



### Crowds in American Culture, Society and Politics

A Psychosocial Semiotic Analysis

By Arthur Asa Berger

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**Drawing on Gustave Le Bon and Sigmund Freud's works, this book provides important insights into the role of crowds in shaping American culture, politics, and society.**

Arthur Asa Berger presents an excellent discussion of Le Bon's classic *The Crowd* that reveals the relevance of the book for the reader today. Through his engaging writing style, Berger manages to bring Le Bon's arguments to life and to provide the reader with tools to analyze "crowds." —*Dirk vom Lehn, Professor of Organisation and Practice, King's College London, UK.*

This book builds on Le Bon's classic, *The Crowd*, to evaluate the role of crowds in American culture, society, and politics. It offers a detailed description of Le Bon's book along with material on Freud's book on group psychology, crowds and cults, the semiotics of crowds, American national character and crowds, the 1/6 attack on the Capitol, and crowds and COVID-19.

#### Readership

The book is highly resourceful for those pursuing courses on American culture, American politics, and social psychology.

#### Key selling points

- Shows the importance of crowds in contemporary American culture.
- Covers research findings of eminent writers and theorists about crowds.
- Presents the facts in a visually appealing manner.
- Engrosses the audience for its reader-friendly style.

#### Contents

1. Introduction; 2. The Crowd; 3. Group Psychology and the Analysis of the Ego; 4. Crowds and Cults; 5. The Semiotics of Crowds; 6. Crowds and American National Character; 7. Crowds and the January 6, 2021 Insurrection; 8. Crowds and Covid; 9. Coda; *Index*

#### About the Author(s) / Editor(s)

Arthur Asa Berger is Professor Emeritus of Broadcast and Electronic Communication Arts at San Francisco State University.

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