



# Propaganda & Persuasion

*Garth S Jowett, Victoria J. O'Donnell*

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**Propaganda and Persuasion, Sixth Edition**, by Garth S. Jowett and Victoria O'Donnell, is the only book of its kind to comprehensively cover the history of propaganda and offer insightful definitions and methods to analyze it. Fascinating examples, from ancient times to present day, facilitate a solid understanding of what propaganda is. The book includes current research in propaganda and persuasion, discusses the use of propaganda in psychological warfare, and offers students a systematic approach to analyzing the propaganda and persuasion they will encounter in everyday life.

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