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Media Rhetoric
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What impressed me about this book was the author's ability to address the various aspects of propaganda – from common misconceptions (which still exist today) to Nazism, Marxism and any other -ism to effects of the various kinds of propaganda. At times, it felt like I was reading *Propaganda for Dummies*, only not in layman's terms.

A couple points that were reiterated were that propaganda is psychologically based, particularly modern propaganda, which cannot work without first educating the propagandee. (vi) However, no cut-and-dry definition of modern propaganda was provided – except in relation to “the mass” (6) – so it seemed a little unclear exactly how this “education” worked.

One important aspect of propaganda's success and functioning that was repeatedly reiterated was relation to the mass and mass media/communication. Early on, the author refers to the media of propaganda as ‘the mass media of communication.’ (xiv) Later, he states that propaganda ‘addresses itself to both the individual and the mass,’ as individuals no longer viewed as individuals but considered part of mass, yet each one must feel individualized; propaganda uses mass' structure for profit yet exploits the individual's need for self affirmation. (6-8) In relation to total propaganda, the propagandist must utilize ‘all technical means’ in order to have the best results; sporadic media usage, the author contends, is not propaganda. (9)

Another important aspect that I feel was reiterated quite often was continuity and duration. Propaganda, the author, stated must be lasting and continuous, fill the propagandee's days, and not leave gaps. The propagandee must also have constant contact with propaganda, as its effects are slow, not instantaneous. (17)

All in all, there are many more areas and topics that the author addressed that address and reiterate propaganda facts – versus intentions and interpretations (53). The book has furthered my understanding of propaganda beyond the ten signs of propaganda from Jowett & O'Donnell, and I appreciate that the author took the time to address the many various details.