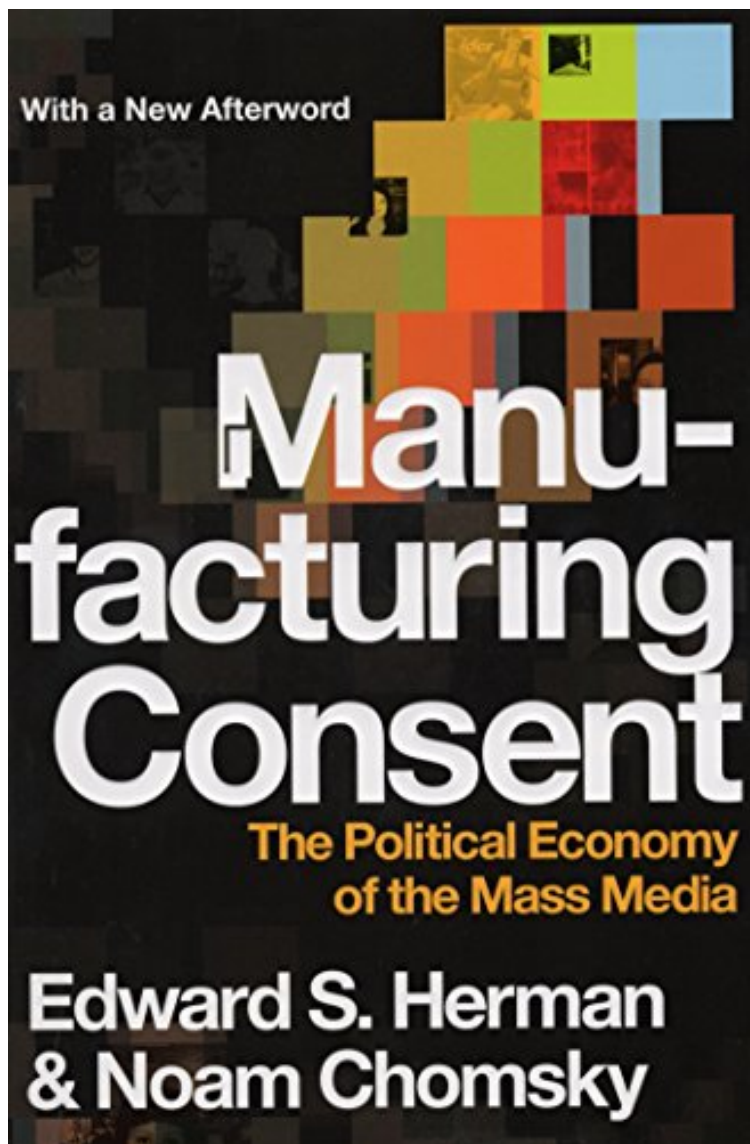


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Manufacturing Consent: The Political Economy of the Mass Media



Par Edward S. Herman, Noam Chomsky

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Description : Description du produitAn intellectual dissection of the modern media to show how an underlying economics of publishing warps the news.

Prsentation de l'diteurWe normally think that the press are cantankerous, obstinate, and ubiquitous in its search for truth. In Manufacturing Consent Edward Herman and Noam Chomsky show how an underlying elite consensus largely structures all facets of the news. Far from challenging established power, the media work hard to discover and mirror its assumptions. The authors skilfully dissect the way in which the marketplace and the economics of publishing significantly shape the news. They reveal how issues are

framed and topics chosen, and contrast the double standards underlying accounts of free elections, a free press, and governmental repression. The authors conclude that the modern mass media can best be understood in terms of a 'propaganda model'. News and entertainment companies dedicate themselves to profit within the established system. Their interests require that they support the governing assumptions of state and private power. The propaganda model provokes outrage from journalists, editors and broadcasters, but twenty years after first publication, *Manufacturing Consent* remains the most important critique of the mass media..com

An absolutely brilliant analysis of the ways in which individuals and organizations of the media are influenced to shape the social agendas of knowledge and, therefore, belief. Contrary to the popular conception of members of the press as hard-bitten realists doggedly pursuing unpopular truths, Herman and Chomsky prove conclusively that the free-market economics model of media leads inevitably to normative and narrow reporting. Whether or not you've seen the eye-opening movie, buy this book, and you will be a far more knowledgeable person and much less prone to having your beliefs manipulated as easily as the press.

From Publishers Weekly

Herman of Wharton and Chomsky of MIT lucidly document their argument that America's government and its corporate giants exercise control over what we read, see and hear. The authors identify the forces that they contend make the national media propagandistic—the major three being the motivation for profit through ad revenue, the media's close links to and often ownership by corporations, and their acceptance of information from biased sources. In five case studies, the writers show how TV, newspapers and radio distort world events. For example, the authors maintain that "it would have been very difficult for the Guatemalan government to murder tens of thousands over the past decade if the U.S. press had provided the kind of coverage they gave to the difficulties of Andrei Sakharov or the murder of Jerzy Popieluszko in Poland." Such allegations would be routine were it not for the excellent research behind this book's controversial charges. Extensive evidence is calmly presented, and in the end an indictment against the guardians of our freedoms is substantiated. A disturbing picture emerges of a news system that panders to the interests of America's privileged and neglects its duties when the concerns of minority groups and the underclass are at stake. First serial to the Progressive. Copyright 1988 Reed Business Information, Inc.