

?? 1. The Invisible Government: Propaganda makes life in a democratic society more organized and practical

The invisible government are the leaders who direct public conversation, including top politicians, media personalities, and business leaders. They make democracy more organized and practical by presenting to us only a few key choices.

? 2. Win the Leader: “The New Propaganda” makes use of group relationships that already exist

Society is better seen as a collection of thousands of overlapping groups. So if you want to influence someone, find what groups they belong to, and who the leaders of those groups are. Win the support of the leader, and you automatically win the followers.

? 3. Sell What You Stand For: Public relations helps businesses communicate shared values

Public relations offers many benefits for businesses: protecting their reputation, finding new customers, and standing out from competition. Selling what you stand for, or communicating your values, gives some people a powerful reason to buy your product.

? 4. High-Spotting: Focusing public attention on certain spots and away from others

High-spotting is a public relations technique where you direct public attention to specific things, things you want to represent your whole reputation. You could organize a dramatic visual demonstration, build an outstanding flagship product, or take a strong symbolic stand.

? 5. Mental Clichés: Provoking a mass reaction starts with understanding people’s pre-existing ideas

Bernays believed people are rubber stamped with “mental clichés” that shape their thinking in irrational ways. If we want to be influential, we must understand their existing clichés and what images they connect to certain words, like “hospital.”

? 6. Propaganda Will Continue: The methods of communication are always changing, but human psychology does not

While communication methods change over time, the core techniques of propaganda will continue to stay the same. Because people continue to have the same human needs, join groups, and follow leaders.

This is just a sample!

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