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## KEY=ATTITUDES - BENTON GRACE

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### PROPAGANDA

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#### THE FORMATION OF MEN'S ATTITUDES

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*Vintage* 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, it's 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

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### PROPAGANDA

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#### THE FORMATION OF MEN'S ATTITUDES

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### APOCALYPSE

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#### THE BOOK OF REVELATION

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*Wipf and Stock Publishers* "There has never been a book provoking more delirium, foolishness and irrational movements, without any relationship to Jesus Christ [than the Book of Revelation]." —Jacques Ellul, Introduction Known for his trenchant critique of modernity and of those Christians who celebrate their captivity to it, Ellul here cuts to the heart of the theological intention of the Book of Revelation, and thereby reveals the liberating gospel in all its offensiveness. Neither an exhaustive commentary nor a work of historical-exegetical analysis, Apocalypse is a provocative, independent interpretation. Ellul seeks to rescue Revelation from the reassuring and orthodox banality to which commentators often reduce it. The goal is to perceive the totality of the book in its movement and structure. "Architecture in movement" is the key to understanding Revelation's puzzling but simple message. This edition also comes with a new foreword by Jacob Marques Rollison who provides an essential aid for guiding readers through Ellul's thorough engagement with Revelation.

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## PROPAGANDA: THE FORMATION OF MEN'S ATTITUDES, TR

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### THE TECHNOLOGICAL SOCIETY

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*Vintage* As insightful and wise today as it was when originally published in 1954, Jacques Ellul's *The Technological Society* has become a classic in its field, laying the groundwork for all other studies of technology and society that have followed. Ellul offers a penetrating analysis of our technological civilization, showing how technology—which began innocuously enough as a servant of humankind—threatens to overthrow humanity itself in its ongoing creation of an environment that meets its own ends. No conversation about the dangers of technology and its unavoidable effects on society can begin without a careful reading of this book. "A magnificent book . . . He goes through one human activity after another and shows how it has been technicized, rendered efficient, and diminished in the process."—Harper's "One of the most important books of the second half of the twentieth-century. In it, Jacques Ellul convincingly demonstrates that technology, which we continue to conceptualize as the servant of man, will overthrow everything that prevents the internal logic of its development, including humanity itself—unless we take necessary steps to move human society out of the environment that 'technique' is creating to meet its own needs."—*The Nation* "A description of the way in which technology has become completely autonomous and is in the process of taking over the traditional values of every society without exception, subverting and suppressing these values to produce at last a monolithic world culture in which all non-technological difference and variety are mere appearance."—Los Angeles Free Press

### LIVING FAITH

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#### BELIEF AND DOUBT IN A PERILOUS WORLD

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*Wipf and Stock Publishers* *Living Faith* is a groundbreaking exploration of the meaning and dynamics of Christian faith today by a major theologian and social critic of our time. Jacques Ellul thoughtfully examines all aspects of the phenomenon we call faith to distill the essential characteristics of true Christianity. He argues cogently for a crucial distinction between religion, based on a faith that is nothing more than a reflection of our own circumstances and consciousness, and genuine Christian Faith, which concerns itself primarily with revelation. Such a Living Faith, he points out, is an open, honest, courageous response to a divine disclosure of the Wholly Other God that impels us beyond comfortable answers to see "everything in a light which is not that of reason, experience, or common sense."

#### THE HUMILIATION OF THE WORD

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*Eerdmans Publishing Company* Argues that visual reality has overcome verbal truth, examines the biblical distinction between truth and reality, and considers the impact of the visual on artists and intellectuals."

### JESUS AND MARX

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#### FROM GOSPEL TO IDEOLOGY

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*Wipf and Stock Publishers* At what point does a theology become an ideology? How can a Christian distinguish the two? Jacques Ellul has always taken pains to differentiate them, but in this book he provides both a theoretical framework and important examples. Some popular theologies, particularly those that attempt to intertwine biblical theology with Marxist thought, fall into the trap of reaching "theological" conclusions by other means, Ellul believes, so that we cannot consider them as true theologies. From both a biblical-theological and sociopolitical perspective Ellul examines the attempt to relate Christianity to Marxist thought. By reviewing in detail several key Marxist-Christian books, Ellul exposes the weaknesses of so-called Marxist Christianity (which he says is neither Marxist nor Christian), and argues that the biblical perspective takes exception to all political power, leaving Christian anarchism as the realistic revolutionary option. The preface by translator Joyce Main Hanks provides an excellent introduction to the book, showing how it fits into Ellul's thought and how it relates to Ellul's previous work.

### THE TECHNOLOGICAL SYSTEM

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*Wipf and Stock Publishers* Some 20 years after writing *The Technological Society*, Jacques Ellul realized how the totalistic dimensions of our modern technological milieu required an

additional treatment of the topic. Writing amidst the rise of books in the 1970s on pollution, over-population, and environmental degradation, Ellul found it necessary, once again, to write about the global presence of technology and its far-reaching effects. The Technological System represents a new stage in Ellul's research. Previously he studied technological society as such; in this book he approaches the topic from a systems perspective wherein he identifies the characteristics of technological phenomena and technological progress in light of system theory. This leads to an entirely new approach to what constitutes the most important event of our society which has decisive bearing on the future of our world. Ellul's analysis touches on all aspects of modern life, not just those of a scientific or technological order. In the end, readers are compelled to formulate their own opinions and make their own decisions regarding the way a technique-based value system affects every level of human life.

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## THE THEOLOGICAL FOUNDATION OF LAW

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## THE ETHICS OF FREEDOM

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## MONEY & POWER

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## THE SUBVERSION OF CHRISTIANITY

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*Wipf and Stock Publishers* Pointing to the many contradictions between the Bible and the practice of the church, Jacques Ellul asserts in this provocative and stimulating book that what we today call Christianity is actually far removed from the revelation of God. Successive generations have reinterpreted Scripture and modeled it after their own cultures, thus moving society further from the truth of the original gospel. The church also perverted the gospel message, for instead of simply doing away with pagan practice and belief, it reconstituted the sacred, set up its own religious forms, and thus resacralized the world. Ellul develops several areas in which this perversion is most obvious, including the church's emphasis on moralism and its teaching in the political sphere. The heart of the problem, he says, is that we have not accepted the fact that Christianity is a scandal; we attempt to make it acceptable and easy--and thus pervert its true message. Ultimately, however, Ellul remains hopeful. For, in spite of all that has been done to subvert the message of God, the Holy Spirit continues to move in the world. Christianity, writes Ellul, never carries the day decisively against Christ.

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## ISLAM AND JUDEO-CHRISTIANITY

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## A CRITIQUE OF THEIR COMMONALITY

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*Wipf and Stock Publishers* The theme of Islam and Judeo-Christianity is the relationship between these three faiths under three headings that are often promoted as a basis for commonality between them (sons of Abraham, monotheism, and religions of the book). Ellul incisively critiques these expressions, finding less common ground than is generally accepted and a pattern of conformism. The English edition of Islam and Judeo-Christianity includes a foreword by David Gill and Dominique North Ellul, and Alain Besancon's extensive foreword to the French edition of Islam and Judeo-Christianity (relocated to the appendices in this edition). The book also includes other writings on this theme by Ellul: Firstly, chapter 5 from Ellul's Subversion of Christianity where "Islam is portrayed as a non-progressive, totalitarian religion, founded on the concept of divine right, and credited with having introduced into Christianity the idea of holy war." Secondly, Ellul's foreword to The Dhimmi: Jews and Christians under Islam written by Bat Ye'or (1985), which documents the conditions of Jews and Christians in Muslim society. Thirdly, Ellul's foreword to The Decline of Eastern Christianity under Islam: From Jihad to Dhimmitude, also by Bat Ye'or (1996), which further explores the history of Jews and Christians under Islam.

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## TO WILL & TO DO, VOLUME ONE

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## AN INTRODUCTION TO CHRISTIAN ETHICS

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*Wipf and Stock Publishers* To Will & To Do presents one of the most significant theological contributions of the dynamic twentieth-century thinker Jacques Ellul. Benefiting from recent scholarship on Ellul and a discovery of a lost manuscript, this new edition renders the full text available in English for the first time, combining a fresh translation of Volume I with a first English translation of Volume II. Together, the two volumes constitute the introductory first part of Ellul's planned four-part treatment of Christian ethics. Volume I examines the origin of the problem of Good and Evil, outlines the contemporary morality of Western society, and provocatively sketches the paradox of an impossible and yet necessary

Christian ethics. Volume II carries this discussion forward, outlining the characteristics and conditions of Christian ethics. It then treats the relationship between ethics and the legal texts of the Bible, the relationship between ethics and dogmatic theology, and concludes by reimagining the theological use of the "analogy of faith" for scriptural interpretation. In constant dialogue with Karl Barth, Dietrich Bonhoeffer, Paul Ricoeur, and many other theologians and philosophers, *To Will & To Do* constitutes a major intervention in twentieth-century theological ethics.

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### **HOPE IN TIME OF ABANDONMENT**

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*Wipf and Stock Publishers* The writings of Jacques Ellul have brought him into the first rank as theologian and social critic. Martin Marty commented that if he had to introduce one man from the Protestant world to tell the church what its agenda should be, that man would be Ellul. The eminent Frenchman now brings us his most profound, most moving theological statement. For years, Jacques Ellul tells us in his preface, he had wanted to write a book on "The Age of Abandonment," for it seemed to him that both society and the church had reached that point described in Scripture when God turns his back and is silent. But when he came to elaborate this theme, Ellul found himself inexplicably writing on the theme of hope, despite the fact that his analysis of society remained unchanged. Hope was now no longer a matter of intellect, but a word asked by God of the heart for its salvation. More than ever before, in this book Jacques Ellul shares with readers not only the darkest forebodings of contemporary man's soul, but also his own struggle to emerge from despair to a stronger level of Christian faith--and hope. He writes of hope, not in the vein of Moltmann and Metz, but in a highly original and penetrating manner.

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### **WHAT I BELIEVE**

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"Discusses humanity, history and the Christian faith, distinguishes between belief and faith, and also looks at love, harmony, and science." -- Google Books.

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### **PROPAGANDA AND INFORMATION WARFARE IN THE TWENTY-FIRST CENTURY**

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#### **ALTERED IMAGES AND DECEPTION OPERATIONS**

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*Routledge* This is the first book to analyze how the technology to alter images and rapidly distribute them can be used for propaganda and to support deception operations. In the past, propagandists and those seeking to conduct deception operations used crude methods to alter images of real people, events and objects, which could usually be detected relatively easily. Today, however, computers allow propagandists to create any imaginable image, still or moving, with appropriate accompanying audio. Furthermore, it is becoming extremely difficult to detect that an image has been manipulated, and the Internet, television and global media make it possible to disseminate altered images around the world almost instantaneously. Given that the United States is the sole superpower, few, if any, adversaries will attempt to fight the US military conventionally on the battlefield. Therefore, adversaries will use propaganda and deception, especially altered images, in an attempt to level the battlefield or to win a war against the United States without even having to fight militarily. Propaganda and Information Warfare in the 21st Century will be of great interest to students of information war, propaganda, public diplomacy and security studies in general.

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### **THE EMPIRE OF NON-SENSE**

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#### **ART IN THE TECHNOLOGICAL SOCIETY**

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*Andreas Papadakis Pub* Translated into English for the first time, Jacques Ellul's ground-breaking *Empire of Non-Sense* analyses the relation between technology, art, rationality and human freedom. Many modern artists and architects continue to imagine and build the world technologically. Their beliefs remain firmly rooted in their assumption that the liberating forces of technology freed them from previous artistic traditions while making available vast means of production and a plethora of materials. All artistic traditions were seemingly put aside by the paintings of Cézanne, the poetry of Baudelaire and the architecture of Le Corbusier. Behind this apparent freedom French critic Jacques Ellul, author of the classic *The Technological Society*, found an absolute slavery. The artist was the handmaiden of technology, a relation the artist no longer understood, like other citizens of technological culture. Artists acclaimed their unbridled individualism while being intensely determined by the forces of technological culture. Ellul examines this process in modern art from the beginning of the 20th century where the sense of art - its meaning and embodiments - is reduced to non-sense. Ellul's study is in the tradition of Guy Debord's *The Society of Spectacle* and Theodor Adorno's *Aesthetic Theory* but moves significantly beyond their Marxist perspectives that were, from Ellul's view, co-opted by technique.

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## MUNITIONS OF THE MIND

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### A HISTORY OF PROPAGANDA, THIRD EDITION

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*Manchester University Press* A classic work, *Munitions of the mind* traces how propaganda has formed part of the fabric of conflict since the dawn of warfare, and how in its broadest definition it has also been part of a process of persuasion at the heart of human communication. Stone monuments, coins, broadsheets, paintings and pamphlets, posters, radio, film, television, computers and satellite communications - throughout history, propaganda has had access to ever more complex and versatile media. This third edition has been revised and expanded to include a new preface, new chapters on the 1991 Gulf War, information age conflict in the post-Cold War era, and the world after the terrorist attacks of September 11. It also offers a new epilogue and a comprehensive bibliographical essay. The extraordinary range of this book, as well as the original and cohesive analysis it offers, make it an ideal text for all international courses covering media and communications studies, cultural history, military history and politics. It will also prove fascinating and accessible to the general reader.

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### THE JUDGMENT OF JONAH

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*Wipf and Stock Publishers* This is not a commentary in the traditional sense. One might call it an existential commentary. An important aim of the author is to bring out the relevance of the story, of the person, mission, and situation of Jonah, to Christians in our own time. Above all, this is a theological, or --more specifically -- a christological commentary. The author's chief aim is to relate the book, not to Christians, but to Christ. Ellul thinks Christ is the center of all Scripture, and he also takes seriously the specific reference which Christ makes to the sign of Jonah. If this reading is correct, and the Bible is indeed a unity, the exposition of Ellul, though not developed in detail, has a distinctive theological contribution to make. Those who want acute theological insight, and are not afraid of plain, hard-hitting application, will read this vivid study with relish and profit. -- From the Preface by G. W. Bromiley

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### PROPAGANDA

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*Ig Publishing* With politics taking centre stage due to the US presidential election, the time is perfect for a reprint of this classic work from Edward Bernays, the father of public relations and political spin and the man who designed the ad campaign that got the United States involved in World War I. Written in 1928, this was the first book to discuss the manipulation of the masses and democracy by government spin and propaganda.

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### PROPAGANDA TECHNIQUE IN WORLD WAR I

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*MIT Press* A classic book on propaganda technique proposes a general theory of the strategy and tactics of propaganda. This classic book on propaganda technique focuses on American, British, French, and German experience in World War I. The book sets forth a simple classification of various psychological materials used to produce certain specific results and proposes a general theory of strategy and tactics for the manipulation of these materials. In an introduction (coauthored by Jackson A. Giddens) written for this edition, Harold Lasswell notes that this study was partially an exercise in the discovery of appropriate theory. It raised the crucial questions of how to classify the content of propaganda—for instance, a distinction is made between "value demands" (war aims, war guilt, and casting the enemy as evil personified) and "expectations" (the illusion of victory)—and how to summarize the procedures employed in organizing and carrying out propaganda operations. *Propaganda Technique in World War I* deals primarily with problems of internal administration and lateral coordination rather than with the relationship between policymakers and propagandists. However, Jackson Giddens enumerates procedures in the book that illustrate an underlying assumption that decision makers were deeply involved in propaganda and influenced by considerations of public opinion. He takes the study of propaganda further by elaborating on the nature and meaning of the category of "war aims" and its relation to the propagandist, for this, more than any other category of content, "is the catalyst of transnational political action." Giddens's exploration of the development of a comprehensive theory of propaganda adds another dimension to Lasswell's study while confirming its value as outstanding groundwork for continuing research.

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### THE MEANING OF THE CITY

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*Wipf and Stock Publishers* Jacques Ellul, a former member of a Law Faculty at the University of Bordeaux, was recognized as a brilliant and penetrating commentator on the relationship between theology and sociology. In *The Meaning of the City* he presents what he finds in the Bible--a sophisticated, coherent theology of the city fully applicable to today's urbanized

society. Ellul believes that the city symbolizes the supreme work of man--and, as such, represents man's ultimate rejection of God. Therefore it is the city, where lies man's rebellious heart, that must be reformed. The author stresses the fact that the Bible does not find man's fulfillment in a return to an idyllic Eden, but points rather to a life of communion with the Savior in the city transfigured. The Meaning of the City, says John Wilkinson in his introductory essay to the book, is the theological counterpoint to Ellul's Technological Society, a work that analyzed the phenomenon of the autonomous and totally manipulative post-industrial world. Ellul takes issue with those who idealistically plan new urban environments for man, as though man alone can negate the inherent diabolism of the city. For Ellul, the history of the city from the times of Cain and Nimrod through to Babylon and Jerusalem reveals a tendency to destroy the human being for the sake of human works. Nevertheless, continuing the theme of the tension between two realities that characterizes all his works, Ellul sees God as electing the city as itself an instrument of grace for the believer. William Stringfellow describes The Meaning of the City as a book of startling significance, which should rank beside Reinhold Niebuhr's Moral Man and Immoral Society as a work of truly momentous potential. Douglass D. McFerran adds that it is a book worth serious consideration by anyone interested in the relationship between religious commitment and secular involvement. And John Wilkinson sums it up: There are very few convincingly religious analyses of the sociological phenomena of the present day. . . . Ellul's biblically based sociology is today furnishing the matter for a large and growing group of social protestants, particularly in the United States.

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### THE POLITICS OF GOD AND THE POLITICS OF MAN

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*Wipf and Stock Publishers* Man's freedom--God's omnipotence: how can they be reconciled? That question is central to this penetrating study of political action and the prophetic function. Ellul's answer to that question, though based on events recorded in the Second Book of Kings, is immediately relevant to contemporary issues and to the church today. Emerging from these reflections is an eloquent testimony to the immense love of God--"which not only creates and saves, but which also in its incomprehensible humility wants to associate man with its work."

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### AUTOPSY OF REVOLUTION

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*Wipf and Stock Publishers* In this significant and very timely book, the author of The Technological Society, The Political Illusion, and Propaganda asks a tremendous question and shows that the answer we give it is decisive for the future of our society: Can we learn from history what revolution really is necessary for our survival? That is, can we distinguish between senseless, ineffectual revolt or rebellion and a genuine revolution that can alter fundamentals? In his basic, closely reasoned way, Jacques Ellul examines past and recent history in light of the current overwhelming preoccupation with revolution, which seems to have become the daily bread of Western man's thoughts and actions, the immediate explanation for every historical movement. Ellul insists on examining the possibility that today we are projecting onto past events a fairly recent and distorted image of revolution. The new image was created by Marx in the nineteenth century, and Ellul questions how long we can continue to live on his legacy. More important, he suggests that Marx may have brought about an abrupt deviation of the necessary revolutionary current and given a false meaning to the word revolution. Is all our talk about Marxian revolution talk about reality, or a way of filling a void with words? Finally, among so many social eddies and agitations, are we today caught up in a really revolutionary movement--or are we being led into blind combat by false lights that in reality are reflections in distorting mirrors? Are we capable of discerning the real Revolution, the needed Revolution? Ellul does not map out a route in detail: he clears paths into the future, making it possible for a route to be found. His masterly book should help to change our thinking, and therefore our future.

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### HOW PROPAGANDA WORKS

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*Princeton University Press* How propaganda undermines democracy and why we need to pay attention Our democracy today is fraught with political campaigns, lobbyists, liberal media, and Fox News commentators, all using language to influence the way we think and reason about public issues. Even so, many of us believe that propaganda and manipulation aren't problems for us—not in the way they were for the totalitarian societies of the mid-twentieth century. In How Propaganda Works, Jason Stanley demonstrates that more attention needs to be paid. He examines how propaganda operates subtly, how it undermines democracy—particularly the ideals of democratic deliberation and equality—and how it has damaged democracies of the past. Focusing on the shortcomings of liberal democratic states, Stanley provides a historically grounded introduction to democratic political theory as a window into the misuse of democratic vocabulary for propaganda's selfish purposes. He lays out historical examples, such as the restructuring of the US public school system at the turn of the twentieth century, to explore how the language of democracy is sometimes used to mask an undemocratic reality. Drawing from a range of sources, including feminist theory, critical race theory, epistemology, formal semantics, educational theory, and social and cognitive psychology, he explains how the manipulative and hypocritical declaration of flawed beliefs and ideologies arises from and perpetuates inequalities in society, such as the racial injustices that commonly occur in the United States. How

Propaganda Works shows that an understanding of propaganda and its mechanisms is essential for the preservation and protection of liberal democracies everywhere.

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## THE REASON FOR BEING

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### A MEDITATION ON ECCLESIASTES

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*Eerdmans Publishing Company* On the heels of many provocative works comes yet another from the prolific pen of French scholar Jacques Ellul. In reason for being Ellul offers an exposition of the three intertwining themes of Ecclesiastes: vanity, wisdom, and God. While interacting with recent scholarship, Ellul presents a unique interpretation and contemporary application of "the profound and paradoxical Qohelet."

### THE NEW DEMONS

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"A Crossroad book." Translation of Les nouveaux possédés. Includes bibliographical references.

### PERSPECTIVES ON OUR AGE

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### JACQUES ELLUL SPEAKS ON HIS LIFE AND WORK

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### THE BETRAYAL OF THE WEST

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Jacques Ellul is primarily known for his insightful critiques of Western culture. His recent books describe the "new demons" let loose upon the contemporary world by the double-edged achievements of science and industry. But he asserts in this latest book, the critics have gone too far. The West is the victim of a betrayal--that of its own children. Its intellectuals, most notably those of the Left, are necessarily that products of a civilized society. Yet they so loudly reproach this civilization for the atrocities and the destruction of rich local culture which have accompanied its growth that we are deaf to the reasoned voice which proclaims our debts to this Western tradition. When Ellul acknowledges the validity of many of these accusations, in *The Betrayal Of The West* he points out that they are not peculiar to the West, that they are indeed inherent in the growth of any civilization. And Ellul, as an historian, is a lover of civilization. He especially emphasizes the importance of the legacy of our own civilization. We are indebted to the West for our concepts of freedom, equality, and above all, the idea of the individual. In his words, "The West represents values for which there is no substitute. The West is a past, a difference, a shared history, and a shared human project ... The end of the West today would mean the end of any possible civilization." *The Betrayal of the West* explores the need for defense as well as critique of our culture. It explains the origins of the contradiction at the heart of Western Civilization and traces the course of this dialectic in three supreme chapters constructed around metaphors which correspond to the promise, the challenge, and, ultimately, the failure of the political left in Western societies.

### DIGITAL AND MEDIA LITERACY

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### CONNECTING CULTURE AND CLASSROOM

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*Corwin Press* Leading authority on media literacy education shows secondary teachers how to incorporate media literacy into the curriculum, teach 21st-century skills, and select meaningful texts.

### PUBLIC OPINION

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### CONSPIRACY THEORY IN AMERICA

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*University of Texas Press* Asserts that the Founders' hard-nosed realism about the likelihood of elite political misconduct—articulated in the Declaration of Independence—has been replaced by today's blanket condemnation of conspiracy beliefs as ludicrous by definition.

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## RESIST NOT EVIL

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## VIOLENCE

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## REFLECTIONS FROM A CHRISTIAN PERSPECTIVE

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*Wipf and Stock Publishers* On an issue that has created considerable uncertainty and uneasiness among many Christians, Jacques Ellul brings to bear the bold analysis and the brilliant clarity of argument that are associated with his distinguished studies on contemporary social questions. After surveying historically the various approaches of Christians to violence, Ellul examines in depth current statements by Christians condoning or accepting violence. He then contrasts, with penetrating insight, the dynamics of violence and the clear demands of the Gospel. In a concluding chapter he eloquently sets forth the truly distinctive nature of Christian radicalism and the violence of love. Of comfort to neither Right nor Left as such, this Gospel-centered study of the complex issue of violence today--deftly translated by Cecilia Gaul Kings--is a forceful, original contribution to the ongoing discussion of the issue in church and society.

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## THE RAPE OF THE MIND: THE PSYCHOLOGY OF THOUGHT CONTROL, MENTICIDE, AND BRAINWASHING

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*Pickle Partners Publishing* "SINCE 1933, when a completely drugged and trial-conditioned human wreck confessed to having started the Reichstag fire in Berlin, Dr. Joost A. M. Meerloo has studied the methods by which systematic mental pressure brings people to abject submission, and by which totalitarians imprint their subjective "truth" on their victims' minds. The first two and one-half years of WWII, Dr. Meerloo spent under the pressure of Nazi-occupied Holland, witnessing at first-hand the Nazi methods of mental torture on more than one occasion...Then, after personal experiences with enforced interrogation, he escaped from a Nazi prison and certain death to England, where he was able, as Chief of the Psychological Department of the Netherlands Forces, to observe and study coercive methods officially.... After the war, he came to the United States...As more and more cases of thought control, brainwashing, and mental coercion were disclosed - Cardinal Mindszenty, Colonel Schwable, Robert Vogeler, and others - his interest grew. It was Dr. Meerloo who coined the word menticide, the killing of the spirit, for this peculiar crime... It is Dr. Meerloo's position that through pressure on the weak points in men's makeup, totalitarian methods can turn anyone into a "traitor." And in *The Rape of the Mind* he goes far beyond the direct military implications of mental torture to describing how our own culture unobtrusively shows symptoms of pressurizing people's minds. He presents a systematic analysis of the methods of brainwashing and mental torture and coercion, and shows how totalitarian strategy, with its use of mass psychology, leads to systematized "rape of the mind." He describes the new age of cold war with its mental terror, verbocracy, and semantic fog, the use of fear as a tool of mass submission and the problem of treason and loyalty, so loaded with dangerous confusion. *The Rape of the Mind* is written for the interested layman, not only for experts and scientists."-Print ed.

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## PUBLIC OPINION

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## THE ORIGINAL 1922 EDITION

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Walter Lippmann wrote his "Public Opinion" at a time when something like the 'mass media' was coming into existence. Prior to the age of electronic communication, the only mechanism for reaching large numbers of individuals was the newspapers. In World War I, he saw how opportunistic nations used the newspapers to serve their often nefarious aims. Lippmann, however, believed that in the hands of super-intelligent, disinterested, omni-benevolent 'experts,' the 'mass media' could bring about world peace. The school system, the advent of radio, and of course, the television, were arriving or coming along shortly. Each allowed a small group of people the ability to manage a much larger group, inspiring optimism among liberals and progressives that with the right formula, the horrors seen in World War I would never occur again. Lippmann wrote "Public Opinion" in 1922, shortly after World War I. In 1924, a certain Adolf Hitler would be spending time in jail. If this merited any mention in any newspaper, it is doubtful that no expert paid it any mind. 1939 was, after all, a long way off.

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## THE OXFORD HANDBOOK OF PROPAGANDA STUDIES

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*Oxford University Press* Derived from the word "to propagate," the idea and practice of propaganda concerns nothing less than the ways in which human beings communicate, particularly with respect to the creation and widespread dissemination of attitudes, images, and beliefs. Much larger than its pejorative connotations suggest, propaganda can more

neutrally be understood as a central means of organizing and shaping thought and perception, a practice that has been a pervasive feature of the twentieth century and that touches on many fields. It has been seen as both a positive and negative force, although abuses under the Third Reich and during the Cold War have caused the term to stand in, most recently, as a synonym for untruth and brazen manipulation. Propaganda analysis of the 1950s to 1989 too often took the form of empirical studies about the efficacy of specific methods, with larger questions about the purposes and patterns of mass persuasion remaining unanswered. In the present moment where globalization and transnationality are arguably as important as older nation forms, when media enjoy near ubiquity throughout the globe, when various fundamentalisms are ascendant, and when debates rage about neoliberalism, it is urgent that we have an up-to-date resource that considers propaganda as a force of culture writ large. The handbook will include twenty-two essays by leading scholars from a variety of disciplines, divided into three sections. In addition to dealing with the thorny question of definition, the handbook will take up an expansive set of assumptions and a full range of approaches that move propaganda beyond political campaigns and warfare to examine a wide array of cultural contexts and practices.