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Titolo	Our own worst enemy as protector of ourselves [[electronic resource]] : stereotypes, schemas, and typifications as integral elements in the persuasive process // Byron B. Renz
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Descrizione fisica	1 online resource (179 p.)
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Figures; Introduction: The Function of Persuasion in Propaganda; Chapter 01. Media, Fear, and the Consolidation of State Power; Chapter 02. The Enthymeme as a Persuasive Device in Terrorists' Media Messages; Chapter 03. Social Construction of Media-Generated Terrorist Images; Chapter 04. Media Imagery: Generator of Oppositional Schemas That Fuel World Conflict; Chapter 05. From the Seed to the Tree and Back Again: Definition of Linguistic Purpose; Chapter 06. Propaganda: From Theory to Practice; Index
Sommario/riassunto	This book takes us through the persuasive process, particularly as it is used in terrorist persuasive settings and as it has been used in some of the major propaganda battles of the twentieth and twenty-first centuries.