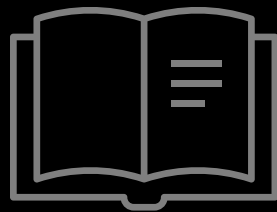


Influencers

GENESIS 3 : 1 - 5

. . . more subtil . . .



SUBTIL

Sly, artful, cunning

Edward Bernays

britannica.com (1)

Edward Bernays (born November 22, 1891, Vienna, Austria—died March 9, 1995, Cambridge, Massachusetts, U.S.)

pioneer American publicist who is generally considered to have been the first to develop the idea of the professional public relations counselor ...

britannica.com (2)

... i.e., one who draws on the social sciences in order to motivate and shape the response of a general or particular audience.

britannica.com (3)

Bernays was a year old when his parents moved to New York City from Austria, where his uncle, the psychoanalyst Sigmund Freud, was beginning his work. His mother was Freud's sister, Anna, and his father was a successful grain merchant.

Edward Bernays: The Original Influencer

An uncanny ability to mould public desire made Edward Bernays one of the 20th century's most influential – yet invisible – characters, the architect of modern mass manipulation.

Edward Bernays: The Original Influencer

An uncanny ability to mould public desire made Edward Bernays one of the 20th century's most influential – yet invisible – characters, the architect of modern mass manipulation.

**Who do you think
would hire someone
like this in 1929?**

HistoryToday.com | Article

Bernays needed advice and consulted the psychiatrist A.A. Brill, who had been one of Freud's pupils. 'What', he asked Brill, 'is the psychological basis for a woman's desire to smoke?' 'Cigarettes which are equated with men', came the reply, 'become torches of freedom.' That was Bernays' inspiration. His campaign? To get young feminists to light up cigarettes – torches of freedom – in public as an act of emancipation during New York's Easter Parade. This, he believed, would make its way into the nation's newspapers.

“ ‘Group of Girls Puff at Cigarettes as a Gesture of “Freedom”’, read the front page of the *New York Times* on April 1st, 1929. It was no April Fools’ joke; rather, this spectacle of liberated, smoking women was one of Bernays’ most celebrated publicity stunts. “



Everyday

Reach
for a
LUCKY
instead of a
sweet

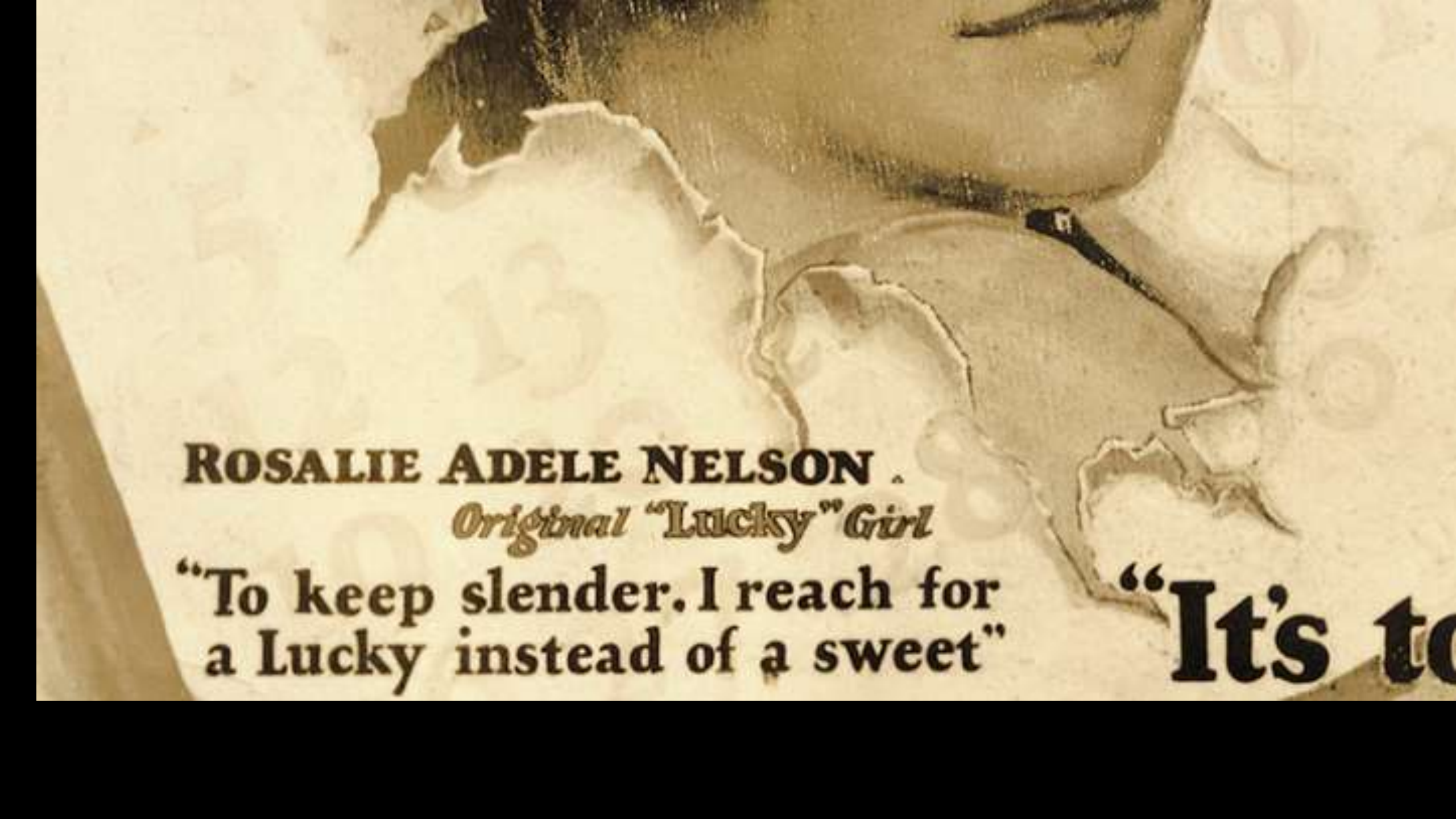


ROSALIE ADELE NELSON

Original "Lucky" Girl

**"To keep slender, I reach for
a Lucky instead of a sweet"**

"It's toasted" - No Throat Irritation - No Cough

A vintage advertisement for Lucky cigarettes. The top half of the image shows a close-up of a woman's face, with her eyes closed and a serene expression. The paper is torn and layered, creating a collage effect. The text is printed on the white paper that has been torn away from the background image.

ROSALIE ADELE NELSON .

Original "Lucky" Girl

**"To keep slender. I reach for
a Lucky instead of a sweet"**

"It's to

Yet Bernays had an even larger vision of public relations, one that extended beyond the narrow bounds of marketing campaigns. For him, PR was the instrument to guarantee a smoothly functioning society. Since 'the masses' – according to Bernays – are incapable of making rational decisions, 'the conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society'."

59-0614 — Balm In Gilead

17 I spoke to a woman some time ago, and she was looking so frail. She'd noticed sometime in her younger days of this advertisement on the televisions and the signboards of beautiful women smoking cigarettes. And the company says that it will make you thin. That's when they sold their product to the public.



59-0614 — Balm In Gilead

If it makes you thin, is because you're dying. It's TB and cancer that's making you thin. She said, "I just have to smoke. I'm a slave to it."



59-0614 — Balm In Gilead

Well, you don't have to be a slave to it. There is a Balm in Gilead. There's a Balm in Christ. There's a cure for it. You don't have to do it. You don't have to drink. You don't have to smoke. You don't have to gamble. ...



59-0614 — Balm In Gilead

... The reason you do it, is because you refuse the remedy. You'll die on the church steps until you take the remedy that cures. That's what satisfies. That's what takes sin away. They say, "I just can't help it." You can help it.



But we aren't animals!
Society has grown
wiser. WE are above
such influence!



usatoday.com | Article

January 13, 2024

**What is so special about
Stanley cups? The
psychology behind the
year's thirstiest obsession**

Betty Lin-Fisher / Bailey Schulz / USA TODAY