

manufacturing consent

manufacturing consent is a powerful concept that explores how mass media and influential institutions shape public opinion and societal beliefs. In today's digital age, understanding this phenomenon is essential for anyone interested in media studies, communications, politics, and sociology. This article offers a comprehensive analysis of manufacturing consent—from its theoretical origins and historical context to its current relevance in global media landscapes. Readers will discover how media organizations, governments, and corporations strategically guide narratives, the mechanisms they use, and the impact this has on democracy and individual autonomy. Additionally, the article will delve into the criticisms and debates surrounding the concept, as well as practical examples that bring theory to life. Optimized for search engines and packed with insightful content, this guide is designed to inform, engage, and empower readers to better recognize and critically evaluate the forces shaping collective consent. Explore the key sections below to deepen your understanding of manufacturing consent.

- What Is Manufacturing Consent?
- Historical Background and Theoretical Foundations
- Mechanisms and Tools Used to Manufacture Consent
- Media Ownership and Editorial Influence
- Case Studies and Real-World Examples
- Criticisms and Debates
- Impact on Democracy and Society
- Recognizing and Responding to Manufactured Consent

What Is Manufacturing Consent?

Manufacturing consent refers to the process by which powerful organizations, especially mass media, influence and guide public opinion to align with specific interests. Coined by Edward S. Herman and Noam Chomsky in their seminal work, the term highlights how media outlets can shape what people believe and accept as truth, often serving political or corporate agendas. The concept suggests that public consent is not always organic but is systematically constructed through selective reporting, framing, and repetition of

particular narratives. By understanding manufacturing consent, readers can better analyze the relationship between media, power, and society.

Historical Background and Theoretical Foundations

Origins of the Concept

The idea of manufacturing consent originated in the late 20th century, primarily through the work of Herman and Chomsky in their book "Manufacturing Consent: The Political Economy of the Mass Media." The authors argued that media institutions, driven by economic and political interests, play a central role in shaping popular beliefs and attitudes. This theory builds on earlier critiques of propaganda and mass communication, highlighting how consensus is often engineered rather than spontaneous.

Key Theoretical Frameworks

Manufacturing consent is grounded in critical media theory and political economy. It draws on concepts such as agenda-setting, gatekeeping, and framing, which explain how news selection and presentation influence public perception. The propaganda model, introduced by Herman and Chomsky, outlines five filters through which information is processed: ownership, advertising, sourcing, flak, and anti-communism (or fear). These filters serve as mechanisms that control the flow of information and help manufacture public consent.

Mechanisms and Tools Used to Manufacture Consent

Media Framing and Agenda-Setting

Framing refers to the way media shapes how events and issues are perceived by highlighting certain aspects while downplaying others. Through careful selection of words, images, and context, media organizations can guide audiences toward particular interpretations. Agenda-setting involves deciding which topics receive coverage and which are ignored, influencing what the public considers important.

Selective Reporting and Source Bias

Selective reporting involves emphasizing stories that support preferred narratives and omitting those that

challenge them. Source bias occurs when media rely on official or elite sources, which can skew coverage in favor of dominant interests. These practices are used to manufacture consent by promoting a specific worldview and minimizing dissent.

Repetition and Emotional Appeals

- Repetition of key messages reinforces beliefs and normalizes certain viewpoints.
- Emotional appeals, such as fear, patriotism, or empathy, are leveraged to sway public opinion.
- Use of persuasive imagery and rhetoric to trigger emotional responses.

Media Ownership and Editorial Influence

Consolidation of Media Ownership

A handful of large corporations control the majority of media outlets worldwide. This concentration of ownership enables influential groups to set editorial agendas that align with their interests, limiting diversity of viewpoints and fostering uniformity in coverage. The consolidation of media ownership is a central factor in the manufacturing of consent, allowing for coordinated dissemination of preferred narratives.

Editorial Policies and Gatekeeping

Editorial policies dictate which stories are published and how they are presented. Editors serve as gatekeepers, filtering information and shaping the tone of coverage. These internal guidelines often reflect the priorities of owners, advertisers, or political allies. By controlling editorial decisions, media organizations manufacture consent by shaping public discourse and suppressing alternative perspectives.

Case Studies and Real-World Examples

Political Campaigns and Elections

Manufacturing consent is evident during political campaigns and elections, where media coverage can influence voter perceptions and outcomes. Selective reporting, poll emphasis, and strategic framing of candidates and issues often sway public opinion. For example, disproportionate coverage of certain political figures or the marginalization of dissenting voices can impact electoral results.

War and Foreign Policy

Media play a crucial role in garnering public support for military interventions and foreign policy decisions. Through repetition of official statements, emotional appeals, and selective omission of conflicting information, consent for war is often manufactured. Historical instances, such as coverage preceding the Iraq War, illustrate how media narratives can mobilize public backing for controversial actions.

Corporate Interests and Advertising

Corporate advertisers exert significant influence over media content, shaping coverage to favor their products or interests. News organizations may avoid reporting on harmful corporate practices or environmental issues to protect advertising revenue. This dynamic contributes to the manufacturing of consent by prioritizing commercial over public interests.

Criticisms and Debates

Challenges to the Propaganda Model

While the propaganda model is influential, critics argue that it oversimplifies the complexities of media dynamics. Some suggest that audience agency, journalistic integrity, and digital media innovation offer counterbalances to manufactured consent. Others contend that competing media outlets and social platforms introduce greater diversity of viewpoints, challenging centralized control.

Role of Social Media and Independent Journalism

The rise of social media and independent journalism has disrupted traditional mechanisms of manufacturing consent. Alternative voices and citizen reporting provide opportunities for more pluralistic discourse.

However, these platforms are not immune to manipulation, as algorithms and targeted messaging can also manufacture consent through new channels.

Impact on Democracy and Society

Consequences for Democratic Participation

Manufacturing consent has significant implications for democracy. When media systematically shape public opinion, genuine democratic deliberation can be undermined. Citizens may be less informed, more polarized, or inclined to accept official narratives without critical examination. This affects policy decisions, election outcomes, and the overall health of democratic institutions.

Societal Effects and Public Awareness

Beyond politics, manufactured consent influences cultural norms, consumer behavior, and social attitudes. The ability of media to set agendas and frame issues affects what societies value and prioritize. Increased public awareness of these processes is essential for fostering critical media literacy and a more informed citizenry.

Recognizing and Responding to Manufactured Consent

Critical Media Literacy

Developing critical media literacy skills enables individuals to identify manufactured consent and evaluate the credibility of sources. By questioning narratives, seeking diverse viewpoints, and analyzing media framing, readers can resist manipulation and make informed decisions.

Supporting Independent and Diverse Media

1. Seek out independent news organizations and alternative perspectives.
2. Engage in media activism to promote transparency and accountability.
3. Support policies that encourage media pluralism and reduce ownership concentration.

4. Educate others about the importance of critical media consumption.

Adapting to the Digital Media Environment

The digital age offers both challenges and opportunities for recognizing manufactured consent. While information is more accessible, algorithms and echo chambers can reinforce biases. Staying informed requires active engagement with multiple sources and continuous evaluation of content authenticity.

Questions & Answers About Manufacturing Consent

Q: What does manufacturing consent mean?

A: Manufacturing consent refers to the process by which powerful organizations, especially media outlets, shape public opinion and beliefs to align with particular interests or agendas, often through selective reporting and framing.

Q: Who coined the term manufacturing consent?

A: The term was popularized by Edward S. Herman and Noam Chomsky in their book "Manufacturing Consent: The Political Economy of the Mass Media."

Q: How do media organizations manufacture consent?

A: Media organizations manufacture consent through mechanisms such as agenda-setting, framing, repetition of messages, source bias, and selective reporting, all of which guide public perceptions and opinions.

Q: What role does media ownership play in manufacturing consent?

A: Media ownership concentration allows a few corporations to control editorial policies and narratives, limiting diversity of viewpoints and facilitating the manufacturing of consent for specific interests.

Q: Can social media disrupt the manufacturing of consent?

A: Yes, social media and independent journalism provide alternative voices and can challenge centralized control, but they are also subject to manipulation through algorithms and targeted messaging.

Q: What is the propaganda model in relation to manufacturing consent?

A: The propaganda model outlines five filters—ownership, advertising, sourcing, flak, and anti-communism/fear—that media use to process information and shape public consent.

Q: How does manufacturing consent affect democracy?

A: Manufacturing consent can undermine democracy by limiting genuine debate, polarizing public opinion, and encouraging acceptance of official narratives without critical scrutiny.

Q: How can individuals recognize manufactured consent?

A: Individuals can recognize manufactured consent by developing critical media literacy skills, questioning narratives, seeking diverse sources, and analyzing how stories are framed.

Q: Are there real-world examples of manufacturing consent?

A: Yes, examples include media coverage of political campaigns, war reporting, and the influence of corporate advertising on news content.

Q: What steps can be taken to reduce the impact of manufactured consent?

A: Supporting independent media, promoting media pluralism, engaging in media activism, and educating the public about media literacy are effective ways to reduce the impact of manufactured consent.

Manufacturing Consent

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Manufacturing Consent: How Media Shapes Our Reality

Have you ever stopped to consider how the news you consume, the advertisements you see, and the entertainment you enjoy shape your understanding of the world? We're constantly bombarded with information, and it's easy to assume it's objective. But what if the information we receive isn't a neutral reflection of reality, but rather a carefully crafted narrative designed to influence our thoughts and behaviors? This is the core concept of "manufacturing consent," a term that explores the subtle yet powerful ways media shapes public opinion. This blog post will delve into the intricacies of manufacturing consent, exploring its mechanisms, historical examples, and implications for our individual and collective understanding of truth.

What is Manufacturing Consent?

The term "manufacturing consent," coined by Noam Chomsky and Edward S. Herman in their seminal work *Manufacturing Consent: The Political Economy of the Mass Media*, refers to the process by which the media subtly influences public opinion to support the interests of powerful groups, often without the audience realizing it. This isn't about overt propaganda or blatant manipulation; instead, it involves a more nuanced and sophisticated approach that relies on framing, filtering, and selective presentation of information.

The Propaganda Model: Five Filters Shaping the News

Chomsky and Herman outline five filters that contribute to the manufacturing of consent:

1. Ownership and Profit Orientation:

Media outlets, as businesses, are driven by profit. This creates a bias toward content that attracts large audiences and aligns with the interests of their owners. Controversial stories that might alienate advertisers or shareholders are often avoided, or presented in a way that minimizes potential conflict.

2. Advertising as the Primary Income Source:

The dependence on advertising revenue exerts a powerful influence on media content. News outlets must cater to advertisers to maintain their financial viability, potentially leading to self-censorship or a reluctance to report stories critical of major corporations.

3. Sourcing and Reliance on Official Sources:

Journalists often rely heavily on official sources, particularly government and corporate representatives, for information. This creates a bias towards the narratives promoted by these powerful entities and can limit the perspectives presented. Alternative viewpoints are often marginalized or ignored.

4. Flak and the Enforcements of Boundaries:

"Flak" refers to negative responses to media coverage, such as complaints, lawsuits, or public criticism. The fear of flak can discourage media outlets from challenging powerful interests or reporting stories that might incur their wrath.

5. Anti-Communism and the Ideological Control:

While originally framed within the context of the Cold War, this filter highlights how overarching ideologies can shape news coverage. Certain narratives and perspectives are favored while others are dismissed as "un-American" or contrary to dominant societal beliefs. This filter continues to manifest in various forms, impacting current media landscapes.

Historical Examples of Manufacturing Consent

Numerous historical events illustrate the principles of manufacturing consent. The Vietnam War, for example, saw significant media manipulation to bolster public support despite growing evidence of its brutality and futility. Similarly, the lead-up to the Iraq War saw a selective presentation of intelligence and a downplaying of dissenting voices. These examples highlight how carefully constructed narratives can influence public perception and justify actions that might otherwise be met with strong opposition.

The Impact of Social Media on Manufacturing Consent

The rise of social media has added new dimensions to the manufacturing of consent. Algorithmic filtering, echo chambers, and the proliferation of misinformation pose significant challenges to discerning objective truth. Targeted advertising and the spread of propaganda through social media platforms can significantly influence public opinion, often bypassing traditional media gatekeepers.

Combating Manufacturing Consent: Critical Consumption

To combat the manipulation inherent in manufacturing consent, critical media literacy is essential. This involves:

Diversifying your news sources: Consume news from a variety of perspectives, including international news outlets and independent journalism.

Identifying biases: Be aware of the potential biases inherent in any news source, considering ownership, funding, and editorial stances.

Evaluating sources: Critically assess the credibility and reliability of information sources, looking for evidence of bias or manipulation.

Seeking out alternative perspectives: Actively search for dissenting voices and alternative narratives

to challenge dominant narratives.

Developing critical thinking skills: Develop the ability to analyze information objectively, identify logical fallacies, and recognize propaganda techniques.

Conclusion

Manufacturing consent is a complex and pervasive phenomenon that significantly shapes our understanding of the world. By understanding the mechanisms through which media influences public opinion, we can become more critical consumers of information and work towards a more informed and empowered citizenry. Active engagement with diverse perspectives and a commitment to critical thinking are crucial in resisting the subtle but powerful forces that shape our beliefs and actions.

FAQs

1. Is manufacturing consent always intentional? Not necessarily. While some instances involve deliberate manipulation, others result from the inherent biases and structures within the media system.
2. Can individuals escape the effects of manufacturing consent? While completely escaping its influence is difficult, developing critical media literacy skills significantly reduces its impact.
3. How does manufacturing consent relate to political polarization? It contributes to polarization by reinforcing pre-existing biases and limiting exposure to alternative viewpoints.
4. What role does advertising play in manufacturing consent beyond financial influence? Advertising subtly shapes our desires and aspirations, influencing our consumption patterns and reinforcing certain societal norms.
5. Are there any legal frameworks to address manufacturing consent? While there isn't specific legislation targeting "manufacturing consent," laws related to defamation, misinformation, and campaign finance attempt to address some of its related issues.

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“legitimizing” and “meaningless” Third World elections, and devastating critiques of media coverage of the U.S. wars against Indochina—Herman and Chomsky draw on decades of criticism and research to propose a Propaganda Model to explain the media’s behavior and performance. Their new introduction updates the Propaganda Model and the earlier case studies, and it discusses several other applications. These include the manner in which the media covered the passage of the North American Free Trade Agreement and subsequent Mexican financial meltdown of 1994-1995, the media’s handling of the protests against the World Trade Organization, World Bank, and International Monetary Fund in 1999 and 2000, and the media’s treatment of the chemical industry and its regulation. What emerges from this work is a powerful assessment of how propagandistic the U.S. mass media are, how they systematically fail to live up to their self-image as providers of the kind of information that people need to make sense of the world, and how we can understand their function in a radically new way.

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U.S. mass media are, how they systematically fail to live up to their self-image as providers of the kind of information that people need to make sense of the world, and how we can understand their function in a radically new way.

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An intellectual dissection of the modern media to show how an underlying economics of publishing warps the news.

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Since the 1930s, industrial sociologists have tried to answer the question, Why do workers not work harder? Michael Burawoy spent ten months as a machine operator in a Chicago factory trying to answer different but equally important questions: Why do workers work as hard as they do? Why do workers routinely consent to their own exploitation? *Manufacturing Consent*, the result of Burawoy's research, combines rich ethnographical description with an original Marxist theory of the capitalist labor process. *Manufacturing Consent* is unique among studies of this kind because Burawoy has been able to analyze his own experiences in relation to those of Donald Roy, who studied the same factory thirty years earlier. Burawoy traces the technical, political, and ideological changes in factory life to the transformations of the market relations of the plant (it is now part of a multinational corporation) and to broader movements, since World War II, in industrial relations.

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Propaganda in the Information Age is a collaborative volume which updates Herman and Chomsky's propaganda model for the twenty-first-century media landscape and makes the case for the continuing relevance of their original ideas. It includes an exclusive interview with Noam Chomsky himself. 2018 marks 30 years since the publication of Edward Herman and Noam Chomsky's ground-breaking book *Manufacturing Consent*, which lifted the veil over how the mass media operate. The book's model presented five filters which all potentially newsworthy events must pass through before they reach our TV screens, smartphones or newspapers. In *Propaganda in the Information Age*, many of the world's leading media scholars, analysts and journalists use this model to explore the modern media world, covering some of the most pressing contemporary topics such as fake news, Cambridge Analytica, the Syrian Civil War and Russiagate. The collection also acknowledges that in an increasingly globalized world, our media is increasingly globalized as well, with chapters exploring both Indian and African media. For students of Media Studies, Journalism, Communication and Sociology, *Propaganda in the Information Age* offers a fascinating introduction to the propaganda model and how it can be applied to our understanding not only of how media functions in corporate America, but across the world in the twenty-first century.

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Manufacturing Consent Noam Chomsky and the Media, the companion book to the award-winning film, charts the life of America's most famous dissident, from his boyhood days running his uncle's newsstand in Manhattan to his current role as outspoken social critic. A complete transcript of the film is complemented by key excerpts from the writings, interviews and correspondence. Also included are exchanges between Chomsky and his critics, historical and biographical material, filmmakers' notes, a resource guide, more than 270 stills from the film and 18 Philosopher All-Stars Trading Cards! Mark Achbar has applied a wide range of creative abilities and technical skills to over 50 films, videos, and books. He has worked as editor, researcher and production coordinator. A juicily subversive biographical/philosophical documentary bristling and buzzing with ideas.
-Washington Post You will see the whole sweep of the most challenging critic in modern political thought.
-Boston Globe One of our real geniuses, an excellent introduction.
-Village Voice An intellectually challenging crash course in the man's coolly contentious analysis, laying out his thoughts in a package that is clever and accessible.
-Los Angeles Times Contents: The Man. Early Influences. Vietnam A Turning Point. On His Role. The Media. Thought Control in Democratic Societies. A Propaganda Model. The Gulf War. A Case Study Cambodia & East Timor. Concision A Structural Constraint. Sports Rap with Noam Chomsky. A Cabal of Anti-Conspiricists. Media in Media, Pennsylvania. Alternative Media. The Linguist. Basic Premises. Nim Chimsky: Chimpanzee.

And the Elusive Connection to his Politics. The Social Order. On Education. Anarchism/Libertarian Socialism. Resistance & Critical Analysis. The Critics (Media-Based). William F. Buckley, Jr. Firing Line. David Frum Journalist, Washington Post. Jeff Greenfield Producer, Nightline. Karl E. Meyer Editorial Writer, The New York Times. Peter Worthington Editor, The Ottawa Sun. The Critics (Other Elites). Fritz Bolkestein Former Dutch Minister of Defense. Michel Foucault Philosopher. Yossi Olmert Tel Aviv University. John Silber

manufacturing consent: Media Control Noam Chomsky, 2011-01-04 Noam Chomsky's backpocket classic on wartime propaganda and opinion control begins by asserting two models of democracy—one in which the public actively participates, and one in which the public is manipulated and controlled. According to Chomsky, propaganda is to democracy as the bludgeon is to a totalitarian state, and the mass media is the primary vehicle for delivering propaganda in the United States. From an examination of how Woodrow Wilson's Creel Commission succeeded, within six months, in turning a pacifist population into a hysterical, war-mongering population, to Bush Sr.'s war on Iraq, Chomsky examines how the mass media and public relations industries have been used as propaganda to generate public support for going to war. Chomsky further touches on how the modern public relations industry has been influenced by Walter Lippmann's theory of spectator democracy, in which the public is seen as a bewildered herd that needs to be directed, not empowered; and how the public relations industry in the United States focuses on controlling the public mind, and not on informing it. Media Control is an invaluable primer on the secret workings of disinformation in democratic societies.

manufacturing consent: The Propaganda Model Today Joan Pedro-Carañana, Daniel Broudy, Jeffery Klaehn, 2018-10-25 While the individual elements of the propaganda system (or filters) identified by the Propaganda Model (PM) – ownership, advertising, sources, flak and anti-communism – have previously been the focus of much scholarly attention, their systematisation in a model, empirical corroboration and historicisation have made the PM a useful tool for media analysis across cultural and geographical boundaries. Despite the wealth of scholarly research Herman and Chomsky's work has set into motion over the past decades, the PM has been subjected to marginalisation, poorly informed critiques and misrepresentations. Interestingly, while the PM enables researchers to form discerning predictions as regards corporate media performance, Herman and Chomsky had further predicted that the PM itself would meet with such marginalisation and contempt. In current theoretical and empirical studies of mass media performance, uses of the PM continue, nonetheless, to yield important insights into the workings of political and economic power in society, due in large measure to the model's considerable explanatory power.

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government officials, the restricted access to the site or to countervailing evidence, and the ideologies of the journalists themselves. Several contributors then explore the relation of violence to religion, comparing Waco to Jonestown. Finally, the role played by experts and consultants in defining such conflicts is explored by two contributors who had active roles as scholarly experts during and after the siege. The legal and constitutional implications of the government's actions are also analyzed in balanced, clearly written detail.

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manufacturing consent: Practical E-Manufacturing and Supply Chain Management Gerhard Greeff, Ranjan Ghoshal, 2004-08-11 New technologies are revolutionising the way manufacturing and supply chain management are implemented. These changes are delivering manufacturing firms the competitive advantage of a highly flexible and responsive supply chain and manufacturing system to ensure that they meet the high expectations of their customers, who, in today's economy, demand absolutely the best service, price, delivery time and product quality. To make e-manufacturing and supply chain technologies effective, integration is needed between various, often disparate systems. To understand why this is such an issue, one needs to understand what the different systems or system components do, their objectives, their specific focus areas and how they interact with other systems. It is also required to understand how these systems evolved to their current state, as the concepts used during the early development of systems and technology tend to remain in place throughout the life-cycle of the systems/technology. This book explores various standards, concepts and techniques used over the years to model systems and hierarchies in order to understand where they fit into the organization and supply chain. It looks at the specific system components and the ways in which they can be designed and graphically depicted for easy understanding by both information technology (IT) and non-IT personnel. Without a good implementation philosophy, very few systems add any real benefit to an organization, and for this reason the ways in which systems are implemented and installation projects managed are also explored and recommendations are made as to possible methods that have proven successful in the past. The human factor and how that impacts on system success are also addressed, as is the motivation for system investment and subsequent benefit measurement processes. Finally, the vendor/user supply/demand within the e-manufacturing domain is explored and a method is put forward that enables the reduction of vendor bias during the vendor selection process. The objective of this book is to provide the reader with a good understanding regarding the four critical factors (business/physical processes, systems supporting the processes, company personnel and company/personal performance measures) that influence the success of any e-manufacturing

implementation, and the synchronization required between these factors.· Discover how to implement the flexible and responsive supply chain and manufacturing execution systems required for competitive and customer-focused manufacturing· Build a working knowledge of the latest plant automation, manufacturing execution systems (MES) and supply chain management (SCM) design techniques· Gain a fuller understanding of the four critical factors (business and physical processes, systems supporting the processes, company personnel, performance measurement) that influence the success of any e-manufacturing implementation, and how to evaluate and optimize all four factors

manufacturing consent: *How the World Works* Noam Chomsky, David Barsamian, 2011-09-20 An eye-opening introduction to the timelessly relevant ideas of Noam Chomsky, this book is a penetrating, illusion-shattering look at how things really work from the man The New York Times called "arguably the most important intellectual alive." Offering something not found anywhere else: *How the World Works* is pure Chomsky, but tailored for those unfamiliar to his work. Made up of meticulously edited speeches and interviews, every dazzling idea and penetrating insight is kept intact and delivered in clear, accessible, reader-friendly prose. Originally published as four short books in the famous Real Story series—What Uncle Sam Really Wants; The Prosperous Few and the Restless Many; Secrets, Lies and Democracy; and The Common Good—they've collectively sold almost 600,000 copies. And they continue to sell year after year after year because Chomsky's ideas become, if anything, more relevant as time goes by. For example, it was decades ago when he pointed out that "in 1970, about 90% of international capital was used for trade and long-term investment—more or less productive things—and 10% for speculation. By 1990, those figures had reversed." As we know, high-risk speculation continues to increase exponentially as corporations continue to push the free market economy—but only for the power they offer to the wealthy, not to benefit all people. We're paying the price now for not heeding him then.

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manufacturing consent: *Hate Inc* Matt Taibbi, 2021-03

manufacturing consent: ADKAR Jeff Hiatt, 2006 In his first complete text on the ADKAR model, Jeff Hiatt explains the origin of the model and explores what drives each building block of ADKAR. Learn how to build awareness, create desire, develop knowledge, foster ability and reinforce changes in your organization. The ADKAR Model is changing how we think about managing the people side of change, and provides a powerful foundation to help you succeed at change.

manufacturing consent: Power Without Responsibility James Curran, Jean Seaton, 1997 This book is a classic and authoritative introduction to the history, sociology, theory and politics of students and teachers of media and communication studies.

manufacturing consent: Consequences of Capitalism Noam Chomsky, Marv Waterstone, 2020-01-05 Is our common sense understanding of the world a reflection of the ruling class's demands of the larger society? If we are to challenge the capitalist structures that now threaten all life on the planet, Chomsky and Waterstone forcefully argue that we must look closely at the everyday tools we use to interpret the world. *Consequences of Capitalism* make the deep, often

unseen connections between common sense and power. In making these linkages we see how the current hegemony keep social justice movements divided and marginalized. More importantly, we see how we overcome these divisions.

manufacturing consent: Power and Inequality Levon Chorbajian, Daniel Egan, 2020-05
Successfully bringing together accessible readings that cover the broad range of issues of importance to those studying politics and society, this new edition of *Power and Inequality* provides a unique mix of theoretical and empirical pieces, such as state and electoral politics, that address both classic issues in political sociology and more recent developments, such as globalization. With strong integration of race and gender throughout, this collection offers a coherent analysis of power that reflects the contributions of a variety of critical perspectives, including Marxism, feminism, critical race theory, postmodernism, and power structure theory.

manufacturing consent: After the Cataclysm, Postwar Indochina and the Reconstruction of Imperial Ideology Noam Chomsky, Edward S. Herman, 1979
Dissects the aftermath of the war in Southeast Asia, the refugee problem, the Vietnam/Cambodia conflict, and the Pol Pot regime.

manufacturing consent: The Manufacturing of Greta Thunberg Cory Morningstar, 2019-11-19
The manufacturing of Greta Thunberg - for consent: the political economy of the non-profit industrial complex We are introduced to the not-so accidental phenomena of Greta Thunberg, the current child prodigy and face of the youth climate change movement. The climate change is real message is reframed for public consumption and rolled out at an international level, using Greta and her global platform to sound the alarm on climate change. This climate emergency is likened to a house on fire, while urging the public to be serious, patriotic, empathetic and, of course, nonviolent. Not one sentence of the new strategy mentions the horrific impact militarism has on climate change. The New Climate Economy being pushed by groups like Extinction Rebellion merely repackage our oppression into emergency mode. This urgency becomes global so that governments, NGOs and corporations will all direct immediate funding towards unlocking trillions of capital needed to save capitalism by further funding the new green imperialism. Today's youth are used and molded into market solutions to insulate a global elite. Celebrity-sponsored activism seeks to build a new industry in which NGOs, the media and corporate powers collude to get people to support the very industries we should be erasing from the planet. The planet's most powerful capitalists lie behind these youth-led movements for climate change, helping to manufacture consent for the fourth industrial revolution in an attempt to quell resistance to industrial civilisation.

manufacturing consent: Topics in the Theory of Generative Grammar Noam Chomsky, 2013-02-06

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An engaging conversation with Noam Chomsky—revered public intellectual and *Manufacturing Consent* author—about climate change, capitalism, and how a global Green New Deal can save the planet. In this compelling new book, Noam Chomsky, the world's leading public intellectual, and Robert Pollin, a renowned progressive economist, map out the catastrophic consequences of unchecked climate change—and present a realistic blueprint for change: the Green New Deal. Together, Chomsky and Pollin show how the forecasts for a hotter planet strain the imagination: vast stretches of the Earth will become uninhabitable, plagued by extreme weather, drought, rising seas, and crop failure. Arguing against the misplaced fear of economic disaster and unemployment arising from the transition to a green economy, they show how this bogus concern encourages climate denialism. Humanity must stop burning fossil fuels within the next thirty years and do so in a way that improves living standards and opportunities for working people. This is the goal of the Green New Deal and, as the authors make clear, it is entirely feasible. Climate change is an emergency that cannot be ignored. This book shows how it can be overcome both politically and economically.

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Tekst, gebaseerd op lezingen, in 1979 tijdens de GLOW conferentie te Pisa gehouden

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manufacturing consent: *The "terrorism" Industry* Edward S. Herman, Gerry O'Sullivan, 1989

manufacturing consent: *Wilbur Schramm and Noam Chomsky Meet Harold Innis* Robert E. Babe, 2015-04-21 Wilbur Schramm and Noam Chomsky Meet Harold Innis is an original, critical, in-depth analysis of the media and communication thought of Canada's most highly acclaimed scholar, Harold Adams Innis. Even in Canada, however, Innis's writings until now have been only partially cited and interpreted: Innis is usually stereotyped as being merely an economic historian fixated on previous civilizations, whereas in fact he was an astute analyst whose main concerns were with present problems and future trajectories. In the United States, meanwhile, Innis's media and communication writings have been quite neglected and even denigrated. Drawing on Innis's less frequently cited work, including his long neglected *Political Economy in the Modern State*, Robert Babe opens up Innis's media scholarship as a whole, unfolding it in startling critical, yet ultimately appreciative ways. By comparing Innis's media scholarship with Wilbur Schramm's and Noam Chomsky's, moreover, Babe tests the claims, positions, and modes of analysis not only of Innis, but also of the other two celebrated scholars as well, casting new light on their works and allowing the reader to imagine what sort of discourses might have been possible had the three been in conversation together. *Wilbur Schramm and Noam Chomsky Meet Harold Innis* provides comparative insight into foundational media scholarship in the United States and Canada, and explores in some detail the relevance of Innis for twenty-first century digitized society.

manufacturing consent: *Chronicles of Dissent* Noam Chomsky, David Barsamian, 2022-02-08 Conducted from 1984 to 1996, these interviews first appeared in the books *Chronicles of Dissent*, *Keeping the Rabble in Line*, and *Class Warfare*, all published by the independent publisher Common Courage Press in Monroe, Maine. This omnibus collection includes a new introduction by David Barsamian, looking back on conversations and engagement with Chomsky's ideas that now spans decades, as well as a classic essay by Alexander Cockburn on Chomsky that served as the introduction to one of the original volumes.

manufacturing consent: *Readers' Guide to Chomsky and Herman's Manufacturing Consent* Patrick Goggins, 2018-03-22 Noam Chomsky and Edward Herman's 1988 *Manufacturing Consent* was a seminal tract in media studies. As Matt Taibbi suggested, after thirty years, it could use an update. This *Readers' Guide* updates Chomsky and Herman's observations, re-examines their propaganda model. *Manufacturing Consent* weighs in at 500 pages. This *Readers' Guide* clocks in at 20k words, which takes about 90 minutes to read. It is not a substitute for reading *Manufacturing Consent*, but it will give the curious a pretty good idea of *Manufacturing Consent*'s main theses, its critics views, and an analysis of its themes in today's media environment.

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documents the twentieth-century history of corporate propaganda as practiced by U.S. business, and its export to and adoption by Western democracies like the United Kingdom and Australia. The collection, drawn from Carey's voluminous unpublished writings, examines how and why the business elite successfully sold its values and perspectives to the rest of society. A volume in the series *The History of Communication*, edited by Robert W. McChesney and John C. Nerone

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