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| Autore | SLADKOVIC, Andrej |
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Sommario/riassunto

Living in a saturated media environment, we are crowded from all sides by persuasive messages and information. Advice, promotion and propaganda form a spectrum of persuasion - and everywhere we see it performed in its full theatricality, complete with actors, scripts, props and costumes. Based on enduring rhetorical principles, these persuasive techniques and the psychology behind them have become increasingly sophisticated during the 'age of persuasion', a century of applied research in advertising, advocacy, public relations, mass entertainment and social control. Media, Persuasion, and Propaganda guides the reader through the many varieties of persuasion and its performance, exploring the protocols of rhetoric unique to the medium, from orality and print to film and digital images.
