

## Organising the Propaganda Instrument: the British Experience (Paperback)



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## ORGANISING THE PROPAGANDA INSTRUMENT: THE BRITISH EXPERIENCE (PAPERBACK)



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Springer, Netherlands, 1975. Paperback. Book Condition: New. 235 x 155 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The systematic use of propaganda is very much a phenomenon of the 20th century. Through the years, kings, political leaders, and statesmen have often made use of what might now be called propaganda techniques but it is only within the present century that the use of propaganda has been developed as a systematic instrument of national and foreign policy. Nonetheless, since World War II propaganda has become a regular peacetime instrument of foreign policy for most states, be they large or small. While some considerable attention has been given to the propaganda organisations and activities of the United States and certain Communist nations, especially the U.S.S.R., relatively little has been done on the British approach to propaganda. The present study attempts to at least partially fill that vacuum. A history of the overseas Information Services is not undertaken and I will leave that important task to future scholars. Instead I have examined the British approach to the organisation of propaganda and the mechanics they have developed to utilize this instrument of foreign policy. Softcover reprint of the original 1st ed. 1975.



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