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Propaganda 1776: Secrets, Leaks, and Revolutionary Communications in Early America

By Russ Castronovo

Oxford University Press Inc. Hardcover. Condition: New. 256 pages. Dimensions: 9.6in. x 6.5in. x 1.0in. 1776 symbolizes a moment, both historical and mythic, of democracy in action. That year witnessed the release of a document, which Edward Bernays, the so-called father of public relations and spin, would later label as a masterpiece of propaganda. Although the Declaration of Independence relies heavily on the empiricism of self-evident truths, Bernays, who had authored the influential manifesto *Propaganda* in 1928, suggested that what made this iconic document so effective was not its sober rationalism but its inspiring message that ensured its dissemination throughout the American colonies. *Propaganda 1776* reframes the culture of the U. S. Revolution and early Republic, revealing it to be rooted in a vast network of propaganda. Drawing on a wide-range of resources, Russ Castronovo considers how the dispersal and circulation-indeed, the propagation-of information and opinion across the various media of the eighteenth century helped speed the flow of revolution. This book challenges conventional wisdom about propaganda as manipulation or lies by examining how popular consent and public opinion in early America relied on the spirited dissemination of rumor, forgery, and invective. While declarations about self-evident truths were important to liberty,...



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