

Title:

"Mouth to Mouth" a cult perspective: a Movie Review

Word Count:

283

Summary:

Through this movie you'll learn how some cults work. You will also learn how easy that is and

Keywords:

cults, mind control, influence, persuasion, JK Ellis

Article Body:

As a person interested in "group influence" it would be well worth anyone's while to rent/buy t

Based on the director's brief experience in Europe as part of a cult the story centers around She

What one can learn about "group influence" from this film is how easy it is to influence peopl

The formula becomes very clear.

1) treat them as your friend and show interest in them as a person.

2) Act like you know what you're talking about.

3) Give them the idea that they are part of something bigger, a cause.

4) Enforce obedience to the group cause.

You can also learn how easy it is for a group leader to abuse the power that is given him.

All the characters in this movie have SOMETHING in them that we can empathize with, even the a

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