



Edward Bernays: Using propaganda for peace (British narrator)

Instructions: *Look at the vocabulary before watching the video. Then answer the following questions while listening stopping to note down your answers. Discuss your answers with a partner or instructor.*

Vocabulary:

A bad word: = a vulgarity

A small office off Broadway: on a side street

Plastered together = massed together like sardines; stuck together

Irrational forces = powers of the mind which adhere to no rational thoughts

Dangerous crowd = a group of people who react irrationally putting others in danger

Mass democracy = popular

Unknown = not known

To manipulate the masses = to control the population

Selfish desires = caring only about your own wants and not about others

To be docile = to be passive

All consuming self = the part of yourself that takes over your desires and actions

A taboo = a forbidden subject

A large fee = a huge sum of money given for a service

To stage an event = to put on a show in front of an audience

Debutantes = a rich young woman who, especially in the past in Britain and in America, went to a number of social events as a way of being introduced to other young people of high social rank

A given signal = a motion of the hand or body

Suffragettes = a woman in Britain, Australia and the United States in the early 20th century who was a member of a group that demanded the right of women to vote and that increased knowledge of the subject with a series of public protests

Torches of freedom = long stick with material that burns tied to the top of it

Pretty much (familiar adverb) = more or less

Spewing debate = heated and vocal

Elite corps of Bards and scribblers = society of poets (like Shakespeare who was considered a “bard”) and writers

Steven Pinker: **Steven Arthur Pinker** (born September 18, 1954) is a Canadian-born [experimental psychologist](#), [cognitive scientist](#), [linguist](#) and [popular science](#) author. He is a [Harvard College](#) Professor and the Johnstone Family Professor in the Department of Psychology at [Harvard University](#),^[2] and is known for his advocacy of [evolutionary psychology](#) and the [computational theory of mind](#).

Intonology = part of linguistic science which studies intonation and speech

To overshadow something = to put into the background

To trigger something = to set off; to start

Paul Mazur= Paul Mazur, a Wall Street banker working for Lehman Brothers in the 1930s, is cited as declaring "We must shift America from a needs- to a desires-culture"

1. What other word did they find to replace propaganda?
2. Where did he set up an office?
3. What had America become at the beginning of the 20th century?
4. What was Bernays determined to do with all of these people?
5. How did he accomplish this feat?
6. What did Freud send him in return for a box of Havana cigars?
7. What fascinated him in this book?
8. What have leaders done since Freud's book was published?
9. What relation was Edward Bernays to Freud?
10. What was Bernays the first to do?
11. What did he show American corporations?
12. What was the result?
13. What did this discovery set in motion?
14. What did he set out to do?
15. What was his most dramatic experiment?
16. Who was George Hill and what did he ask Bernays to do?
17. What did the American psychoanalyst ... tell Bernays?
18. What event was staged during an annual Easter parade?
19. What did the suffragettes call these cigarettes?
20. What does Steven Pinker think about these metaphorical expressions?
21. What was the result of Bernays "mind manipulation" of the masses?
22. What did one Wall Street Banker, Paul Mazur of Layman Brothers, think was necessary? We must shift America from a 'needs' culture to a 'desire' culture; they must be trained to want new things before the old had been consumed; man's desires must overshadow his needs
23. What was the theme of the 1939 World's Fair which took place in New York? Man's link between democracy and business
24. What was "Democracity" and what was the central exhibit of the fair? A huge white dome in the middle of the fair; a vast scale model of the future of America constructed by the General Motors Corporation

25. What was Edward Bernays goal according to his daughter Ann Bernays? To keep the status quo or the capitalistic model of the US in a democracy; capitalism and democracy went hand in hand
26. What is the key to control in a mass democracy? Keeping the population passive and docile
27. What does this theory profess? That the citizens are just passive consumers driven by instinctual and subconscious desires and that if you trigger those desires than you can obtain what you want from them
28. Do you agree with Bernays' theories? How do you see your own consumer society now and the way you act? Do you feel that you are manipulated by international corporations such as Apple Computers (Steve Jobs always tried to guess what the consumers needed even before they did)? Why or why not?