

[Download] The Responsive Chord: How media manipulate you: what you buy... who you vote for... and how you think.

The Responsive Chord: How media manipulate you: what you buy... who you vote for... and how you think.

Tony Schwartz

*audiobook / *ebooks / Download PDF / ePub / DOC*

“Practical and deep. I’d recommend it to anyone.”
Ira Glass, Creator & Host of NPR’s *This American Life*

THE RESPONSIVE CHORD



How media manipulate you:
what you buy...
who you vote for...
and how you think.

TONY SCHWARTZ

SECOND EDITION
foreword by John Carey

DOWNLOAD



READ ONLINE

#341673 in Books 2017-01-10Original language:English 9.00 x .40 x 5.90l, #File Name: 163353605X196 pages | File size: 24.Mb

Tony Schwartz : The Responsive Chord: How media manipulate you: what you buy... who you vote for... and how you think. before purchasing it in order to gage whether or not it would be worth my time, and all praised The Responsive Chord: How media manipulate you: what you buy... who you vote for... and how you think.:

3 of 3 people found the following review helpful. A Lifesaver in the Deluge of Informational NoiseBy Dr. Debra Jan

In 1973, when the first edition of this extremely important, indeed revolutionary book arrived, society was in the midst of a great division between a complacent, staid population and a counter-cultural rebellion of youth, who were questioning authority and social norms. The Civil Rights Movement of the 1950s and 1960s was begetting additional uprisings among women and LGBTQ communities. The War in Vietnam furthered mistrust of government and mainstream media. Intellectuals were beginning to analyze social conditioning and communication. The Medium is the Message, observed Marshall McLuhan. Tony Schwartz was a sound nerd and student of how advertising commercial, public service, and political was most efficient and persuasive among the various forms of communication: radio, television, telephone, and print, foreshadowing the internet. Over the past year and continuing today, we are drowning in a propaganda war of an even greater social division. Because we need to be alert to the forces of conditioning and manipulation by all parties, be it government, media, corporations, or our neighbors, the book has again become significant and germane to walking the tightrope of news and fake news, wisdom and deceit. In merely some 150 pages of concise, easy to understand text, the reader will find a treasury of concepts and examples. Tony Schwartz had a hand in developing the daisy and child political advertisement, aired only once during a prime TV movie, that destroyed the Goldwater Presidential campaign against Lyndon Johnson. It was as effective as Apple's Big Brother and hammer advertisement that also was shown once at the national level during the Super Bowl. We recall emotions and context more than content, and if you are old enough to remember one or both of the mentioned ads, then you can appreciate how they were designed that way. The book also discusses age and ethnic/cultural distinctions and the importance of combined senses in getting and maintaining the message, again forecasting interactive education systems. Personal soundscapes, noise pollution, natural and urban sounds, and the tethering to electronics, already a growing problem, close out the book. Like the equally powerful books by anthropologist Edward T. Hall on how we communicate, dance to speech, and create culturally different limits of space and time, this book should be a basic book in college studies. Reading it should give pause in the deluge of informational noise.

4 of 4 people found the following review helpful. Wake up call
By Timothy R. O'Hanlon
For me, the information in this book is as vital and relevant now as it was when it was published in 1973, for the same reason that the insights shared by Marshall McLuhan in his famous 1969 Playboy Magazine interview are still vital and relevant. I really cannot talk about Tony Schwartz without mentioning Marshall McLuhan. For Schwartz, McLuhan was like what pure science is to applied technology. Schwartz essentially practiced what McLuhan preached and taught others to do the same. Today Marshall McLuhan is mainly known for a statement he made and the title of a book he published in 1967 -- "The Medium Is The Message". It is tragic that so few people understand what he meant by this! Before the Supreme Court decided to lift the ban on corporate spending, I would have chosen "unfortunate" instead of "tragic" to describe the possible impact of this lack of understanding. I also would have chosen "important" rather than "vital" to describe the relevance of the information contained in this book and McLuhan's interview. McLuhan was more interested in enlightening people as regards how electronic media affects us, so we would not be manipulated by it: "The extensions of man's consciousness induced by the electric media could conceivably usher in the millennium, but it also holds the potential for realizing the Anti-Christ -- Yeats' rough beast, its hour come round at last, slouching toward Bethlehem to be born. Cataclysmic environmental changes such as these are, in and of themselves, morally neutral; it is how we perceive them and react to them that will determine their ultimate psychic and social consequences. If we refuse to see them at all, we will become their servants" (Playboy Magazine 1969). Many might find this and much of what McLuhan said and wrote obscure, fanciful and difficult to understand. Schwartz was a notable exception. This statement from the book under review proves this: "The best political commercials are Rorschach patterns. they do not tell the viewer anything. They surface his feelings and provide a context for him to express these feelings." When Schwartz speaks of "commercials" he is mainly referring to the electronic "medium" itself; the "message" is what is used to "tell" the viewer something. Now take a moment to think about the feelings evoked by the media in the recent Presidential election and also about the extreme animosity many Americans now feel for President Obama. Where do you suppose this comes from? Schwartz used McLuhan's insights and knowledge to revolutionize the advertising business. He participated in developing effective advertising campaigns for hundreds of political candidates, including Lyndon B. Johnson, Jimmy Carter and Bill Clinton. Those powerful individuals and corporations who control electronic media, including recorded music, TV, video games and the Internet would like us to continue to believe that the influence of this media is benign or insignificant, when, in fact, as Marshall McLuhan knew and Tony Schwartz proved, the opposite is true! The powers that control the media, to a large extent, determine how we live, think, feel, interact, communicate and vote. For me, this book is not only interesting and worthwhile but essential reading! I believe that, to the extent that one understands the principles shared in it and also in McLuhan's 1969 interview (available for download on the Web), one has more control over his or her future and freedom!

1 of 1 people found the following review helpful. This is a forgotten book by one of the greatest minds in American advertising history
By Felix
This is an excellent read for the business men in today's economy, and specially for marketers and sales people. I couldn't put this book down and read it the first day I got it. Tony Schwartz was a genius, and it's no wonder to me why he was in the position he was in (the man played a big part in the progression of mass media into what it is today). This book will also show you how and why the people behind the curtains manipulate the mind of the masses. Within these 170+

pages there are some gold nuggets to be picked and the book is totally worth its price.

The essential guide to how media shape our lives. By the creator of the most talked about political ad in television history. Tony Schwartz drew on his unparalleled experience in the communications industry to give us *The Responsive Chord*, an engaging read and one of the seminal books on media. 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. A model which has made us blind to many of the inner workings of modern communication. In *The Responsive Chord*, he puts forth the resonance principle--that the meaning of an ad (or any other piece of communication) is not present in the ad itself but rather in how the ad relates to the vast array of knowledge and associations already held in the mind of the viewer both factual and emotional. Thus, audience members do not merely digest a message; they are an essential force in creating it. Schwartz guides us through the many fascinating consequences. The implications for anyone looking to impart a message or influence decisions are enormous. With so many people now 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 Responsive Chord* as a freshman in college and it affected everything I've ever made since. Its message is practical and deep. I'd recommend it to anyone." Ira Glass, Creator Host of NPR's *This American Life* "Tony Schwartz was a genius in his understanding of the communications revolution of the 20th century. My interview with him was one of my favorites and one of the most important of my own long career in broadcast journalism." Bill Moyers, Journalist, Political Commentator and White House Press Secretary "Tony Schwartz was not only an original theorist but a master persuader whose must-read book is brimming with indispensable insight about how humans construct meaning through media." Prof. Kathleen Hall Jamieson, Director, Annenberg Public Policy Center "Here's the still-true story about how a media environment can shape our thoughts, our purchases and, yes, our votes. It's not just the content that influences us; if only it were that simple. No, it's the media themselves, the political economy driving them, and the atomizing impact of their targeted messaging. Maybe reading this book will prepare us to think more critically about the way social media is used on, and against us today." Douglas Rushkoff, author, *Program or Be Programmed*, *Present Shock*, and *Throwing Rocks at the Google Bus* "The *Responsive Chord* had a profound impact on me when I first read it as a teenager, and it sparked a lifelong interest in the impact of media and technology in education. Re-reading it today, Tony Schwartz's observations about education in a media-saturated environment are deeply prescient and more relevant than ever." Luyen Chou, Chief Product Officer, Pearson Education "I keep talking to Tony, learning from Tony, practically every day. Radio and audio are Tony's World. We just live in it." Christopher Lydon, Radio Host of *The Connection* and *Open Source*, former New York Times Journalist

Schwartz is original and intriguing; the book does strike a responsive chord. --New York Magazine From the Author "I read *The Responsive Chord* as a freshman in college and it affected everything I've ever made since. Its message is practical and deep. I'd recommend it to anyone." Ira Glass, Creator Host of NPR's *This American Life* "Tony Schwartz was a genius in his understanding of the communications revolution of the 20th century. My interview with him was one of my favorites and one of the most important of my own long career in broadcast journalism." Bill Moyers, Journalist, Political Commentator and White House Press Secretary "Tony Schwartz was not only an original theorist but a master persuader whose must-read book is brimming with indispensable insight about how humans construct meaning through media." Prof. Kathleen Hall Jamieson, Director, Annenberg Public Policy Center "Here's the still-true story about how a media environment can shape our thoughts, our purchases and, yes, our votes. It's not just the content that influences us; if only it were that simple. No, it's the media themselves, the political economy driving them, and the atomizing impact of their targeted messaging. Maybe reading this book will prepare us to think more critically about the way social media is used on, and against us today." Douglas Rushkoff, author, *Program or Be Programmed*, *Present Shock*, and *Throwing Rocks at the Google Bus* "The *Responsive Chord* had a profound impact on me when I first read it as a teenager, and it sparked a lifelong interest in the impact of media and technology in education. Re-reading it today, Tony Schwartz's observations about education in a media-saturated environment are deeply prescient and more relevant than ever." Luyen Chou, Chief Product Officer, Pearson Education "I keep talking to Tony, learning from Tony, practically every day. Radio and audio are Tony's World. We just live in it." Christopher Lydon, Radio Host of *The Connection* and *Open Source*, former New York Times Journalist About the Author Tony Schwartz (1923-2008) has been described as a "media guru," a "media genius" and a "media muscleman." Schwartz created commercials for over four hundred corporations, designed sound for sixteen Broadway shows, and was a four-time winner at the Cannes Film festival. As a specialist in political media, he produced television and radio commercials for the campaigns of two U.S. Presidents, as well as hundreds of candidates at all levels of government. He was the creator of the first anti-smoking ad, the first ads to use voices of real children (instead of adult actors), and *Daisy*, the 1964 commercial for President Johnson that remains the most talked-about political ad in television history. For more than thirty years, he produced and hosted a weekly radio show, *Around*

New York, on WNYC. A recipient of three honorary doctorates, Schwartz lectured worldwide and taught media studies at New York University, Harvard, Columbia and Fordham. He produced and recorded over a dozen commercial records; one of them, *New York Taxi Driver*, was among the first 100 recordings inducted into the National Recording Registry. In 2007, Schwartz's entire body of work was acquired by the Library of Congress.