

By Jaap van Ginneken

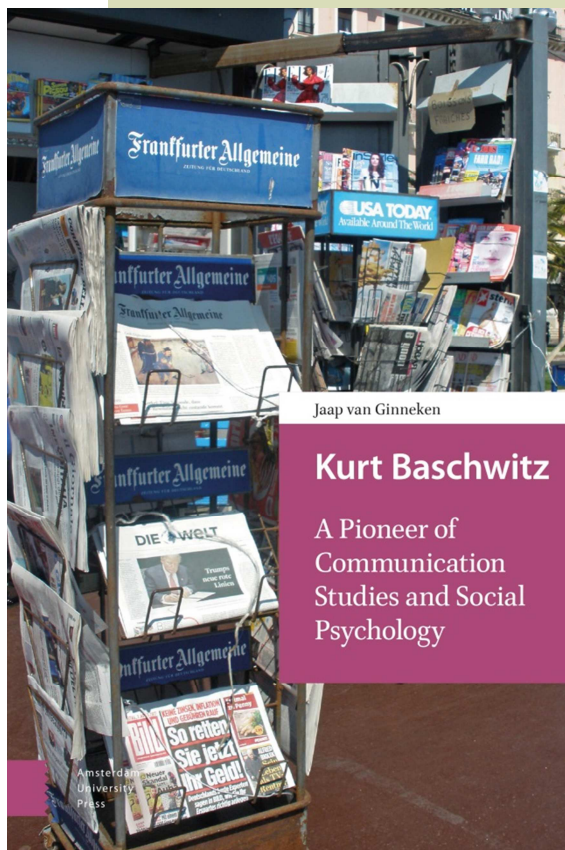
Kurt Baschwitz

A Pioneer of Communication Studies and Social Psychology

In this accessible, unique study of a forgotten but noteworthy figure, the author tells the story of the life of Kurt Baschwitz (1886–1968), a scholar who fled from the Nazis. He wrote six books, never translated into English, on four related themes: the press, propaganda, politics, and persecution. Baschwitz independently developed concepts that are now seen as key to communication science and social psychology, and the author places Baschwitz's ideas in the wider context of his dramatic life and times.

"This book presents the extraordinary life and scientific works of the brilliant European scientist Kurt Baschwitz, a founding father of the study of mass psychology, collective behavior sociology and media studies in Europe. This book will eventually help to rediscover the originality of the great contributions of this pioneering scholar."

Willem Koops, distinguished professor at Utrecht University, The Netherlands



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Kurt Baschwitz

A Pioneer of
Communication
Studies and Social
Psychology

Jaap van Ginneken studied social psychology in Amsterdam, with mass psychology and mass communication as subsidiary subjects, and did a PhD on the history of political and mass psychology. He taught part-time at the University of Amsterdam, department of Communication Science, and in addition took on a wide range of media projects on science communication.

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