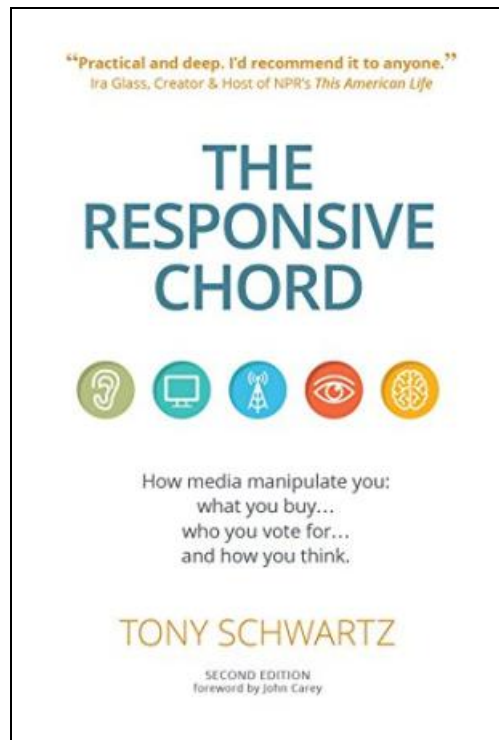


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THE RESPONSIVE CHORD: THE RESPONSIVE CHORD: HOW MEDIA MANIPULATE YOU: WHAT YOU BUY. WHO YOU VOTE FOR. AND HOW YOU THINK. (PAPERBACK)



Mango Media, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. The Responsive Chord How media manipulate you: what you buy. who you vote for. and how you think. By Tony Schwartz The essential guide to how media shape our lives. By the creator of the most talked about political ad in television history. Tony Schwartz, the man the New York Times called the king of sound, drew on his unrivaled wealth of experience in the communications industry, to give us The Responsive Chord, an engaging read and one of the seminal books on media. Through his decades of work, Schwartz came to understand that most advertisers, politicians, and educators-in fact, most all of us-use a model of communication long outmoded by the coming of electronic media. In The Responsive Chord, he shows us how this model has made us blind to many of the inner workings of modern communication. He explains how audio and visual material can be used to create resonance with an audience. His resonance principle explains that the meaning of an ad (or any other stimulus) is not present in the ad itself but rather in how the ad relates to the vast array knowledge and associations-both factual and emotional-already held in the mind of the viewer. Thus, audience members do not merely digest a message; they are an essential force in creating it. The implications for anyone looking to impart a message or influence decisions are enormous. And with so many people these days getting their information through social media and fake news sites, it is crucial that we understand the strong forces by which these outlets act upon us and, yes, manipulate our ideas and actions. The Responsive Chord reveals these forces in a captivating and eye-opening read. I read The...



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