



# Manufacturing Consent: Noam Chomsky and the Media

*Mark Achbar (Editor)*

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Manufacturing Consent Noam Chomsky and the Media, the companion book to the award-winning film, charts the life of America's most famous dissident, from his boyhood days running his uncle's newsstand in Manhattan to his current role as outspoken social critic.

A complete transcript of the film is complemented by key excerpts from the writings, interviews and correspondence. Also included are exchanges between Chomsky and his critics, historical and biographical material, filmmakers' notes, a resource guide, more than 270 stills from the film and 18 "Philosopher All-Stars" Trading Cards!

Mark Achbar has applied a wide range of creative abilities and technical skills to over 50 films, videos, and books. He has worked as editor, researcher and production coordinator.

"A juicily subversive biographical/philosophical documentary bristling and buzzing with ideas."—*Washington Post*

"You will see the whole sweep of the most challenging critic in modern political thought."—*Boston Globe*

"One of our real geniuses, an excellent introduction."—*Village Voice*

"An intellectually challenging crash course in the man's coolly contentious analysis, laying out his thoughts in a package that is clever and accessible."—*Los Angeles Times*

### Contents:

The Man. Early Influences. Vietnam A Turning Point. On His Role. The Media. Thought Control in Democratic Societies. A Propaganda Model. The Gulf "War". A Case Study Cambodia & East Timor. Concision A Structural Constraint. "Sports Rap with Noam Chomsky." A Cabal of Anti-Conspiracists. Media in Media, Pennsylvania. Alternative Media. The Linguist. Basic Premises. Nim Chimsky: Chimpanzee. And the Elusive Connection to his Politics. The Social Order. On Education. Anarchism/Libertarian Socialism. Resistance & Critical Analysis. The Critics (Media-Based). William F. Buckley, Jr. "Firing Line". David Frum Journalist, Washington Post. Jeff Greenfield Producer, "Nightline". Karl E. Meyer Editorial Writer, The New York Times. Peter Worthington Editor, The Ottawa Sun. The Critics (Other Elites). Fritz Bolkestein Former Dutch Minister of Defense. Michel Foucault Philosopher. Yossi Olmert Tel Aviv University. John Silber

## Manufacturing Consent: Noam Chomsky and the Media Details

Date : Published July 1st 1996 by Black Rose Books (first published 1994)

ISBN : 9781551640020

Author : Mark Achbar (Editor)

Format : Paperback 265 pages

Genre : Politics, Nonfiction, History, Philosophy, Biography



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# From Reader Review Manufacturing Consent: Noam Chomsky and the Media for online ebook

## Armando Nieves says

Excellent Book.

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## Richard says

Profoundly impressive and provocative.

"Whether you are encouraged or not is a matter of personality, not of objective fact. In many ways things are a lot better. I think the cultural level of the country is much higher. Outside the educated classes, which are not changed, I think the moral and intellectual level of public discourse and public understanding has risen very considerably. I don't doubt that for a moment. And that's encouraging. If you want to be discouraged you can think about the glacial pace of it, the distance that yet has to be travelled before you can make a serious impact on policy. These are questions of mood, not of objective reality. I don't see much point in paying attention to them. Basically you take a kind of Pascal's wager if you don't do anything. Take the environment. If you want to give an objective analysis, you can give a pretty good argument that in a hundred years or two hundred years there's going to be nothing left but cockroaches. No matter what we do. That's quite possible. On the other hand you can try to do something about it, to change things. You've got two choices: Do nothing, in which case you can predict what's going to happen, or do something, in which case maybe you have a chance." -Noam Chomsky

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## Dan says

The book of the film that explores the life and some of the work of noted intellectual Noam Chomsky. The film focuses on Chomsky's comments with regard to media and how the dominant order employs it to distract the masses from important social issues. The book includes the entire verbal portion of the film (dialogues, interviews, lectures, voice-over narration) as well as still images from some of its scenes. As a bonus, inside the back cover is a set of philosopher trading cards, complete with portraits and statistics.

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## Gia says

this is my bible.

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## Randall Wallace says

john milton 1642's quote "they who have put out the people's eyes reproach them for their blindness" perfectly begins this great book which ties together quotes from a lot of chomsky books with issues of US

media access and getting past propaganda to facts. quite a daunting project, this book and film set, a precursor to jeremy scahill's dirty wars set and oliver stone's untold history of the u.s. set, is a truly great one that tackles the rarest and no question bravest of topics - looking for real information on what our government is doing wrong (so we can make things better) that is not hidden by it and their two lapdog corporate/capitalist political parties. for americans who want to leave the best possible world to their children in this increasingly unstable world - they need to know fact from fiction, right from wrong - in short, they need a primer in intellectual self-defense - and THAT is this book. :)

i underlined a lot of stuff in this book - it's many topics are all so important - east timor, internalizing values, power can live with protest demonstrations but not sustaining increasing pressure joining with others, and the number one question you are not allowed to be asked in a poll - not "do you support our troops?" but "do you support our foreign policy?" this book is about how to recognize real news, find the real news, and why the real news is hard to find. our mainstream media, even in small doses, is the delivery system of most successful indoctrination. anyone not regularly checking FAIR, democracynow.org (it's TV show on Link and FreeSpeechTV is my favorite knowledge clearing house), common dreams, noam chomsky, glenn greenwald, chris hedges, michael ratner, william blum, derrick jensen and the other highly respected canaries in the media coal mine is at risk and will sadly be outside the loop wondering what went wrong when things fall apart for good. what a great book. this old book still in 2013 stimulates game changing conversation in all directions.

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### **Suzanne says**

This was one of the most eye opening books I had read at the age of 21 years, media manipulation and the beauty of it all.

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### **Bradley Hanson says**

If you want to understand how "democracy" works and why we don't have it in the US, READ THIS BOOK. "Government is the shadow cast on society by big business." - John Dewey

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### **John says**

fascinating but difficult to read. Lots of material, I'll have to reread it as it's all spot-on.

After a 2nd (attempt at a) reread, I'm annoyed. The text drums its viewpoint singlemindedly, without really backing up its arguments unambiguously. The statement "US controls media" is fine, but how can you verify that, without using more (unreliable) media, non-US media, or (unknown, biased) 3rd-party information?

Four-star rating stands. Give it a shot, smarter people than I will get a lot out of this book; it's definitely an eye-opener in any case.

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### **Alejandro says**

When I saw the documentary I had no idea how the newspapers edited and what got to the public was nothing more than a headline in comparison. Obtain the book if you can find it. You are most likely to find the dvd at your independant videostore. Probably next to Supersize me.

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### **Miquixote says**

The Propaganda Model exposed. One of the most important ideas of the 20th century. This is the book of the documentary, not the more detailed exposition with the same title and written with Edward Herman. Read them both. This is the lighter, easier version.

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### **Paul Westwood says**

This was an unusual book because it was an almost direct transcript of the documentary, this meant that the sections of text at times seemed quite disjointed because they weren't supported by video imagery in the same way that they would be when set as voice-overs to the film. Also, I imagine that the documentary would move faster than it takes to read the same text so the relevance of the words would become apparent quicker when watching the documentary. This meant that there were times when I was reading something and couldn't see the relevance, or, it was referring to something that I hadn't heard of before and it would be a while before I got the answers I wanted. This isn't a criticism though, because the answers and explanations were always given, it's just that it often came after. I think this is because much of the dialogue came from interviews and news articles and it required extracts from a number of these sources to piece the whole story together; where a purposely written narrative could put the facts in a more logical order. Saying that, I think a lot of the time this was used as a deliberate narrative technique to raise questions in the reader's/viewer's mind before then addressing them. For example, there were a number of times where a negative article about Chomsky would be presented first and then a series of other pieces of dialogue would put the original piece in context. The book also fleshes out some sections of dialogue and articles which had been presented in the documentary in shorter form. This adds further detail to many of the ideas being discussed.

With regards the content, I don't know a huge amount about Chomsky's writing but I got the sense that this book covers all his major ideas on the subject of the media and it's influence over society, which is a very broad subject. Sometimes what he says sounds paranoid but his arguments are so well presented that I find it hard to disagree with him.

Overall, a very interesting book even if it did take much longer to read than I had thought it would.

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### **Nancy says**

This a a companion book to the film Manufacturing Consent. I read it back in the late 1990s and still have my copy. As I flip through it now I see all the places I highlighted what stood out for me in pink highlighter. Reading and reflecting on this book's content can only have added to my world view and distaste for so much of what the media spews out at us.

By response over the years has been to turn it off, preferring to sit in silence and do my own thinking.

Reading books like this one has given me permission to question and resist that which attempts to control my thinking.

I value that we have access to thinkers like Chomsky in books and in video.

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