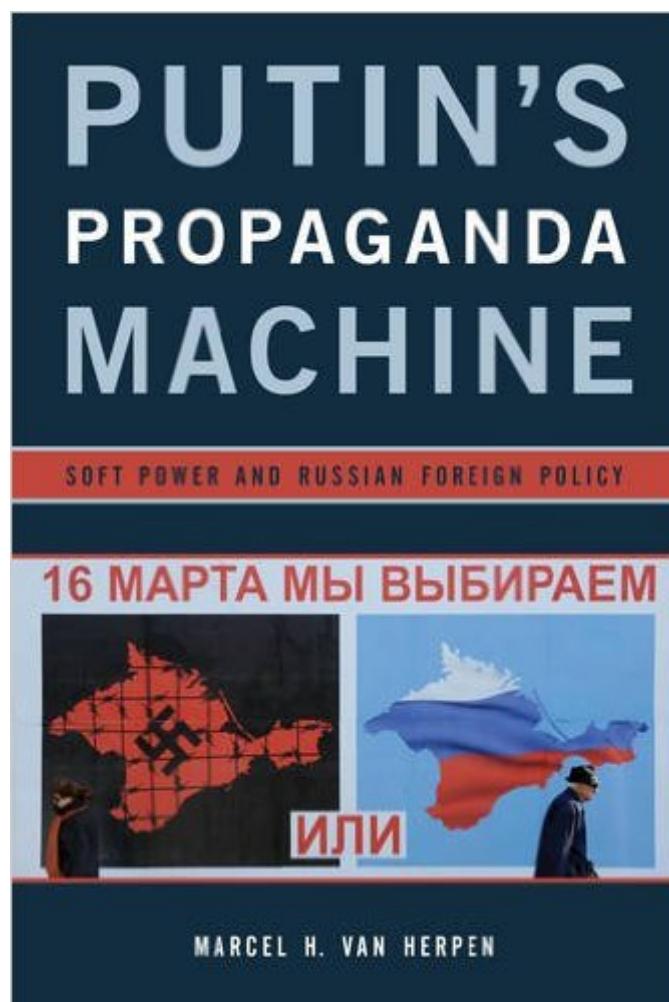


The book was found

# Putin's Propaganda Machine: Soft Power And Russian Foreign Policy



## Synopsis

Putin's Propaganda Machine examines Russia's information war, one of the most striking features of its intervention in Ukraine. Marcel H. Van Herpen argues that the Kremlin's propaganda offensive is a carefully prepared strategy, implemented and tested over the last decade. Initially intended as a tool to enhance Russia's soft power, it quickly developed into one of the main instruments of Russia's new imperialism, reminiscent of the height of the Cold War. The author describes a multifaceted strategy that makes use of diverse instruments, including mimicking Western public diplomacy initiatives, hiring Western public-relations firms, setting up front organizations, buying Western media outlets, financing political parties, organizing a worldwide propaganda offensive through the Kremlin's cable network RT, and publishing paid supplements in leading Western newspapers. In this information war, key roles are assigned to the Russian diaspora and the Russian Orthodox Church, the latter focused on spreading so-called traditional values and attacking universal human rights and Western democracy in international fora. Van Herpen demonstrates that the Kremlin's propaganda machine not only plays a central role in its hybrid war in Ukraine, but also has broader international objectives, targeting in particular Europe's two leading countries—France and Germany—with the goal of forming a geopolitical triangle, consisting of a Moscow-Berlin-Paris axis, intended to roll back the influence of NATO and the United States in Europe. Drawing on years of research, Van Herpen shows how the Kremlin has built an array of soft power instruments and transformed them into effective weapons in a new information war with the West.

## Book Information

Paperback: 336 pages

Publisher: Rowman & Littlefield Publishers (October 1, 2015)

Language: English

ISBN-10: 1442253614

ISBN-13: 978-1442253612

Product Dimensions: 6 x 0.7 x 8.9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #271,098 in Books (See Top 100 in Books) #58 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Cultural Policy #63 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Propaganda & Political

[Download to continue reading...](#)

Putin's Propaganda Machine: Soft Power and Russian Foreign Policy Sh'ma: A Journal of Jewish Responsibility -- Iran, Israel, and U.S. Foreign Policy (Iran, Israel and U.S. Foreign Policy Book 39) Bread Machine Cookbook: 101 Delicious, Nutritious, Low Budget, Mouthwatering Bread Machine Cookbook: Best Bread Machine Bread Recipe Recipes for Perfect-Every-Time Bread-From Every Kind of Machine Cold War Games: Propaganda, the Olympics, and U.S. Foreign Policy (Sport and Society) My Yonanas Frozen Treat Maker Recipe Book: 101 Delicious Healthy, Vegetarian, Dairy & Gluten-Free, Soft Serve Fruit Desserts For Your Elite or Deluxe Machine (Frozen Desserts & Soft Serve Makers) The UAE and Foreign Policy: Foreign Aid, Identities and Interests (Culture and Civilization in the Middle East) Tecnicas de Persuasion / Techniques of Persuasion: De la propaganda al lavado de cerebro/ From Propaganda to Brainwashing (Psicologia/ Psychology) (Spanish Edition) The Russian Word's Worth: A Humorous and Informative Guide to Russian Language Culture and Translation (New Russian Writing) Bread Machine Cooking - The Ultimate Guide to Bread Machine Bread Baking: Over 24 Bread Machine Recipes You Will Love! Russian Classics in Russian and English: Notes from Underground by Fyodor Dostoevsky (Dual-Language Book) (Russian Edition) Petrostate: Putin, Power, and the New Russia Soft Tissue Injuries and Hard Ball Tactics: Dealing With Soft Tissue Injuries and Insurance Companies Electrostatic Effects in Soft Matter and Biophysics: Proceedings of the NATO Advanced Research Workshop on Electrostatic Effects in Soft Matter and ... 1-13 October 2000 (Nato Science Series II:) The Gradual Convergence: Foreign Ideas, Foreign Influences, and English Law on the Eve of the 21st Century Big Lies: The Right-Wing Propaganda Machine and How It Distorts the Truth Cambridge IGCSE & International Certificate Spanish Foreign Language: Grammar Workbook (Cambridge Igcse Modern Foreign Languages) (Spanish Edition) Power Training: For Combat, MMA, Boxing, Wrestling, Martial Arts, and Self-Defense: How to Develop Knockout Punching Power, Kicking Power, Grappling Power, and Ground Fighting Power The Less You Know, The Better You Sleep: Russia's Road to Terror and Dictatorship under Yeltsin and Putin All the Kremlin's Men: Inside the Court of Vladimir Putin ¿ QUIÉN ES VLADIMIR PUTIN?: El Presidente ruso que más tiempo ha estado en el cargo desde la caída de la URSS. (Spanish Edition)

[Dmca](#)