanity operating in the modern world." -Los Angeles "The theme of Propaganda is quite simply . . . that when our new technology encompasses any culture or society, the result is propaganda . . . Ellul has made many splendid contributions in this book." -Book Week

## Book Information

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## Customer Reviews

Text: English, French (translation)

'The theme of Propaganda is quite simply. . . that when our new technology encompasses any culture or society, the result is propaganda. . . . Ellul has made many splendid contributions in this book.' -Robert R. Kirsch, The Los Angeles Times

Amazing book!! There's three minds that I admire: the scientist, the philosopher but the mastermind is the social engineer behind any political ideology any social movement and even entertainments such as "sports" and music industry are the inventions of the social engineer and he uses it to give the unsuspecting individual his identity. You may never meet him but if you choose to adhere or identify with any of his creations he's got you. all he has to do is put in front you an appealing CULTURAL LEADER a politician, a movie star, a rockstar, a football player. He's gonna pull you to and fro so you'll do his will without you even knowing. This is why I sooo love this book ELLUL my favorite thinker.

This book keeps blowing my mind. Every page is engaging and relevant, despite being written in the 60's. If you want to be able to identify propoganda, get this book. Be warned, though, it will spook you. Much like reading 1984 for the first time.

This is identical to the hardbound edition which was worth the investment. As stated I hand out these books to the truly confused as to how we are at such a juncture in our nation. Ellul lays out the dynamics of propoganda as to what it is, how it works, and how populations can resist it. A must read in today's political amphitheater of moral and ethical violence in government and political activities..

This book changed the way I think about the world. After reading this book I look at media much more closely and constantly think about how what I am seeing influences my decisions. Am I doing this because I actually want to or because the mass wants me to?

A French author largely unavailable to American audiences, his theory is complimented by the likes of Howard Zinn and Noam Chomsky. At only 20 or so pages I have decided to break, for what he has given me to think about is a feast of feasts. Truly a revolutionary work, bridging Edward Bernay's Propaganda and the work of the previously mentioned scholars.

You cannot beat Jacques Ellul if propoganda, real propoganda, is a study for you and it should be even more important in the world today where propoganda nearly drowns us daily.

This book is a near classic. We live in a world dominated by misinformation, wrong information, half

truths and opinions turn on it. All it takes is social media aptitude. Here is the how and the why of it.

Brilliant analysis of propaganda and how it affects a population. I read this in college 20+ years ago, and is still one of the handful of books I still refer to regularly. Very dated in terms of language and attitude, obviously (e.g.: "The Formation of MEN'S Attitudes") but otherwise as relevant today as when it was written.

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