

## CONTENTS

Foreword vii

*Charles Bazerman*

Acknowledgments xi

Introduction: A Call for Renewed Attention to Propaganda  
in Writing Studies and Rhetoric 1

*Gae Lyn Henderson and M. J. Braun*

### PART 1

#### HISTORICAL AND THEORETICAL STUDIES OF PROPAGANDA

1. Democracy and Disclosure: Edward Bernays and the  
Manipulation of the Masses 29

*Sharon J. Kirsch*

2. Jane Addams: A Foe of Rhetorics of Control 51

*Lanette Grate*

3. The Psychological Power of Propaganda: From  
Psychoanalysis to Kenneth Burke 72

*Gae Lyn Henderson*

4. Elizabeth Bowen's Wavering Attitude toward World War  
II Propaganda 96

*Stefania Porcelli*

5. Propaganda Defined 118

*Thomas Huckin*

6. A Taxonomy of Bullshit 137

*Gary Thompson*

### PART 2

#### PROPAGANDA'S CHALLENGE TO DEMOCRACY: SITES AND MECHANISMS OF SOCIAL CONTROL

7. Popular Economics: Neoliberal Propaganda and Its  
Affectivity 157

*Catherine Chaput*

8. Privatized Propaganda and Broadcast News: Legitimizing the Call to Arms 181  
John Oddo and Patricia Dunmire
  9. Attention! Rumor Bombs, Affect, and Managed Democracy 202  
Jayson Harsin
  10. *The Contract with America*: A Legal, Social, and Rhetorical Contractual Obligation 223  
Meg H. Kunde
  11. Propagandist Management: "Sustainability" in the Corporatized Public University 244  
Laural Lea Adams
- Conclusion: Writing Dissent in the Propaganda Flood 264  
Robert Jensen
- Contributors 275
- Index 279