

# Techniques Of Persuasion: From Propaganda To Brainwashing (Pelican Books) By J. A. C. Brown

**By J. A. C. Brown**

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Specific techniques . Scholars have identified many standard techniques used in propaganda and persuasion. Ad hominem A Latin phrase that has come to mean attacking

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following politically-correct CND type propaganda, he was friendly until objective techniques were used to tear apart his W. C. Yengst, S. J

3.)How susceptible are we to propaganda and persuasive techniques? To find out, have students take the "Do You Buy It?" Quiz (see attachment) to see if they recognize

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Mass media and propaganda are therefore tools that Brown publishers; HBO It is the emergence of mass media which makes possible the use of propaganda