

Contents

Preface <i>Graham Murdock</i>	ix
1. Introduction: The Propaganda Society <i>Gerald Sussman</i>	1
PART 1: PROPAGANDA IN THE MEDIA	23
2. Advertising and the Genius of Commercial Propaganda <i>Robert W. McChesney, Inger L. Stole, John Bellamy Foster, & Hannah Holleman</i>	27
3. Branded Entertainment and the New Media Economy <i>Doris Baltruschat</i>	45
4. “Very High Art”: The Cultural Enhancement of Product Promotion in “Making-of” Videos about Advertising Campaigns <i>Matthew P. McAllister</i>	61

5. Net Worth: Popular Social Networks as Colossal Marketing Machines <i>Tim Dwyer</i>	77
6. The Regime of Propaganda in a Neoliberal State: Berlusconi and the Italian Media <i>Massimo Ragnedda & Glenn W. Muschert</i>	93
PART 2: PROPAGANDA IN PUBLIC CULTURE 109	
7. Corporate Discourse on Climate Change <i>Sharon Beder</i>	113
8. Cause Marketing as Commercial Propaganda: Neoliberal Wolf in Sheep's Clothing? <i>Inger L. Stole</i>	130
9. Celebrity Philanthropy: In the Service of Corporate Propaganda <i>Michael Barker</i>	145
10. Pornography as Propaganda <i>Robert Jensen</i>	159
PART 3: PROPAGANDA FOR GLOBAL HEGEMONY 175	
11. War Correspondents, the Military, and Propaganda: Some Critical Reflections <i>Douglas Kellner</i>	179
12. Legitimizing Versus Delegitimizing Elections: Honduras and Iran <i>Edward Herman & David Peterson</i>	193
13. The New Rhetoric of the Global War on Terrorism <i>Lee Artz</i>	213
14. International Public Relations: Neoliberal Fixer and Diplomat Without Portfolio <i>Sue Curry Jansen</i>	229

PART 4: PROPAGANDA AND THE STATE	247
15. Promotion, Propaganda, and High Finance <i>Aeron Davis</i>	251
16. Covering Workers: News Media, Labor, and the 2008 Economic Crisis <i>James F. Tracy</i>	267
17. Telling It Like It Is: The Focus Group as an Ideological Weapon <i>Dominic Wring</i>	283
18. Direct from the Source: Canada's Integrated System of State Propaganda <i>Patricia Mazepa</i>	297
Epilogue <i>Gerald Sussman</i>	315
Contributors	319
Index	325