



# Embedded: Weapons of Mass Deception

*Danny Schechter*

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## **Embedded: Weapons of Mass Deception** Danny Schechter

There were two wars going on in Iraq—one fought with armies of soldiers, bombs, and fearsome military force. The other was fought alongside it with cameras, satellites, armies of journalists, and propaganda techniques. One war was rationalized as an effort to find and disarm WMDs—Weapons of Mass Destruction; the other was carried out by even more powerful WMDs, Weapons of Mass Deception. Veteran journalist and media watcher Danny Schechter, a former ABC and CNN producer, monitored and now analyzes the cheerleading for a war in which reporting was sanitized, staged, and suppressed. The author of *Media Wars: News at a Time of Terror*, *The More You Watch the Less You Know*, and *News Dissector*, brings an insider's knowledge based on thirty years in journalism with an outsider's perspective to critiquing media coverage. Throughout the war he was "self-embedded" at Mediachannel.org, the world's largest online media issues network.

Schechter's insightful, wide-ranging critique of the American media's war coverage targets the way in which a virtual merger between the Pentagon and the media produced a war spectacle that the American public was primed to see, media collusion in the campaign to discredit the UN, "rightwing liberation theology" as war propaganda, the cozy relationship between news anchors and retired officers hired as military analysts, the controversies over Peter Arnett and Geraldo Rivera, the looting of Baghdad, the lack of media focus on civilian casualties, the disparities in coverage between U.S. and foreign media, and more.

Schechter's disturbing indictment of the major media as purveyors of infotainment instead of news will serve as a wake-up call to journalists, media critics, and everyone who cares about a well-informed citizenry as the basis of democracy.

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