

Beat: Entertainment

## TWO FRENCH BOOKS - HOLLYWAR & MELENCHON & THE CONQUEST OF THE PEOPLE

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**USPA NEWS** - DEMOCRACY in Modern Usage, is a System of Government in which the Citizens exercise Power directly or elect Representatives from among themselves to form a Governing Body, such as a Parliament. Democracy is sometimes referred to as "Rule of the Majority". SOFT POWER is the Ability to attract and co-opt, rather than by coercion (Hard Power). Soft Power is the Ability to shape the Preferences of others through Appeal and Attraction. A Defining Feature of Soft Power is that it is Noncoercive ; the Currency of Soft Power is Culture, Political Values, and Foreign Policies. Recently, the Term has also been used in changing and influencing Social and Public Opinion through relatively less transparent Channels and Lobbying through Powerful Political and Non-Political Organizations.

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- "MELENCHON A La Conquete Du Peuple" (MELENCHON and People Conquest) by Lilian ALEMAGNA (Journalist at Libération) & Stéphane ALLIES (Journalist at Médiapart). Published in France by Robert Laffont Editions. Jean-Luc Mélenchon is a French Far-Left Politician serving as a Member of the National Assembly of France since 2017. After joining the Socialist Party in 1976, he was successively elected at Different Positions. He was part of the Left-Wing of the Socialist Party until the Reims Congress of 2008, at the Outcome of which he left that Party to found the Left Party with Deputy Marc Dolez.

As Leader of the Left Party, he joined the Electoral Coalition of the Left Front before the 2009 European Elections, and was elected Member of the European Parliament in the South-West Constituency (re-elected in 2014). During the Protest Movement against the Pension Reform of 2010, his Public Stature grew, thanks to his Many Public and Television Appearances. He was also the Candidate of that Coalition in the 2012 Presidential Election, at the Outcome of which he came in Fourth, receiving 11.1% of the votes. He founded the Movement "La France Insoumise" (FI) in February 2016. He was a Candidate in the 2017 Presidential Election "Outside The Frame Of Political Parties", at the Outcome of which he again came in Fourth, receiving 19.58% of the Votes. He became in June 2017 a MP for La France Insoumise by winning the following 2017 French Legislative Election (59.85% in the Second Round) in the 4th Constituency of Bouches-du-Rhône Department (Marseille)....

The Book is about the Life and Long Political Journey of Jean-Luc MELENCHON, born in Tanger (Morocco). His father, Georges, was a Postmaster of Spanish Descent, and his Mother, Jeanine Bayona, was a Primary School Teacher of Spanish and Sicilian Descent. He grew up in Morocco, until his Family moved to France in 1962. Mélenchon was then educated at the Public School Lycée Pierre-Corneille in the city of Rouen, Normandy. With a Degree in Philosophy from the University of Franche-Comté in Besançon, and having gained the CAPES (a Professional Teaching Qualification), he became a Teacher before entering Politics....

- "HOLLYWAR - Hollywood, Arme de Propagande Massive" (HOLLYWAR - Hollywood, Massive Propaganda Weapon) by Pierre CONESSA and Published by Robert Laffont Editions. Hollywood is often accused to be a Soft Power Tool in Foreign Policy Strategy of the United States Of America, Producing Ideology as a Psychological Means in the Foreign Policy of the United States ever since, communicating with its Target Audience non-stop. Hollywood, which globally engages to inject America's Image into the Minds of People, is an Entertainment Vehicle facilitating the Transmission of Social and Political Messages of the United States. Hollywood tells the Culture of Americans, justifies that Democratic Values are needed in the World, and attempt to put the Lifestyles of Foreign Public in the Social and Politics fields into a Form that is proper to American Values.

In the Structure of Hollywood, it is provided that People easily accept the American Views and it is accomplished through the Acceptation of these Opinions suggested. Soft Power of America is Hegemonically the Center of Global Culture. Popular Image of America is Uniquely Power in the World. Global Hollywood Movies are well known by many People in Foreign Countries. Most of People respect Hollywood Movies as a Witness of mobile and creative Culture and admire Hollywood's Success. According to many People, The USA means Power. Hollywood Movies that reach every corner of the World not only are Popular because of many reasons involved but also the quality of the Products mesmerize People. Merging Hollywood Movies together with the Target Audience in many TVChannels ease the Telling of America and it is seen as a Foreign Policy Activity that represents Country's Benefits.

In the Historical Process, the discourse in American Cinema has permanently changed. More recently, the Discourses of Hollywood Movies are those that gaining National Self-Confidence after Vietnam War, proving that there is no Racial Segregation in America in the period of Cold War, symbolizing the Politics that America follow against Soviet Union from the Cold War Period until now, creating New Opponents after Soviet Unions' Threat and consubstantiating East with Terrorism after 11 September Attacks.... Pierre CONESA is a Specialist in Geopolitics and has held Several Positions in the Ministry of Defense. He already wrote several Books with the same Publisher. In this Book, the Author goes through into details his Findings on the Methods of Persuasion and "Storytelling" used relating to Racial Discrimination, the Country's Past, the overexploitation of Violence, Sexism, Terrorism, the Country's Destiny...

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