# Manufacturing consent

## Description

***Manufacturing Consent: The Political Economy of the Mass Media*** is a book written by Edward S. Herman and Noam Chomsky, in which the authors propose that the mass communication media of the U.S. "are effective and powerful ideological institutions that carry out a system-supportive propaganda function, by reliance on market forces, internalized assumptions, and self-censorship, and without overt coercion", by means of the propaganda model of communication.[1] The title derives from the phrase "the manufacture of consent," employed in the book *Public Opinion* (1922), by Walter Lippmann (1889–1974).[2]

The book was first published in 1988 and was revised 20 years later to take account of developments such as the fall of the Soviet Union. There has been debate about how the internet has changed the public´s access to information since 1988.

www.youtube.com/watch?v=AnrBQEAM3rE

### Category

1. General

### Tags

1. Consens
2. Mass psychology
3. Media
4. Noam Chomsky
5. Propaganda
6. Public Relations

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