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**Discours de propagande et techniques de manipulation
Propaganda Speeches and Manipulation Techniques**

Abstract: This paper analyses the hyper-pseudo-interactive contemporary society where human minds are alienated by publicity, the mass media and hollow political speeches. The democratic society is more and more permeated by persuasive manipulation because it is not aware of its mechanisms and of its consequences. Several main themes are examined in this paper: the most important propaganda tools (information, persuasion, seduction, coercion), « pipole » speeches in democratic context, propaganda and political speeches as well as manipulation by political propaganda (through « symbolic holograms» or telling-story). Attention is also paid to the importance of words in political propaganda.