

PR! A Social History of Spin;
Mapping out the Development of PR

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Introduction

The steam engine, the multiple-press, and the public school, that trio of the industrial revolution, have taken the power away from kings and given it to the people...and the history of the industrial revolution shows that power passed from the king and the aristocracy to the bourgeoisie. Universal suffrage and universal schooling reinforced this tendency, and at last even the bourgeoisie stood in fear of the common people (p.34).

In order to contain the above 'forces of chaos' the bourgeoisie conspired the evolution of PR. That is they created a tool that would allow them to again 'shape and direct public opinion', thereby maintaining their desired order. For nearly a century, it has been this invisible handiwork of public relations experts that has allowed these elites to maintain their power over common people and guide their opinion efficiently. As Bernays, a descendant of bourgeoisie has maintained, "the future of civilization" lies in the ability of "Intelligent men (to) realize that propaganda is the modern instrument by which they can fight for productive ends and help to bring order out of chaos" (p.35).

Chapter One: Visiting Edward Bernays

A highly educated class of opinion-molding tacticians is continuously at work, analyzing the social terrain and adjusting the mental scenery from which the public mind, with its limited intellect, derives its opinion—*Edward Bernays*

PR! A Social History of Spin is a historical study of public relations by Stuart Ewen. The Goal of the text is to make "sense of the peculiar processes of representation and perception—the 'exchange of ideas'...that have come to distinguish cultural life in the era of mass communication" (Ewen, 1996, p.4). Ewen realizes that in order to fully understand twentieth-century culture, one must first question the exchange of ideas that contribute to this development of culture. This is why Ewen begins his research with the works of Edward Bernays, the most influential contributor to this social development. Edward Bernays believes that "while some have argued that public relations represents a 'two-way street' through which institutions and the public carry on a demographic dialogue, the public's role within that alleged dialogue is, most often, one of having its blood pressure monitored, its temperature taken" (p.10)

Bernays defines a public relations individual as "an applied social scientist who advises a client or employer on the social attitudes and actions to take to win the support of the publics upon whom his or her or its viability depends... Public relations was about fashioning and projecting credible renditions of reality *itself*" (p.11 & 6). The birth of public relations was caused by the development of America's 'social conscious', this being that "people were no longer willing to accommodate themselves to outmoded

standards of deference that history, for millennia, had demanded of them" (p.12). In turn, the bourgeoisie paradigms could no longer withstand these democratic ideals that were developing among the 'lower strata' of society, and therefore developed the industry of PR as a means to control and manipulate the minds of the common citizen.

Chapter Two: **Dealing in Reality: Protocols of Persuasion**

In a society in which every moment of human attention is exposed to the games plans of spin doctors, image managers, pitchman, communications consultants, public information officers, and public relations specialist it has become extremely difficult to tell the difference between manufactured public opinion and genuine explosions of popular sentiment (p.19 & 29) In order to demonstrate how this quite yet deadly infiltration happens, Ewen uses an experiment he conducted with his undergraduate class. He begins by explaining how the entitlement of his course 'The CULT (ure) of Publicity' is a means to "create something that 'juts out of the routine'". More importantly, the title is used to mesmerize rather than inform his audience, thereby bringing about a response (p.21). Ewen is thus recognizing one of the most important laws of PR as stated by Bernays, "truth is largely defined as that which will sell to an audience" (p.26).

The title of Ewen course managed to do more than attract the average students attention, it also developed the interest of Newspaper writer Lynn Palazzi. Ewen and his undergraduate class used 'unspoken visual techniques to create a mood', just like when Presidents deliver speeches with elaborate backgrounds or when corporations invest millions of dollars in logo designs to bring about a desired responses. By using this technique that is rampant throughout society, Ewen manages to influence and thereby manipulate what Palazzi writes about the course in her newspaper review, consequently proving that "News is not the inanimate thing...it is the overt act that makes news, and news in turn shapes the attitudes and actions of people" (p.22).

Chapter Three: **Truth Happens: An Age of Publicity Begins**

The chapter begins by William James declaring that "the truth of an idea

is not a stagnant property inherent in it. Truth *happens* to an idea. It *becomes true,*

is made by true events" (P.39). The United States " was now becoming a society driven—in unison –by an expanding industrial behemoth...a small number of powerful, disdainfully arrogant men were dictating the social circumstances and the life rhythm of countless people throughout the United states" (p.41). Meanwhile, there are a new wave of immigrants working and providing cheap labor for these expanding industries and this class of

bourgeoisie. However, at the same time, there was a rise in "chaos" with the middle class of Americans questioning the extent of private wealth. As an example, in 1879 John D Rockefeller "proceeded to seize 90% of the American petroleum industry...(causing) the unequal distribution of wealth and privilege" (p.46). James likened the substantially of truth to that of paper money...(meaning), that *there are no absolute truths*"(p.39) and "the pursuit for profit... was now making 'machines of men, robbing them of their humanity and turning them into cool calculators of personal advantage'" (p.42).

"The United States was becoming a bubbling laboratory in which varying versions of reality and truth were being proposed, experimented with, and developed" (p.44). As a result, progressive journalism which is "committed to breaking the willful secrecy of power by providing fact-filled exposes of institutional corruption and greed" (p.50), became a form of media to control and bring attention to the reality of chaos in the middle and lower classes. This response to the transgressions of corporate monopoly and large-scale industrialization was an effort by the middle class to restore social and economic stability to their lives—"to bring order to the life of the nation", consequently this obsession created even more chaos (p.41).

Chapter Four: **Controlling Chaos**

In order to control the up rise of chaos, the bourgeois created a 'public forum' where the crowd could be rationalized with. They understood that in order to oppress the crowd they needed to develop a method of communication that would allow the crowd to be addressed as individuals, therefore calming the emerging and developing 'chaos'. By addressing the crowd through media forums like newspapers and radio, the bourgeoisie were able to turn an un-rational crowd into a public forum who were now susceptible to new ideas.

A prominent progressive intellectual Walter Lippmann who became an advisor to President Roosevelt, and Ivy Lee a journalist who was the publicist for the Rockefeller family, became one of America's premiere corporate public relations men. Ivy Lee implemented corporate public relations to attract a positive image towards the Rockefeller Corporation. Lippmann also spent the majority of his career addressing the implications of questions such as "*Will the people rule? Is democracy possible*"(p.60).

Therefore, through the progressive journals and public, the crowd was mediated and converted into today's general public. The following is the definitions provided by Ewen to demonstrate the above effect:

- If *the crowd* was marked by its physical presence and a congenital resistance to reason, a mass-mediated *public* might—if strategically approached— be reasoned with

- It *the crowd* was an assembly of people that threatened to take over the street at any moment, the *public* was something more hypothetical, made up of people that were separated from one another
- If *the crowd* defines itself through social action, the modern *public* was shaped by the more passive consumption of published information, of fact or things that sounded like facts
- If *the crowd* was perceived as dangerous, driven by irrational appetites, *public*—as an audience of readers—seemed more receptive to ideas, to rationalization, to allure of factual proof (p.73)

Chapter Five: **"Educate the Public!"**

Theodore Newton Vail who starting in 1907 was the president of the AT&T Company, like Lippmann, believed "that the flammable alliance of corporate arrogance from above and radical forces from below was propelling society toward chaos" (p.90). As a result, "Vail's commitment to the practice of corporate public relations was rooted in the conviction that if educated to be more sympathetic toward business, the public might serve as a buffer against the greater threats that lurked below" (p.92). "In ambience of escalating crisis, AT&T leaders began to entertain the need for 'radical change' in their efforts to generate more applicable public relations" (p.89).

In order to achieve these goals, AT&T became the first corporation to use 'paid-for' advertisements in progressive journals and newspapers. This method of financial support was in turn twisting the purpose of progressive journals, causing them to print only material that would support the desired image of AT&T. These advertisements were "proclaiming that 'every Bell Telephone is the Centre of system'" (p.94). Therefore, these ads encouraged telephone users to view the company not as a dark monopolistic leviathan, but as a beneficent mother figure that would make each and everyone of them the centre of her attention"(p.94). Furthermore, in a separate campaign, AT&T was the first to produce women operators, allowing the company to be seen as a more user-friendly and caring public operation. "Rather than hide from AT&T's conspicuous size or it's monopolistic ambitions, Vail energetically transformed these often maligned characteristics into pure and simple virtues" (p.94).

Chapter Six: **House of Truth**

We—the people of the United States are the force back of the Government. Unless our Will to Win is passionate and determined, our Army and Navy will accomplish little-(p.108)

Using the rationalization that an army is only as strong as its weakest link, the government of the United States of America realized that "In order to make a democracy fight wholeheartedly it is necessary to make them understand the situation and organize propaganda campaigns to make the

struggle comprehensible and popular" (p.107). In order to accomplish this goal, the US Government created the Committee on Public Information (CPI). The motto of the CPI was that 'public opinion' became something to be mobilized and managed; the 'public mind' was seen as an entity to be manufactured, not reasoned with." (p.127). In order to accomplish this task efficiently, they made 'the ingenious and adroit' appointment of Creel. He was a top investigative journalist, who understood the 'importance of public opinion' in modern political life (p.108). More importantly, he was the perfect face for the conspiracy movement of the CPI, given that he was an anti-corporate and anti government progressive publicist with an immaculate rapport with the common folk.

To gain the public's willing support the CPI turned to the unconscious psyche, in order to manipulate and trigger their passion for the war. The means by which they went about this was using the "Four-Minute Men" as the center of their campaigns. These men would stand up in public arena's and give speeches on the importance of going to war as a united nation, trying to evoke spontaneity and enthusiasm. Never before in history, had such a campaign of education been organized; never before had American citizens realized how thoroughly, how irresistibly a modern government could impose its ideas upon the whole nation" (p.119). The US Government had managed to "guide the mind(s) of the masses" in the same way that corporations sell soap or toilet paper, they sold the idea of war to its people (p.111).

Chapter Seven: **Social Psychology and the Quest for the Public Mind**

The ability of the CPI to send a nation to war was an historical example of the power of propaganda. American's now knew that they had the tools necessary to sell anything to the common folk. More importantly, the common folk had been converted back into the 'crowd'. All of the efforts put forth by initial developments of progressive journalism had therefore been demolished by the actions of the CPI. The opinionated 'public' that they had created was turned back into a 'crowd', except this time big-businesses knew how to control the 'crowd'. "Whoever (could) supply (the 'crowd') with illusions easily became their master; whoever attempts to destroy their illusions is always their victim" (p.142). This ability of leaders to understand and engineer the unconscious instinctual lives of the public was increasingly seen as a passport for accomplishing social stability (p.143). Meaning, that the leaders who could master the manipulation of instinct by producing and circulating these 'common fantasies' of the 'crowd' would be in a position to define the direction of that 'collective personality' (p.143).

Chapter Eight: **Unseen Engineers: Biography of an Idea**

Both Ewen and Lippmann agree that " No technique was more effective for unifying public thinking and derailing independent thought

(than) the infirmed employment of symbols as instruments of persuasion" (p.155). Symbols have the power to "*assemble emotions even after they have been detached from their idea*" (p.157). Lippmann believed that the strategic employment of media images was the secret means to modern power. It allowed leaders and special interests groups to present themselves 'fictionally' so that they could stand as representatives of the public wants and needs (p.157).

Bernays makes it quite clear in his writings, that the use of propaganda for the manipulation of the "organized habits and opinions of the masses' had become an indispensable feature of 'democratic society'" (p.167). In addition, Bernays believed that it was essential for the publicist to have the capability to comprehend 'the mental processes' of the public and thereby 'adjust' his propaganda to their state of mind enabling him or her to accomplish this extraordinary task (p.169). Ewen used Lippmann and Bernays ideas on the uses of PR for propaganda to show how the minds of the masses were manipulated.

Chapter Nine: **Modern Pipelines of Persuasion**

Radio Broadcasting began developing between the 1920's and 30's. The infinite possibilities of radio sparked the interest of wealthy individuals as they saw radio providing a direct connection into the homes of Americans. Through radio, private corporations were now able to "pump information and entertainment directly into people's homes" (p.179), allowing radio to become the newest tool for propaganda. Ewen explains that "Chain newspapers tended to delete independent perspectives and homogenize newspaper journalism. Similarly, big business's control of radio meant that broadcasting would also begin to weed out localized—or otherwise aberrant—sensibilities, proffering, instead, a growing repertoire of national, commercially guided cultural stereotypes" (p.179).

During this time, scientific measurements of public opinions in the forms of polls and surveys were increasingly becoming of use by the media for persuasion purposes. Therefore, "public opinion poles were an example of democracy 'working in reverse', rather than serving to communicate and empower public opinion, opinion poles were being used to manufacture and package public opinions" (p.189). This numerical evidence provided an often confused population with "silent civic lessons", meaning that when statements were accompanied by numbers, the public's mind became more easily persuaded (p.190).

Chapter Ten: **Optical Illusions**

In 1923, William P. Banning became the new director of AT&T's Public relations. Banning realized that AT&T needed to "embrace (the) belief that images were the most efficient tool for bypassing the critical thought processes of consumers" (p.211). Therefore he encouraged his staff "to

think of each ad as an arousing visual experience, designed to evoke and essentially psychological response" (p.195). This supports Walter Lippmann's notion of symbols in the fact that "the *image* is more dependable instrument of persuasion than the *word*" (p. 196). During this time, the rise of photography altered the physics of perception and became a new way to publicize and exploit the truth for a wide range of social agendas. Once again, the field of public relations used photography as a means of communication, "if PR was as Bernays argued, the art of 'creating circumstances,' the period stretching from the war into the thirties witnessed a decided move toward the creation of circumstances that were mounted explicitly for visual coverage" (p.211-212).

Chapter Eleven: **Silver Chains and Friendly Giants**

"In the opinion of millions, Bernays related, 'mergers and trusts' were now understood as 'friendly giants and not ogres'. This welcome turn of events, he explained deterministically, could be directly attributed to the maturation of public relations techniques, 'to the deliberate use of propaganda in it's broadest sense'" (p.215). "The greatest idea that America had to give to the world was that workmen and masses should be looked upon not simply as workers and producers, but as consumers. Pay them more, sell them more, prosper more in the equation"—high wages was at the essence of production (p.222). This was a notion that was reconfirmed in radio broadcasting as well as in the spirit of consumption through film productions.

By the 1920's, many 'friendly giants' were allowing middle-class citizens to invest in their companies, turning these companies into publicly owned corporations. This changed society in three important ways. First of all, by middle-class citizens investing in these securities they became increasingly tied to the fate of these corporations. Secondly, there was now a new found respect for the corporation's business men. Finally, these middle-class citizens felt that they needed to present themselves in a more high-class manner in order to reflect their new 'status' within these public corporations. Business associations were so powerful in the twenties that no one could withstand them—Businesses had undivided attention of "the press, the pulpit and the schools" (p.225).

In order to supplement the "high wages (that) were the very essence of great production" (p.222), corporations needed to balance these high wages with labor cutbacks. Employers began to substitute 'capital [technology] for labor'. More specifically, labor was becoming a victim of 'technological unemployment'"(p.227). During this time, consumerism was high do to the combination of propaganda and the new availability of credit loans. "Banks and other financial institutions were lending money that they could not recoup. People were buying products with money they had not yet earned...and at the center of each debt and purchase stood a delicate act of faith, a belief that improved living conditions bought on the installment plan would be self-fulfilling and—in the long run—look after themselves"

(p.228).The stock market crash in October 1929 can be rooted in these high credit loans and increase in unemployment, which can both be attributed to the effects of propaganda.

Chapter Twelve: **The Greater Good**

By 1932, it was estimated that “a quarter to a third of the American Workforce—were out of work, “due to the evaporation of the industrial labor market (p.233). Those individuals who were enjoying the lavish prosperity of the twenties were now “plunged into desperate times” as their life saving became irretrievable by national banks (p.233). Unsurprisingly to the masses, it was the corporate masters who benefited from this great depression, continuing to bring home inflated salaries and bonuses, and of course, protesting any federal aid for those affected by this terrible turn in events. It was President Hoover’s response and reactions to the developing ‘chaos’ within the United States, particularly the assault on the Bonus Marchers that lead to the victory of the Democratic party and the emergence of Franklin D. Roosevelt (FDR) and the “New Deal” (p.236).

Roosevelt’s preference for “orderly revolution” was spawned from the economic ideas that began to emerge in the 1920’s, particularly those ideas from British economist John Maynards Keynes. Keynes made a break from the prevailing assumptions of bourgeois economic thought, he “described capitalism as an economic system that routinely and congenitally benefited from human failure and defeat... (But he) was not an argument for the abolition of capitalism” (p.238). “Keynes continued to place a high value on ‘private initiative and enterprise, suggesting that government was the ‘appropriate organ of action’ through which society could, if required, exert ‘directive intelligence...over many of the inner intricacies of private businesses” (p.238). According to Keynes, “a co-ordinated act of intelligent judgment was necessary to balance the interests of the ‘community of the whole’ against the ‘money-making and money-loving instincts’ that were the motor forces of business” (p.238). Thereby suggesting that the role of government was to intercede as an agent on behalf of the social body, to ensure the ‘social interest’ of the community in those circumstances where the normal functioning of businesses fail to do so” (p.237 and p.238).

Roosevelt declared that the Democratic party primarily “seeks the good of the average citizen through the rule of the whole electorate, as opposed to the Republican party which seeks a moneyed prosperity of the nation through the control of government by a self-appointed aristocracy of wealth and of social and economic power” (p.241). To gain the trust of the American citizens and to stabilize the wobbly position of middle class citizens, the New Deal and President Roosevelt used their analytical approach of capitalism to modernize American business standards and intervene in speculative practices that had damaged the economy (p.246). The New Deal helped to establish social welfare assurance for those in need, including unemployment insurance. The New Deal’s political programs also proposed a

practice in which social concerns were dealt with in economic institutions and government.

Chapter Thirteen

The New Deal and the Publicity of Social Enterprise

Franklin D. Roosevelt “established a routine of inviting reporter’s to be guests at state dinners and other receptions...his ability to make ordinary people feel like they were, in his sincere estimation, extremely important” (p.249). Furthermore, in his speeches, Roosevelt used PR tactics to ‘educate’ the public on government affairs. He wanted to not only ‘educate’ his listeners on the radio, but to also “make issues more comprehensible, not less” (p.255). “Throughout the twenties, the public had increasingly been seen as an inanimate entity, as protoplasmic rough material to be molding by impression managers” (p.257). Roosevelt had the capability to make the public’s needs and wants the center of his campaign. “To establish open corridors linking the administration’s activities with the general public “ Roosevelt’s PR managers created the Farm Security Administration (FSA), alongside other governmental agencies, to “move toward the deployment of independent communication strategies...that generated their own communication channels, and promoted and advanced an inclusive vision of America” (p.263).

FSA, being a New Deal publicity program, began releasing photographic journals to raise social issues. FSA’s images had the ability to form to a “distinct set of guidelines and a degree to which, together, they constituted a coherent publicity on behalf of renegotiated picture of America, a picture that clashed, eloquently, with what had governed America’s national culture in 1920’s and before hand” (p.275). As a result, FSA’s documentary images were mainly in black and white photography and created a radically democratic genre of the ordinary by diminishing the importance of high and mighty. The pictures and images illuminated the social inequalities and, for many, the spiritual deterioration of life during a period of period of so-called prosperity. FSA’s impact was such that in later years many institutions such as art, education and government used their photo’s for their own PR strategies. The combination of FSA and their photo’s had “the ability to leave a viewer with what he defined as the ‘feeling of a living experience’ magnified the impact of photojournalism” (p.267).

Chapter Fourteen

Money Talks: The Publicity of Private Enterprise

During the 1930s, most of the “New Deal’s economic policies worried the business community—particularly, it’s program to ‘tax the rich’”(p.289). Businesses felt that they could no longer control the minds of the public. This was primarily due to the fact that the public was becoming more and more

aware of the PR tactics being used. Therefore, "among anxious corporate leaders and their public relations advocates, the survival of capitalism—its place in America's future—seemed much in question" (p.292). As a result for businesses, PR strategies were encouraged to be shifted to be a more 'public utility', rather than money making machine. The New Deal's encouragement towards business was to "present and provide tangible evidence for, the argument that corporate America –not the government—was the surest route to safe guarding the general well being of society." (P. 296)

National Association's of Manufacturers (NAM) was an association which was created to help win back the public's favor toward big businesses. Firstly, "NAM would have to project images of the future in which capitalist industry, not government, was positioned as the motor force of the change" (p.308). Secondly, its goal was to gain the trust and the attention of the 'younger generations'. To do so, NAM encouraged corporate memberships and local merchants to join the association so it would have a wider access and availability to adopt and implements its PR strategies into the communities throughout the United States. "Never before had corporate America engaged in such a comparable effort to coordinate and redirect the thinking of the nation" (p.309). Much like the CPI during the war, NAM used all the national media being the "radio, motion pictures, slide shows with prerecorded narrations, newspapers and magazines and even a World's Fair", (p.311) to allow friendly interactions between the public and the corporations. As Lippmann's suggestion's of symbolism was put to use, they created campaigns and advertisements such as *The American Way* and *The World's Fair* to meet their objectives.

Chapter Fifteen **Public Ultimatums**

In 1949 the most important problem facing big business was the fact that they were still not out of the dog house. However as NAM developed the corporations realized that creating a friendly business image was more encouragable than just manipulating the consumers. Specifically, " there needed to be a shift from a public relation's publicity that had routinely emphasized the importance of corporate right to one that spoke in terms of the rights of the people. It was necessary for 'transfer in emphasis from free enterprise to the freedom of all the individuals under free enterprise; from capitalism to a much broader concept: Americanism'" (p.360) From the late 1940s well into the 1960s, the post war economic boom brought on a great transformation throughout society, changing the relationship between consumers and corporations.

During this period, "common 'intellectual stereotypes' of class conflicts, had suddenly become obsolete. Corporate prosperity, combined with the pressure of public ultimatums, had brought about a total change" (p.372). Modern income families were now able to afford new technologies like radios, sewing machines and social advantages such as insurance and hospital care. It had become "perfectly evident from the above list, that its not the capitalist who are using the people, but the people who are using the capitalist" (p. 372).

“In the face of (these) incontestable public ultimatums,... American consumers had become kings and queens and corporations, their humble and ever faithful servants” (p.372).

Chapter Sixteen
Engineering Consensus

Edward Bernay’s in his essay *Engineering of Consent*, claims that “all media provide open doors to the public mind. Any one of the [PR specialists] through these media may influence the attitudes and actions of fellow citizens” (p.375). In Further, it is by mastering these effective techniques of communication that allow one to be able to exercise ‘leadership fruitfully.’ For example, it was during World War II that television was used to arouse the interest of the American public. “ Through skillful use of a nationwide television system , American political, business, labor, religious and social leadership can create in the hearts and in the minds of America’s 134,000,000 people desire to bring about the peace, security and plenty that is the dream of every citizens” (p.386). This also shows how public relations were becoming aware of the optic unconscious of the public. In 1945 Ronald Reagan, being a former actor, made numerous appearances on television, in order to use his talent to gain the audience’s popularity vote, and thus his American Presidency. He became the “issue of a society in which public relations had grown into an indispensable, increasingly universal, expedient of power” (p.397)

Significant People in the Course of Public Relation’s Development:

Name	Significance / Events
<p><u>Edward Bernays</u></p> <ul style="list-style-type: none"> - Double nephew of Sigmund Freud - Bourgeois background 	<ul style="list-style-type: none"> • 1910- Became one of the most influential pioneers of American Public Relations • 1917- Foot Soldier for US Committee on Public Information (CPI) • 1920s and onward-he intertwined theories of mass psychology and schemes of corporate and political persuasion • He was the first to initiate the link of corporate sales campaign (American Tobacco company) and popular social cause (“Torches of Freedom”) • 1923- Book <i>Crystallizing Public Opinion</i> • 1928- Book <i>Propaganda</i> • 1929- Originated Global Media Event—Light’s Golden Jubilee • 1947- Book <i>Engineering of Consent</i>

	<ul style="list-style-type: none"> • His career serves as a testament to the changes brought on by the development of 'social consciousness' • (during the WWI) He joined the army of publicist rallied under the banner of the CPI and concentrated on propaganda efforts aimed at Latin American Business interests
<u>Philip Lesly</u>	<ul style="list-style-type: none"> • 1940s and onwards- Became a prominent figure in the American Public Relations Fraternity • Publishes a bimonthly newsletter, <i>Managing the Human Climate</i>, which discusses issues encompassing Public Relations and Public Affairs • Was one of the first to conclude that "the climate of our times is <i>focusing on those who claim to be victims</i>—of everything except their own failings."
<u>William James</u>	<ul style="list-style-type: none"> • 1907 – Book: <i>Pragmatism: A New Name for Old Ways of Thinking</i>- book summarizes a lifetime of torturous speculation on the foundations of human belief, on the volatile mental processes through which people come to know and comprehend their world
<u>Henry Demarest Lloyd</u>	<ul style="list-style-type: none"> • 1881- Published " The Story of a Great Monopoly"- in <i>Atlantic Monthly</i> • gave voice to a perspective on private wealth •
<u>Walter Lippmann</u>	<ul style="list-style-type: none"> • 1910 onwards- joined the ranks of Progressive Publicists.
<u>Gustave Le Bon</u>	<ul style="list-style-type: none"> • French Social psychologist • 1895 Book: <i>The Crowd: A Study of the Popular Mind</i> • " The crowd is always intellectually inferior to the isolated individual" • His works and theories justified for middle-class daydreams of social mastery • His work also influenced a post war generation of public relation experts
<u>Gabriel Tarde</u>	<ul style="list-style-type: none"> • How social mastery be accomplished • Focused more on <i>The Public</i> • Approach to the people should be through the public as a whole

<u>Ivy Lee</u>	<ul style="list-style-type: none"> • Journalist • One of America's first prominent practitioners of Public Relations • 1945- Was hired by John D. Rockefeller- as the Publicist for the Standard Oil company
<u>Theodore Newton Vail</u>	<ul style="list-style-type: none"> • President of AT&T (1907 onwards)
<u>James T. Ellsworth</u>	<ul style="list-style-type: none"> • Journalist • Worked for Publicity Bureau • Eventually took on the role of being AT&T's Publicist (before Lee)
<u>Wilfred Trotter</u>	<ul style="list-style-type: none"> • Book: <i>The Instincts of the Herd in Peace and War (1916)</i> • Particular interest to Trotter was the overall impact of the herd instinct –the unceasing need to gain the approval and camaraderie of the social group • He added to the growing conviction that human beings were more sensitive to unconscious, instinctual drives, than they were to the powers of critical reason • His work also influenced a post war generation of public relation experts
<u>George Creel</u>	<ul style="list-style-type: none"> • Progressive Journalist • 1917- Appointed as the civilian director of the CPI (Committee on Public Information) • Known for being a conspicuous critic of big-business and of pro-business propaganda • Created and orchestrated majority of the War propaganda , from news releases, magazine publishing, advertising, to " Four Minute Men"
<u>Lewis Hine</u> - Photographer - 1900s	<ul style="list-style-type: none"> • Used photography to emphasize the inherent dignity of working people • His photos became part of the dialogue for the working class to see the difference between being the privileged and the underprivileged • His photos served social outlooks
<u>Henry C. Link</u> - Psychologist	<ul style="list-style-type: none"> • Director of Psychological Corporation (1923) • Objective was to apply the methods of behavioral psychology to the needs of American Business • Psychological surveys were produced to examine

	<p>attitudes and behavior of relevant marketing tactics.</p> <ul style="list-style-type: none"> • Formation of the use in Public Opinion surveys and polls
<p><u>William P. Banning</u> - 1923 , became the director of PR for AT&T</p>	<ul style="list-style-type: none"> • Realized that the image can be used as tool for good PR. <ul style="list-style-type: none"> ○ Encouraged is staff to think of each Advertisement as a visual experience, designed to evoke an essential psychological response ○
<p><u>Franklin D. Roosevelt</u></p>	<ul style="list-style-type: none"> • Elected in 1932 • Put a high priority on Public Relations from the beginning
<p><u>Rexford G. Tugwell</u> -In 1935 was named he head to the RA, Resettlement Administration later to be FSA- Farm Security Administration</p>	<ul style="list-style-type: none"> • Develop Photographic publicity • Book: <i>American Economic Life and the Means of Its Improvement</i> (1925) • Book promoted the economic progress of society as a whole • Book included many Photos, which was to help propose modernization and improvement of living conditions in the cities and the depressed agricultural heartland , equal distribution of income and many other social issues • As a result of his work Photojournalism developed
<p><u>Roy Stryker</u></p>	<ul style="list-style-type: none"> • Was Tugwell's student • Wrote and published a book with Tugwell called <i>American Economic Life and the Means of Its Improvement</i>(1925) • Used both pictures and words to illustrate social inequality that existed in the United States

Events that Changed and Affected Public Relations Practices:

Person/Event	PR Strategy / Event	The Effect(s)
1830s	Invention of photography	<ul style="list-style-type: none"> - Became a towering social metaphor, symbolism and used for many PR tactics - Used for exploitation of variety of social agendas
John D. Rockefeller	- 1879- He proceeded to seize 90 % of the American petroleum industry.	- Same to size as rise of middle class, therefore increased in the effects of chaos
<p>AT&T</p> <ul style="list-style-type: none"> - President from 1907: Theodore Newton Vail - 	<ul style="list-style-type: none"> - James T. Ellsworth, began to create a corporate image that was crafted as friendly. - He paid newspapers to write little pieces about AT&T- - Also provided editors with packaged articles that were typeset and ready to be placed in the journal/newspaper - First to Advertise - First to use logos "One System, One Policy, Universal Service" - AT&T also introduced women operators, therefore portraying a friendly and caring service 	- The advertisement claimed that " every Telephone is the Center of the System" therefore encouraging users to view the company as a beneficent mother figure who makes the user the center of attention rather than a dark monopolistic company.
April 6 1917	- United States Formally Declared War	US needed homeland support /soldiers
CPI	- April 1917 The US	- Support for the war

<p>(U.S. Committee on Public Information)</p> <ul style="list-style-type: none"> - April 14 1917 - Propaganda ministry established by President Woodrow Wilson in April 1917 	<p>joined the European Alliance and declared war on Germany</p> <ul style="list-style-type: none"> - The Four Minute Men: about 75000 men nationwide that gave public speeches in public arenas such as the Cinemas in support of the war – about 150000 times/week these speeches and preaches were given - March 11- before CPI’s official start, Walter Lippmann advised Wilson to create an official government news bureau that would advertise the war as “ to make a world that is safe for democracy” - Released thousands of “official war news” press releases through the mails and telegraphs 24hrs/day - Official magazine called <i>Official Bulletin</i> - Magazine advertisements - Visual rhetoric= War movies 	
<p>1920s-1930s</p>	<ul style="list-style-type: none"> - Radio technology Developing - Politicians and Publicist seized to use this medium as a way to ‘communicate’ with <i>The Public</i> 	<ul style="list-style-type: none"> - Form in which information and entertainment was being pumped directly into people’s homes -

1920s-1930s	<ul style="list-style-type: none"> - Public-opinion measurements - Polls and Surveys from the American Public - Became medium of persuasion 	<ul style="list-style-type: none"> - The public became a commodity by transforming the public opinion into a valuable source for systematic commercial and political exploitation -
Great Depression	<ul style="list-style-type: none"> - Stock Market Crash October 1929, followed by crack up in other markets such as bond and mortgage. 	<ul style="list-style-type: none"> - corporation now had to find new ways to gain the trust of the public to increase consumerism
<p>President Franklin D Roosevelt</p> <ul style="list-style-type: none"> - elected in 1932 	<ul style="list-style-type: none"> - His approach in his speeches through radio announcements and journalist was about educating the people. - Always used explanations to educate and inform the public - Radio announcements - New Deal Program was initiated - His PR Management was done so incredibly well that only 2 photos were over taken of him that implied that he may be physically paralyzed. 	<ul style="list-style-type: none"> - used his radio announcements as way to reach people's trust - New Deal programs dealt with social issues of all Americans - Illusions was used in media , therefore presenting a powerful " man who had beaten the curse of a disabling disease" – p.244
FSA (Farm Security Administration)	<ul style="list-style-type: none"> - established to open corridors linking the administration's (Presidential administration) 	<ul style="list-style-type: none"> - raised issues of social status, distribution of wealth, and child labor

	<p>activities with the general public</p> <ul style="list-style-type: none"> - was part of Roosevelt's New Deal Program - Began showing visual representation of the Great Depression and the New Deal through Photography and Film 	<ul style="list-style-type: none"> - developed photojournalism as another means of PR.
<p>General Motors (GM)</p> <ul style="list-style-type: none"> - Parade of Progress 1936 	<ul style="list-style-type: none"> - Organized a Parade called ' Parade of Progress' - A 20,000 mile tour of the US 	<p>Organized at every stop by GM dealers and the local chambers of commerce , the caravan offered a rendition of America's past and future that equated progress and social change with the emergence of new technologies</p>
<p>NAM</p> <p>National Association of Manufacturers</p> <ul style="list-style-type: none"> - 1930s - an industrial trade organization <p>October 1943</p>	<ul style="list-style-type: none"> - launched a public relations campaign to defend business against the growing criticisms - campaigns included the World's Fair, advertisements such as The American Way - Leaders formed the Committee for Economic Development (CED) 	<p>Objectives were</p> <ol style="list-style-type: none"> 1- to publicize the idea that there is a harmony of interest linking corporate America with the majority or ordinary Americans 2- to redirect current public thinking about taxes 3- to deal with the troublesome problem of organized labor 4- to do battle over the idea of <i>the future</i> (p.307) <ul style="list-style-type: none"> - agenda's included job creations for soldiers and war-

	<ul style="list-style-type: none"> - They would meet under secrecy and designed a post-war chart for American industry 	<p>workers</p> <ul style="list-style-type: none"> - Ability for manufacturers to have a high level of employment and production
<p>SONJ</p> <ul style="list-style-type: none"> - Standard Oil Company of New Jersey - 1945 	<ul style="list-style-type: none"> - During the war they involved in technological innovations with the enemy- Germany - Became a big scandal as the public found out through the media - Therefore SONJ was formed so that there can be discussion on the social contingencies face by capitalist enterprise— - They were hoping to arrive at decisions that would protect their considerable interests and would redirect the future life of the nation (p.247) 	<p>-achieved this through learning to reconverting image to help diminish the public scorn towards them.</p>
<p>Nayriah al-Sabah</p> <ul style="list-style-type: none"> - Daughter of Kuwaiti , ambassador to the US 	<p>1990- Her testament to the Iraqi invasion of Kuwait: Iraqi soldiers entered hospitals in Kuwait city removing hundreds of premature infants from incubators, leaving them to die on the hospital floors</p>	<p>Within a few months, tales such as hers had been broadcasted nationally through newspapers, television and radio, reading the public mind and leading a nation into war.</p>

Bibliography:

Ewen, S. (1996). *PR! A Social History of Spin*. Basic Books: USA