

THE MANIPULATIVE CAPACITY OF MASS MEDIA

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Abstract

Purpose: The relevance of work is connected with understanding that the policy turns into the media process. Problematic is an allocation in a huge flow of information of the most priority and significant: consciousness of the recipient is considerably overloaded; the individual does not manage to carry out the analysis of the obtained information, and only gives it a superficial emotional assessment

Methodology: The method of comparison is used for the correlation of political media reality with reality. The method of the analysis of empirical data of political activity promotes the establishment of the truth in the registration of media materials.

Result: In the article, the levers used in mass media are analyzed, their manipulative potential is defined. Special attention is paid to the fact that virtualization of political reality in mass media leads to the emergence of ideological symbols. The practical importance of research of manipulative capacity of mass media consists of the identification of peculiar features, forms, and methods of impact on the consumer of information content.

Applications: This research can be used for universities, teachers, and students.

Novelty/Originality: In this research, the model of The manipulative capacity of mass media is presented in a comprehensive and complete manner.

Keywords: *Mass Media, Manipulation, Media Reality, Society, Communication, Media Image.*

INTRODUCTION

The media reality in the context of the mediatization of political processes can be understood as the special social and psychological paradigm designing public consciousness and modeling a political environment. A digital era, the Era of Media - the phenomenon ambiguous, generated a number of both positive, and negative phenomena. The modern structure of media space, active digitalization, internetization of society created conditions for effective feedback between the population and the state.

The relevance of a subject is connected with understanding that the policy turns into the media process. Media stimulate corresponding changes in space of political communications; to those media deform the system of representation of civil interests and influence changes in thematic content ([Pastukhov, 2014](#)). The political reality represents multiple media reality today.

Article purpose: to study the potential of media resources which considerably increases with the development of the information environment? Already today it is possible to speak about presence at some countries of experience of so-called "electronic democracy" and also about the emergence of prerequisites of formation of "the virtual state".

Interest in manipulative technicians in mass media space is traced in works not only foreign researchers: Jakubowicz R., Rude Awakening, Thussu D. K., Bignell J., Thiedeke, U., but also Russian scientists: Vartanova E. L., Dzyaloshinsky I. M. Kozlowski B. ([Thussu, 2009](#); [Vartanova, 2017](#); [Dzyaloshinsky, 2015](#); [Kozlowski, 2018](#); [Rusakova, 2010](#); [Yakovleva, Grigorieva, Grigorieva, 2016](#)), etc. In media communicative space writes O. F. Rusakov about the diffusion of the political field, paying attention that "there is an overflowing of political symbols and meanings from area objective political the practicing to the area virtual and media" ([Rusakova, & Gribovod, 2014](#)). Political life in Russian communication science and the media discourse turns into an independent imperious resource.

METHODS

In mass media space the political reality is transformed in virtual and, appearing to the symbolical field, influences the audience. The analysis of one of the key functions of media - ideological, allows establishing the formation of a certain picture of the world and the agenda and also the design of political media reality. The method of comparison is used for correlation of political media reality with reality. The method of the analysis of empirical data of political activity promotes the establishment of the truth in the registration of media materials.

RESULTS AND DISCUSSION

In mass media not only are created, but also the symbols and myths making a manipulative impact on the consciousness of consumers of content extent. The advertising borrowed from the sphere and public relations of technology of image-making, branding, direction, and formation of myths is based on the connection of magic and technical attitude.

Development of electronic infrastructure, virtual reality led to purposeful creation of the texts forming space of "false reality". Mifotekhnolog transmits through SMK to the huge mass of people the "authoritative opinion" in the course of "pseudo-thinking" transformed by individuals to "own opinion" (Mettan, 2015).

The distinctive feature of media reality is that often it is not possible to verify the authenticity of its symbols and images. Various technicians of manipulation of consciousness of audience, for example, intended distortion of information, its tendentious giving can be applied to designing of media reality that led to emergence of the term "media fake discourse" which is understood "as a way of designing by rhetoric-semiotics and media means of the imaginary reality broadcast in various formats: from simple imitation before sophisticated falsification" (Grishayeva, 2015). It is possible to carry a photomontage, video substitution, crafty media statistics and a video horror story to the means of distortion of reality which are often used in media space: all above-mentioned ways are included in an arsenal of information war; similar throws are carried out even by the leading international mass media.

The media reality for the inhabitant replaces reality social, the image of an event in his consciousness forces out an event. The specified process can be tracked on the example of publications of the Kommersant (Ilyin, 2014) newspaper, see Table 1 "Examples of Manipulative Influence in Media".

Table 1: "Examples of Manipulative Influence in Media"

#	Message source	Heading	Lever
	Kommersant newspaper No. 68 of 17.04.2019	Speakers made of these people	article assumption about personnel changes in the government
1.	Kommersant newspaper No. 86 of 22.05.2019	All power to the showman	pun
2.	Kommersant newspaper No. 88 of 24.05.19	Ode to reward	the irony in a combination of elevated style and base language
3.	Kommersant newspaper No. 88 of 24.05.19	Pensions unite borders	depersonalization of the term
4.	Kommersant newspaper No. 88 of 24.05.19	To industrial technologies, sovereignty is not written	replacement of an element of a phraseological unit "the law is not written"
5.	Kommersant newspaper No. 88 of 24.05.19	Advertising does not go under the earth	Periphrasis "under the earth" - "in the subway"
6.	Kommersant newspaper No. 88 of 24.05.2019	Alexander Lukashenko's "Friendship" is depleted	identification of the president and state; use of the multiple-valued verb "download" in a context "destruction of arrangements with Russia on delivery of oil on the Friendship pipeline"
7.	Kommersant newspaper No. 90 of 28.05.19	Zelensky little men	phonetic accord with "little green men"
8.	Kommersant newspaper No. 92 of 30.05.2019	The government will be supplemented with artificial intelligence	ambiguity
9.	Kommersant newspaper No. 92 of 30.05.2019	Europe of weak banks	betrayal of confidence, the instruction on the location of weak banks
10.	Kommersant newspaper No. 94 of 01.06.2019	The boundary problem turned into paginal	word-play: paginal = between the countries
11.	Kommersant newspaper No. 93 of 31.05.2019	What is artificial, is not ugly	replacement of a component of an aphorism with substitution of sense
12.	Kommersant newspaper No. 95 of 02.06.2019	The Times: Russia can be discharged from the Olympic Games of 2020	the politicization of sport; substitution of concepts: Russia = Russian athletes; emphasis attention on the information source

The media reality is designed language (and not language means), created purposefully and consciously various ways, one of which is the use of synonymous lexical units with various shades of values, various cognitive coloring (junta - the government, the leader - the president, separatists - rebels, etc.). Use of different nominative means at the designation of the same phenomenon causes also the different attitude towards him, and - further - different actions and behavior of recipients in the context of this phenomenon. In particular in the book Guy Mettan it is told about the creation of "special language which mass media and the academic circles use". Researchers designate a similar way of submission of

information the term "labeling". In V. W. Köster's works, "the system of media designs the world as a set media of the reported signs which became the representations which are not identified with reality", thus, "simulacra do the difference between the power of media and the political power problematic". It is possible to assume that owing to the nature simulacra is an integral part of space of political communication; their emergence is based on the power, race for power and strategic superiority of various political actors. One-stage mass dismissal in solidarity of department of the policy of the Kommersant newspaper after the message by journalists about the possible resignation of the speaker of the Federation Council Valentina Matviyenko and the followed pressure upon authors of note is indicative in this plan. The management of the edition counted material custom. Generation of simulacra, according to L. I. Grishayeva, - one of the most effective the technician of manipulation when in a media discourse gradually, but steadily replace ideas of reality in the consciousness of recipients of media texts. Therefore and because of its recipients consider the reality designed in a media environment even more valid, than that that is actually.

Factor, important for political communication, in the context of impact on opinion and behavior of the audience, is information redundancy of media space. At the same time, it is important to understand that making myths not always purposefully: for example, the political actor or the correspondent of any edition can in a certain way submit information not from malicious desire to manipulate the consciousness of audience, and owing to sincere belief that this information is true and really important. The domination of a similar great number of actors - everyone with the beliefs and vision of the situation - also promotes the strengthening of information noise and negatively affects the consciousness of recipients. A. N. Ilyin pays attention that "it is difficult to distinguish a lie from the truth <...> the yesterday's lie is already necessary to nobody, it is forgotten and forgotten desire to expose it" (Goryacheva, 2014; Khismatullina, Goryacheva, & Gunko, 2018). The similar "condition of public amnesia" creates the fertile field for use of manipulative technologies in space of political communication and also the psychological and moral state of recipients of information, their consciousness puts at additional risk.

Fair is a statement that "In the modern world there is a deleting of cultural, economic, political, social borders, a complication of communicative streams, increase in the amount of information" (Antúnez, 2017). Problematic is an allocation in a huge flow of information of the most priority and significant: consciousness of the recipient is considerably overloaded, the individual does not manage to carry out the analysis of the obtained information, and only gives it a superficial emotional assessment before the next news of the hour is replaced another. Even if the news is identical to reality (and the media reality owing to features of functioning at best will broadcast the news most close to the truth), the individual often, all the same, cannot critically comprehend it because of a lack of time.

SUMMARY

The virtual reality can not only contradict objective reality: the set of streams and phenomena in it can contradict each other that subject's consciousness of recipients to a bigger loading and even stronger complicates processes of perception and judgment. In the communicative space of media, the significant role, according to Tyon A. van Dijk, is allocated for visualization which has memorability and suggestive influence, so the power over the recipient (Kvet, & Matiasko, 2018). Seeking to comprehend the events, having kept the integrity of perception, the person minimizes efforts on the critical analysis of the obtained information. In the conditions of an excessive news flow, formation of total scepticism or optionality of the data correlated to the acquired system of values that finds confirmation in the public texts "on the one hand reflecting an aggressive spirit of society, with another - the installations using estimated lexicon as the tool for formation on opposition is possible". All this leads to the fact that negatively painted lexicon increases growth of aggression in society. Recognizing finding of media in universal communicative space, D. Rodrik considers that "globalization, on the one hand, undermines the ability of the national states to exercise excessive regulation and control, but, on the other hand, it does really valuable strong institutes of the power". It becomes rather difficult to the recipient of information to understand the world of virtual reality, the image which was how consumed by it, this or that phenomenon of media reality is close or far from a phenomenon of social reality whose reflection it is.

CONCLUSIONS

Thus, the mediated field of political communications has represented the place of the fight of media discourses, the main task in this opposition is advance of own media image on the dominating positions and also a negativization of media of images of competitors. Media, in particular, mass media, become one of the most important instruments of the formation of the political reality, and in the conditions of a mediatization transformed to multiple media reality.

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