**The Persuaders Discussion Questions**

***Marketing Politics***  
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* Political consultant Frank Luntz tells his clients that, "80 percent of our life is emotion and only 20 percent is intellect. I am much more interested in how you feel than how you think." Contrahttp://www.pbs.org/wgbh/pages/frontline/art/common/blank.gifst this with Thomas Jefferson's notion that democracy requires an "informed citizenry." What is the potential impact of Luntz's political strategy recommendations on the health of democracy?
* Rushkoff says that political strategist Frank Luntz" has built his career on a simple idea: It doesn't matter what you want to tell the public, it's about what they want to hear." Do you think the phrases that Luntz develops to "sell" political positions help clarify the issues or mislead voters?
* Douglas Rushkoff asks, "What does it mean when we begin to merge our once separate roles as consumers and citizens?" How would you answer Rushkoff's question? Given that the U.S. economy is based on consumer spending, is it patriotic to shop?
* "The Persuaders" points out that there are laws governing truth in advertising for products and services, but that "politicians can legally say whatever they want." Should political ads be governed by the same kinds of laws that govern product ads? Why do you think there aren't such laws?

***Marketing Culture***  
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* Douglas Rushkoff asks, "What happens when advertisers assume the roles of our writers, journalists, and entertainers?" How would you answer him?
* Discuss: “Once a culture becomes entirely advertising friendly it ceases to be a culture at all.”
* Advertising executive Douglas Atkins argues that purchasing branded merchandise now provides that same sense of belonging that was once provided by community institutions like schools, churches, civic groups, or fraternal orders. What provides you with a sense of belonging or identity? What role, if any, does marketing play in what you identify with or where you hang out the most?