

# Mass Media and the Manipulation of Public Perception

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Edward Bernays once noted that, “Propaganda is the executive arm of the invisible government” (1928). This volume focuses on methods employed by established power to access and use powerful media in support of public policy. Authors may find in the following questions some useful points of inquiry.

1. How can the apparent relationship between corporate media and government power best be explained?
2. What significant signs appear in mass media that signify a system of manipulation?
3. How has mass manipulation through media evolved through history?
4. To what extent is propaganda a necessary element of government control and power?
5. What techniques are employed by centers of political, military, or corporate power to mask efforts in propagandizing?
6. What are the short- or long-term consequences of propaganda campaigns on the public mind?
7. To what extent do heavy consumers of mass media pay for their own psychological manipulations?
8. How might mass media systems driven by democratic ideals threaten existing orders of social control?

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