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Professional specialists have come to dominate public communication, and the modern public of the Enlightenment has been replaced by a "New Public", subject to mass persuasion through systematic advertising, lobbying, and other forms of media manipulation. Leon Mayhew examines this

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Professional specialists, using market research and promotional campaigns, have come to dominate public communication. The modern public of the Enlightenment, based on free discussion, has, in Leon Mayhew's terms, been replaced by a 'New Public,' subject to mass persuasion through systematic advertising, lobbying, and other forms of media manipulation. Mayhew examines this sociological development in terms of discourse and social influence, offering an original theory which bridges Talcott

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