



Propaganda: 11 (Comunicazione sociale e politica) (Italian Edition)

Louis Bernays

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Il libro "Propaganda", pubblicato a New York dall'editore Horace Liveright nel 1928, alla vigilia della Grande Crisi, è un classico della comunicazione.

Nell'incipit sta tutta la straordinaria forza dei classici che è quella di sparare all'orologio del tempo:

"La manipolazione consapevole e intelligente, delle opinioni e delle abitudini delle masse svolge un ruolo importante in una società democratica, coloro i quali padroneggiano questo dispositivo sociale costituiscono un potere invisibile che dirige veramente il paese" e che utilizzano la propaganda per "dare forma al caos".

Ai membri del "governo invisibile" spetta l'arduo compito di contenere le spinte disgregatrici provenienti dal basso. Nell'incipit del libro sta tutta la straordinaria forza dei classici di sparare all'orologio del tempo : "La manipolazione consapevole e intelligente, delle opinioni e delle abitudini delle masse svolge un ruolo importante in una società democratica, coloro i quali padroneggiano questo dispositivo sociale costituiscono un potere invisibile che dirige veramente il paese. Noi siamo in gran parte governati da uomini di cui ignoriamo tutto, ma che sono in grado di plasmare la nostra mentalità, orientare i nostri gusti, suggerirci cosa pensare."

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