



Swift Viewing: The Popular Life of Subliminal Influence

Charles R. Acland

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Since the late 1950s, the idea that hidden, imperceptible messages could influence mass behavior has been debated, feared, and ridiculed. In *Swift Viewing*, Charles R. Acland reveals the secret story of subliminal influence, showing how an obscure concept from experimental psychology became a mainstream belief about our vulnerability to manipulation in an age of media clutter. He chronicles the enduring popularity of the dubious claims about subliminal influence, tracking their migration from nineteenth-century hypnotism to twentieth-century front-page news. His expansive history of popular concern about subliminal messages shows how the notion of “hidden persuaders” became a vernacular media critique, one reflecting anxiety about a rapidly expanding media environment. Through a deep archive of eclectic examples, including educational technology in the American classroom, mind-control tropes in science fiction, Marshall McLuhan’s media theories, and sensational claims in the late 1950s about subliminal advertising, Acland establishes the subliminal as both a product of and a balm for information overload.

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