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Pratkanis was born on
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1979 Pratkanis graduated from Eastern Mennonite College with a Bachelor of Science in psychology, sociology and social work. Following that he went to Ohio State University and earned his Master of Science and Ph.D. in 1984.

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Pratkanis is professor
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Aronson is one of our
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He is professor

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He is the co-author
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Anthony Pratkanis is currently Professor of Psychology at the University of California, Santa Cruz where he studies social psychology, social

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influence, and prejudice reduction. He was recently awarded UCSC's coveted Excellence in Teaching Award for his courses on Social Influence and Social Psychology.

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'Age of Propaganda'
catalogues a great
number of techniques
which are used to
influence people. The

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aim of the book is to enable the reader to identify these persuasion techniques when they are being used on him.

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Persuasion 2nd c pp

The Everyday Use and Abuse of Persuasion - Age of Propaganda by Anthony Pratkanis and Elliot Aronson Age of Propaganda (2001) is an in-depth look into the world of deception that is propaganda. These blinks will walk

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you through the different techniques propagandists rely on to successfully change people's opinions and show how these tactics have become part of your everyday life.

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A granfalloon, in the fictional religion of Bokononism (created by Kurt Vonnegut in his

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1963 novel Cat's Cradle), is defined as a "false karass". That is, it is a group of people who affect a shared identity or purpose, but whose mutual association is meaningless. As quoted in And So It Goes: Kurt Vonnegut: A Life (2011) by Charles J. Shields, Vonnegut writes in his introduction to Wampeters ...

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