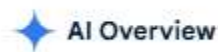


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*What is the propaganda model of media as explained by Edward Herman, Noam Chomsky, and how is it linked to Edward Bernays work on Propaganda?*



Edward Herman and Noam Chomsky's propaganda model posits that media filter news to manufacture public consent for elite agendas. The model reveals the structural biases within a "free press" and provides a critical counterpoint to the ideas of Edward Bernays, who helped institutionalize the techniques of modern propaganda and public relations.

#### Herman and Chomsky's Propaganda Model

In their 1988 book, *Manufacturing Consent: The Political Economy of the Mass Media*, Herman and Chomsky describe a systemic, non-conspiratorial process by which media outlets are influenced by market forces and powerful interests to shape news coverage. This process is governed by five "filters":

1. **Ownership:** Major media outlets are large, profit-oriented corporations, often owned by wealthy individuals or part of even larger conglomerates. These owners' business interests inherently bias the news toward protecting the capitalist system and the corporate class.
2. **Advertising:** Because advertising is the primary revenue source, media outlets avoid content that might upset advertisers. The audience becomes the product sold to advertisers, and news becomes the "filler" that attracts desirable demographics.
3. **Sourcing:** News outlets rely on government agencies, corporations, and "experts" with political or business agendas for information. These powerful sources provide a

steady and cost-effective stream of content, and journalists risk losing access if they are critical.

4. **Flak:** This refers to organized, negative responses to media coverage that deviates from elite interests. Flak can include complaints, lawsuits, or orchestrated pressure campaigns from powerful groups, which discipline journalists and incentivize self-censorship.
5. **Anti-communism and Fear Ideologies:** This filter uses a common enemy to mobilize public opinion against targets that challenge elite interests. While originally focused on anti-communism, the filter has evolved to include other threats, like the "War on Terror," which serve to control the public and marginalize dissent.

#### Edward Bernays's work on propaganda

Known as the "father of public relations," Bernays was a pioneer who developed methods for engineering public consent. In his 1928 book *Propaganda*, he argued that the "conscious and intelligent manipulation of the organized habits and opinions of the masses" is a necessary component of a democratic society.

- **Engineering consent:** Bernays believed that an "invisible government" of experts was necessary to control the irrational "herd instinct" of the masses. He saw his role as helping this elite shape public opinion for any purpose, corporate or political.
- **Tactics of psychological manipulation:** Influenced by his uncle Sigmund Freud, Bernays used psychological techniques to link products or political ideas to unconscious desires. Famously, he linked smoking to women's liberation by branding cigarettes as "Torches of Freedom".
- **From "propaganda" to "public relations":** As the term "propaganda" gained a negative connotation after World War I, Bernays rebranded his work as "public relations," effectively sanitizing the practice of mass manipulation.

#### How the propaganda model links to Bernays

Herman and Chomsky's model describes the *structural context* in which Bernays's methods operate. The link is one of function versus mechanism:

- **Bernays provides the "how":** Bernays's work provided the psychological theories and practical techniques used to create and disseminate propaganda. He gave elites the toolkit for "engineering consent".
- **Herman and Chomsky describe the "where":** The propaganda model explains the larger institutional framework that allows Bernays's techniques to succeed. The

media's corporate ownership, reliance on advertising, and symbiotic relationship with powerful sources create the perfect environment for Bernays-style public relations to shape the news.

- **Justification vs. Critique:** While Bernays framed propaganda as a positive and necessary tool for managing a chaotic society, Herman and Chomsky offer a critical analysis. They expose the underlying economic and political biases that systematically favor elite interests, showing how the media's structure, rather than a single conspiratorial effort, results in the manufacturing of public consent.

AI Overview

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Wikipedia

[https://en.wikipedia.org/wiki/Propaganda\\_model](https://en.wikipedia.org/wiki/Propaganda_model)

Propaganda model

The propaganda model is a conceptual model in political economy advanced by Edward S. Herman and Noam Chomsky to explain how propaganda and systemic biases ...

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