First published in 2013 by

The British Library 96 Euston Road

London NWI 2DB

On the occasion of the British Library exhibition

Propaganda: Power and Persuasion

17 May-17 September 2013

Copyright © in text Copyright © in images David Welch 2013

The British Library Board

and other named copyright holders

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from The British Library

ISBN 978 0 7123 5700 5

Project managed & edited by

Designed & typeset by

Printed in Italy by

Mark Hawkins-Dady Ken Wilson | point 918 Printer Trento S.r.I.







INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Internacionalizace Fakulty tělesné kultury Univerzity Palackého v Olomouci

CZ.1.07/2.2.00/28.0028

Contents

1

'A much maligned and misunderstood word'

A brief history of propaganda

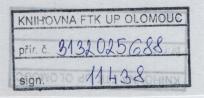
1

2

'One People, One Nation, One Leader!'

The propaganda of nationhood and leadership

41



Your Country

Needs You'

The propaganda of war

79

'Trap Your Germs!'

Propaganda as public information

113

'Know Your Enemy'

Case studies in negative propaganda

151

'We are all **Americans** now'?

Propaganda in the 21st century

189

Appendix Propaganda: a century of definitions

Further reading

206

Index and picture credits

207