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Americans consume 57% of the world's advertising while representing only 6% of the population, and half of our waking hours are spent with the mass media.

Persuasion has always been integral to the democratic process - it's how we

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"Age of Propaganda" gives the reader an analysis of the patterns, motives, and effects of these efforts. Drawing on the history of propaganda and modern

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research in social psychology, Pratkanis and Aronson show us mass persuasion in action-not just the tactics, but why they often work, and how we can protect ourselves from manipulation.

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Anthony R. Pratkanis is a researcher, author, consultant, media commentator and a professor of psychology at the University of California, Santa Cruz. He is the author of several books, and has published research papers in scientific journals on the topics of social influence, fraud, terrorist and dictator propaganda, marketing and consumer behavior, and

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