



War Made Easy: How Presidents and Pundits Keep Spinning Us to Death

By Norman Solomon

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War Made Easy cuts through the dense web of spin to probe and scrutinize the key "perception management" techniques that have played huge roles in the promotion of American wars in recent decades. This guide to disinformation analyzes American military adventures past and present to reveal striking similarities in the efforts of various administrations to justify, and retain, public support for war. *War Made Easy* is essential reading. It documents a long series of deliberate misdeeds at the highest levels of power and lays out important guidelines to help readers distinguish a propaganda campaign from actual news reporting. With *War Made Easy*, every reader can become a savvy media critic and, perhaps, help the nation avoid costly and unnecessary wars.

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Bibliography

- Sales Rank: #493984 in Books
- Published on: 2006-06-01
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .92" w x 6.18" l, .89 pounds
- Binding: Paperback
- 320 pages

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Editorial Review

Review

* Media critic Solomon (*Target Iraq: What the News Media Didn't Tell You*) looks at the pro-war propaganda generated by the U.S. government during military interventions, emphasizing the influence of the media upon public opinion. He begins in 1965, when President Johnson crafted public messages as he sent troops to the Dominican Republic. Solomon claims that LBJ's handling of this invasion established the prototype for a media agenda employed by subsequent presidents to create public approval for their actions. He finds several formulaic messages that help persuade the public to support military intervention. These include portraying America as a fair and noble superpower, whose honest leaders work hard to avoid war, and the enemy leader as an aggressive, Hitler-like violator of human rights who will do much harm unless the United States intervenes. Solomon's timely analysis, which continues through the current war in Iraq, provides the public, analysts, and journalists with useful tips on how to evaluate the prewar messages of any administration, current or historical. Of interest to both public and academic libraries.—Judy Solberg, George Washington Univ. Libs., Washington, DC (*Library Journal*, July 15, 2005)

""An engaging book that helps explain how the myth-making machine works."" (*The Texas Observer*, July 8, 2005)

""Brutally persuasive...a must-read for those who would like greater context with their bitter morning coffee, or to arm themselves for the debates about Iraq that are still to come."" (*Los Angeles Times*, June 29, 2005)

Review

"Norman Solomon is one of the bravest and best American journalists, especially when he is dissecting the topics of war and the media. *War Made Easy* exposes and explains the lies and deceptions that have misled our nation into vile and bloody disasters from Vietnam to El Salvador to Iraq; it reveals the frequent cowardice and culpability of the US media that often behaves as a propaganda arm of the Pentagon. *War Made Easy* is a sobering and essential book that Americans should read, share, and discuss."

—John Stauber, co-author of *Weapons of Mass Deception* and *Banana Republicans*

"If you don't have fun reading Norman Solomon's *War Made Easy*, you don't know how to have a good time. This exceptional book will drive our bonkers leaders and their mouthpieces in the US press crazier than they are already. Read one passage each night to your children to protect them from the brain-snatchers and dummy-fiction zombies of America's news media of the living dead."

—Greg Palast, author of *The Best Democracy Money Can Buy*

"If you want to help prevent another war (Iran? Syria?), read *War Made Easy* now. This is a stop-the-presses book filled with mind-blowing facts about Washington's warmongers who keep the Pentagon budget rising. It would be funny if people weren't dying. *War Made Easy* exposes the grisly game and offers the information we need to stop it."

—Jim Hightower, author of *Let's Stop Beating Around the Bush*.

"America's mainstream media didn't launch the war on Iraq, but the Bush administration sure couldn't have waged it without them. The great lesson of *War Made Easy* is that, alas, such journalistic malfeasance is nothing new; our media have a history of enabling Washington's foreign misadventures. Perhaps if enough

people read--and act on--this book, it won't be so easy next time."

—Mark Hertsgaard, journalist and author of *On Bended Knee: The Press and the Reagan Presidency*.

From the Inside Flap

"Norman Solomon has been exploring the hard questions for thirty years, asking in particular, why our media serves us so poorly in making sense of the choices we face. *War Made Easy* looks at the lies we tell ourselves as we annihilate life and liberty and call it freedom."

—Paul Rogat Loeb, editor of *The Impossible Will Take a Little While: A Citizen's Guide to Hope in a Time of Fear*

You've heard it all before, and you will no doubt hear it again. "Our leaders will do everything they can to avoid war." "They attacked us." "Our enemy is a modern-day Hitler." "This is all about human rights." And, at some point after these and other pronouncements had echoed through the media for weeks or months, American troops marched into Vietnam, Panama, or Iraq. Since the mid- 1960s, American presidents have developed, refined, and perfected powerful propaganda machines for leading the nation to war.

In *War Made Easy*, nationally syndicated columnist, media critic, and author Norman Solomon cuts through the dense web of spin to probe and scrutinize the key "perception management" techniques that have played huge roles in the promotion of American wars in recent decades.

This user-friendly guide to disinformation parses the preludes to American military adventures past and present. It reveals striking similarities in the efforts of various administrations to justify, and retain, public support for war. This proven formula includes everything from demonizing the enemy and proclaiming the selflessness of American motives to disseminating inaccurate "facts" and dispatching armies of well-briefed pundits to repeat them ceaselessly in the media and brand any opposition as unpatriotic and anti-American.

Even more distressing than this heavily orchestrated approach to beating the war drum, Solomon says, is its repeated success. In virtually every instance, a president who wanted to go to war was able to do so with minimal political opposition, substantial cooperation in the media, and the support of most of the public.

War Made Easy is important reading for every American. In addition to documenting a long series of deliberate misdeeds at the highest levels of power, it lays out important guidelines to help us distinguish elements in a propaganda campaign from actual news reporting. By following these simple suggestions, every citizen can become a savvy media critic and, perhaps, help the nation avoid the next costly and unnecessary war.

Users Review

From reader reviews:

Ralph Capra:

What do you consider book? It is just for students since they are still students or the idea for all people in the world, what the best subject for that? Just you can be answered for that question above. Every person has different personality and hobby for each other. Don't to be obligated someone or something that they don't desire do that. You must know how great along with important the book *War Made Easy: How Presidents and Pundits Keep Spinning Us to Death*. All type of book could you see on many solutions. You can look for the internet methods or other social media.

Betty Edmond:

Spent a free time for you to be fun activity to perform! A lot of people spent their spare time with their family, or their particular friends. Usually they carrying out activity like watching television, going to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Can be reading a book can be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to attempt look for book, may be the reserve untitled War Made Easy: How Presidents and Pundits Keep Spinning Us to Death can be fine book to read. May be it can be best activity to you.

Willis Newby:

As a college student exactly feel bored to be able to reading. If their teacher asked them to go to the library or to make summary for some guide, they are complained. Just little students that has reading's heart or real their pastime. They just do what the teacher want, like asked to go to the library. They go to at this time there but nothing reading really. Any students feel that reading through is not important, boring as well as can't see colorful pictures on there. Yeah, it is for being complicated. Book is very important for you. As we know that on this period of time, many ways to get whatever we want. Likewise word says, ways to reach Chinese's country. So , this War Made Easy: How Presidents and Pundits Keep Spinning Us to Death can make you feel more interested to read.

Thomas Rice:

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