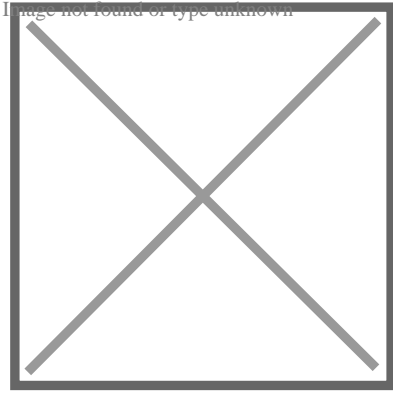


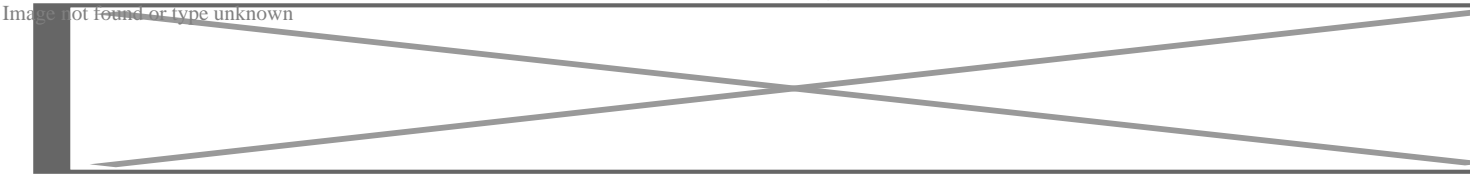
"Disobedience is the true foundation of liberty. The obedient must be slaves." ~Henry David Thoreau



Edwards Bernays

Description

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Further References

Bernays, E.. (1961). Crystallizing public opinion. Liveright Publishing Corporation

Plain numerical DOI: 10.1016/S0168-583X(03)01015-2

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“A seminal work on how public opinion is created and shaped, Edward Bernays’s 1923 classic *Crystallizing Public Opinion* set down the principles that corporations and government have used to influence public attitudes over the past century. A primer on the then new profession of ‘public relations counsel,’ *Crystallizing* elucidates the ‘instruments and techniques’ that PR professionals use to mold public opinion on behalf of their client’s interests. By adapting the ideas that Bernays put forth in this book, governments and advertisers have been able to ‘regiment the mind like the military regiments the body.’ The first ever book ever written about the public relations industry, this all-new edition of *Crystallizing Public Opinion* features an introduction by Stuart Ewen, author of *PR! A Social History of Spin*, *All Consuming Images: On the Politics of Style in Contemporary Culture*, and *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture*.”

Bernays, E. L.. (1947). The Engineering of Consent. The ANNALS of the American Academy of Political and Social Science

Plain numerical DOI: 10.1177/000271624725000116

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“FREEDOM of speech and its democratic corollary, a free press, have tacitly expanded our bill of rights to include the right of persuasion. this development was an inevitable result of the expansion of the media of free speech and persuasion, denned in other articles in this volume. all these media provide open doors to the public mind. any one of us through these media may influence the attitudes and actions of our fellow citizens. the tremendous expansion of communications in the united states has given this nation the world’s most penetrating and effective apparatus for the transmission of ideas. every resident is constantly exposed to the impact of our vast network of communications which reach every corner of the country, no matter how remote or isolated. words hammer continually at the eyes and ears of america. the united states has become a small room in which a single whisper is magnified thousands of times. knowledge of how to use this enormous amplifying system becomes a matter of primary concern to those who are interested in socially constructive action. there are two main divisions of this communications system which maintain social cohesion. on the first level there are the commercial media. almost 1,800 daily newspapers in the united states have a combined circulation of around 44,000,000. there are approximately 10,000 weekly newspapers and almost 6,000 magazines. approximately 2,000 radio stations of various types broadcast to the nation’s 60,000,000 receiving sets. approximately 16,500 motion picture houses have a capacity of almost 10,500,000. a deluge of books and pamphlets is published annually. the country is blanketed with billboards, handbills, throwaways, and direct mail advertising. round tables, panels and forums, classrooms and legislative assemblies, and public platforms—any and all media, day after day, spread the word, someone’s word. on the second level there are the specialized media owned and operated by the many organized groups in this country. almost all such groups (and many of their subdivisions) have their own communications systems. they disseminate ideas not only by means of the formal written word in labor papers, house organs, special bulletins, and the like, but also through lectures, meetings, discussions, and rank-and-file conversations.”

Jansen, S. C.. (2013). Semantic Tyranny: How Edward L. Bernays Stole Walter Lippmann’s Mojo and Got Away With It and Why It Still Matters. International Journal of Communication

Plain numerical DOI: 20130005

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“The history of public relations has recently attracted the interest of critical media scholars. edward l. bernays, the author of several pioneering pr books, has profoundly influenced how critical scholars have conceived of public relations. bernays deceptively claimed that walter lippmann provided the theory and that he provided the practice, creating the false impression that lippmann was an apologist for pr. lippmann actually denounced government and corporate publicity agents as propogandists and

censors. yet critical pr scholarship has uncritically accepted and amplified bernays' misrepresentation. this article seeks to correct this error by comparing the key texts: lippmann's public opinion (1922) and bernays' crystallizing public opinion (1923)."

Hogan, J. M., & Cutlip, S. M.. (1996). The Unseen Power: Public Relations; A History.. The American Historical Review

Plain numerical DOI: 10.2307/2170587

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"Pt. i. the seedbed years of counseling, 1900-1919. 1. the nation's first publicity agency. 2. the first washington agencies. 3. first parker and lee, then lee, harris, and lee. 4. the hamilton wright organization — the first international agency. 5. pendleton dudley starts fifth agency in 1909 — pt. ii. public relations booms in the booming twenties, 1919-1930. 6. ivy lee returns to new york; joined by t.j. ross. 7. edward l. bernays: pioneer, philosopher, centenarian. 8. bernays: the counselor and his genius and his role in the profession. 9. john price jones tries to ride two horses. 10. steve hannagan: super press agent. 11. harry bruno: aviation and public relations pioneer. 12. william h. baldwin: counselor and citizen. 13. ben sonnenberg: sui generis. 14. clarke and tyler: builders of the ku klux klan. 15. john w. hill: builder of an enduring legacy. 16. john hill's two major battles: steel and tobacco — and the person — pt. iii. the depression and the years beyond."

L'Etang, J.. (1999). The father of spin: Edward L. Bernays and the birth of public relations. Public Relations Review

Plain numerical DOI: 10.1016/S0363-8111(99)80133-7

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"The father of spin is the first full-length biography of the legendary edward l. bernays, who, beginning in the 1920s, was one of the first and most successful practitioners of the art of public relations. this book tells of bernays's great campaigns, including:.. his precedent-setting work for the american tobacco company, climaxed by a parade of cigarette-smoking debutantes down fifth avenue on easter sunday that recast smoking as an act of liberation for women, helped convince a generation of women to light up, and made headlines from coast to coast. he transformed the color green into an american favorite to blend in with the green of the lucky strike package, and he convinced weight-conscious women that a cigarette was just the thing to substitute for a sweet. and he did it all without anyone knowing his client was behind it. how he and his client the united fruit company helped engineer the overthrow of the socialist regime in guatemala in the 1950s. how he borrowed ideas from his uncle sigmund freud to push people to buy products they didn't need and to shape the way they perceived issues and the very way they believed. and what bernays did for tobacco and fruit peddlers, he also did for politicians, including calvin coolidge and herbert hoover."

Bernays, E. L.. (1928). Manipulating Public Opinion: The Why and The How. American Journal of

Sociology

Plain numerical DOI: 10.1086/214599

[DOI URL](#)

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“Public opinion, narrowly defined, is the thought of a society at a given time to-ward a given object; broadly conceived, it is the power of the group to sway the larger public in its attitude. public opinion can be manipulated, but in teaching the public how to ask for what it wants the manipulator is safeguarding the public against his own possible aggressiveness. the method of the experimental psycholo-gist is not as effective in the study of public opinion in the broad sense as is that of introspective psychology. to create and to change public opinion it-is necessary to understand human motives, to know what special interests are represented by a given population, and to realize the function and limitations of the physical organs of ap-proach to the public, such as the radio, the platform, the movie, the letter, the news-paper, etc. if the general principles of swaying public opinion are understood, a technique can be developed which, with the correct appraisal of the specific problem and the specific audience, can and has been used effectively in such widely different situations as changing the attitude of whites toward negroes in america, changing the buying habits of american women from felt hats to velvet, silk, and straw hats,”

Bernays, E. L.. (1935). Molding Public Opinion. Annals of the American Academy of Political and Social Science

Plain numerical DOI: 10.2307/3391210

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“ Bernays, an early pioneer of public relations and a nephew by marriage to sigmund freud, discusses his ideas about using modern media to influence public opinion.”

García, C.. (2015). Searching for Benedict de Spinoza in the history of communication: His influence on Walter Lippmann and Edward Bernays. Public Relations Review

Plain numerical DOI: 10.1016/j.pubrev.2015.01.003

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“Some ideas crucial for the development of communication as a field are both contemporary and also based on classical philosophical thinking. an example of this is philosopher benedict of spinoza’s ideas on the power of images and the importance of emotions to explain human behavior. this article delves into how spinoza’s ideas have been transmitted to classic public relations authors such as walter lippmann and edward bernays through the works of their masters and their mentors: george

santayana, who was one of lippmann's philosophy professors at harvard, and sigmund freud, an uncle of bernays whose psychoanalysis theory shaped bernays' approach to persuasion. in contrast to these public relations masters of persuasion who had a pessimistic view of the human condition, spinoza's ethics is based on a positive anthropology of man that squares well with contemporary and more ethical relationship-building approaches to public relations."

Bernays, E. L.. (1942). The Marketing of National Policies: A Study of War Propaganda. Journal of Marketing

Plain numerical DOI: 10.2307/1245869

[DOI URL](#)

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"During the great war, the nations realized the necessity of selling their national aims and policies. they had special marketing problems. the attitudes and actions of their own people, of neutrals and of enemies towards them, depended to a great extent on how effectively they 'sold' themselves."

Bernays, E. L.. (1971). Emergence of the Public Relations Counsel: Principles and Recollections. Business History Review

Plain numerical DOI: 10.2307/3113663

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"Edward I. bernays was a pioneer in the development of public relations in modern america. for more than half a century he has advised a wide range of institutions, including government, corporations, trade associations, and many private organizations. in this memoir he gives his views of the proper role, methods, and principles of public relations and recalls some of his early experiences with businessmen and other clients."

Alarcón Coka, D.. (2012). Edward Bernays, psicología de Sigmund Freud aplicada a la mente del consumidor. Biblioteca Repositorio Universal

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"Edward louis bernays nació el 22 de noviembre de 1891, en vienna, austria y muere el 9 de marzo de 1995, en massachusetts, eeuu. ya que nació en una familia judía bernays vivió a partir de su primer año de vida en nueva york, eeuu. su padre era un comerciante exitoso y su madre era anna freud, hermana de sigmund freud. una vez graduado del colegio, bernays entró a la universidad de cornell donde obtuvo su título en agricultura, en 1912. aunque él estudió agricultura solo para complacer a su padre, bernays tenía una pasión que difiere con el tema."

Fröhlich, R.. (2015). Zur Problematik der PR-Definition(en). In Handbuch der Public Relations

Plain numerical DOI: 10.1007/978-3-531-18917-8_8

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“Der begriff › public relations ‹ (pr) wurde wohl 1882 zum ersten mal verwendet (vgl. z. b. grunig & hunt 1984: 14). der amerikanische pr-pionier edward l. bernays hat ihn wesentlich verbreitet und › gesellschaftsfähig ‹ gemacht. in deutschland beanspruchte albert oeckl öffentlich für sich, die übersetzung › öffentlichkeitsarbeit ‹ (öa) für den amerikanischen begriff › public relations ‹ in deutschland eingeführt zu haben, was mittlerweile aber als widerlegt gilt: der deutsche begriff › öffentlichkeitsarbeit ‹ wurde spätestens 1917 von august hinderer und ferdinand katsch im kontext der damaligen diskussion der evangelischen pressverbände durchaus im sinne des heutigen verständnisses einschlägig gebraucht (liebert 2003).”

Bernays, E. L.. (1975). Social responsibility of business. Public Relations Review

Plain numerical DOI: 10.1016/S0363-8111(75)80002-6

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“Predicting the binding mode of flexible polypeptides to proteins is an important task that falls outside the domain of applicability of most small molecule and protein?protein docking tools. here, we test the small molecule flexible ligand docking program glide on a set of 19 non-?-helical peptides and systematically improve pose prediction accuracy by enhancing glide sampling for flexible polypeptides. in addition, scoring of the poses was improved by post-processing with physics-based implicit solvent mm- gbsa calculations. using the best rmsd among the top 10 scoring poses as a metric, the success rate (rmsd ? 2.0 Å for the interface backbone atoms) increased from 21% with default glide sp settings to 58% with the enhanced peptide sampling and scoring protocol in the case of redocking to the native protein structure. this approaches the accuracy of the recently developed rosetta flexpepdock method (63% success for these 19 peptides) while being over 100 times faster. cross-docking was performed for a subset of cases where an unbound receptor structure was available, and in that case, 40% of peptides were docked successfully. we analyze the results and find that the optimized polypeptide protocol is most accurate for extended peptides of limited size and number of formal charges, defining a domain of applicability for this approach.”

Justman, S.. (1994). Freud and His Nephew. Social Research

Plain numerical DOI: 10.5465/AMBPP.2018.17743symposium

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“The article examines the attitudes of sigmund freud and his nephew edward bernays toward the miseries of civilization. like freud’s challenge to religion, bernays’s aim of engineering social harmony derived from the enlightenment, and so it was, perhaps, that he saw himself as a co-worker with his

uncle in the project of emancipation. bernay's efforts were a determined imitation of freud. in old age, bernays's constant complaint was the cheapening of his thought by newcomers who cared nothing for his deeper concerns, never did he realize that he stood in approximately that relation to freud."

Murphree, V.. (2015). Edward Bernays's 1929 "Torches of Freedom" march: Myths and historical significance. *American Journalism*

Plain numerical DOI: 10.1080/08821127.2015.1064681

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"Edward bernayss 1929 torches of freedom march has long been considered a textbook example of the effectiveness of a pseudo-event and media manipulation to advance a cause. however, an examination of news media coverage shows that that although descriptions of the event as being carefully staged are accurate, the idea that the news media fell for the event in a significant way is a bernays-driven myth. this article argues that although there was indeed significant coverage, it was not nearly as celebratory as bernays claimed. moreover, the coverage indicates that the impact of the event was likely never as extensive or persuasive as bernays and some have suggested."

García, C., Roosevelt, T., Wilson, W., & Kennedy, J. F.. (2010). Rethinking Walter Lippmann ' s legacy in the history of public relations. *PRism*

Show/hide publication abstract

"This paper argues that walter lippmann's contribution to the field of public relations has tended to be overlooked because, unlike often-cited figures such as ivy lee and edward bernays, he did not implement public relations campaigns. however, an analysis of lippmann's political theory reveals that his view of society emphasised the importance of communication management by government. indeed, lippmann provided a rationale that shaped the development of public relations practice in the life of organisations as a hegemonic practice to control publics. moreover, this public relations perspective transferred to the broader communication field as lippmann's paradigm for the study of communication was adopted. this paper looks at how lippmann's political ideas framed and guided the development of the public relations profession and its influence beyond its own field."

Rodgers, R. R.. (2010). The press and public relations through the lens of the periodicals, 1890-1930. *Public Relations Review*

Plain numerical DOI: 10.1016/j.pubrev.2009.10.012

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"This paper explores and analyzes the intellectual debate and discussion about the slow reveal of public relations and both the perceived threat to journalism and the corruption of public opinion in american life as it appeared in the periodicals in the early twentieth century. despite edward l. bernays complaint that a 'conspiracy of silence' prevailed in the mass media about the growing field of public relations prior to 1930, this review found more than a hundred essays and articles about public

relations. the topics ran the gamut from historical explanations and explorations of what were essentially the early beginnings of our contemporary information society to discussions, debates, and warnings about the ramifications of public relations in the commercial, governmental, political, and social areas of life. ?? 2009 elsevier inc. all rights reserved."

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1. General

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