Abstract
The objective of this work is to offer a panoramic of the model of propaganda developed by the North American linguist and political activist Noam Chomsky, with special incidence in the analysis made by Chomsky and Edward Herman in Manufacturing Consent. We will study the institutional mechanism, the operative structure of the media, the effects and the ideological beliefs from which it’s developed the model, emphasizing the contributions of the chomskyan model for the study of the propagandistic operation of the mass media system.

Keywords
Propaganda/Mainstream media/Noam Chomsky