

**HISTORY**

# THE ART OF SEDUCTION

2 x 45' (ENG, GER)

**Many seducers made history. How do they manage to tempt us again and again?**

Using fascinating examples from the past and present, the 2-part series immerses itself in a game about power, desire, and manipulation. How can the sex appeal of Elvis Presley be explained, who still makes the hearts of his fans beat faster today? How did Eva Perón manage to become one of the most politically influential women of the 20th century, even though she was not a politician herself? Why do we keep being seduced by people even with the knowledge that they are criminals? And how did the cigarette industry manage to convey an attitude to life that still entices billions of people to smoke today? The world has already produced many great seductresses and seducers. Renowned experts from various disciplines analyze what made them successful - and reveal the secret of their methods: psychologists explain why rejection is sometimes particularly seductive. Historians show what led us into temptation throughout history. Political scientists unmask the rational calculation behind seduction - and reveal how manipulation functions as a political weapon.



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## 1. The Power of Women

Eva Perón and Marilyn Monore were among the greatest seductresses of their time. But how did they achieve such success? What role did their looks, the way they spoke or their body language play? Elizabeth Holmes' story makes it obvious that even in business it is often all about seduction.

## 2. The Power of Men

How did Elvis manage to seduce millions with his very first hit? Why is his voice so seductive and what does music trigger in our brains? The founding father of PR, Edward Bernays, applied techniques back in the 1920s that psychologists and neuroscientists still use today for successful marketing.