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СМИ КАК ИНСТРУМЕНТ СОЦИАЛЬНО-ПОЛИТИЧЕСКОЙ МАНИПУЛЯЦИИ

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MASS MEDIA AS A TOOL OF SOCIO-POLITICAL MANIPULATION

Аннотация

Актуальность подобных исследований обусловлена слабой разработанностью проблем влияния на массовую аудиторию технологий, основанных на возможностях СМИ. Сформулирован ряд положений и выводов, свидетельствующих о том, что 1) в массовом понимании регулятивные социальные и политические возможности современных технологов от СМИ не осознаются как важные; 2) СМИ сегодня стали тем средством и инструментом, при помощи которого правящему классу можно влиять на большие массы населения, поэтому целенаправленное манипулятивное воздействие на потребителя отныне все более становится главной функцией СМИ.

Ключевые слова: СМИ, масс-медиа, манипуляция, методы воздействия, лидеры общественного мнения, формирование общественного мнения, политическое влияние, политическое сознание

Abstract The article is devoted to the study of the media as a tool of socio-political manipulation. The relevance of such studies is due to the weak development of the problems of influencing the mass audience of technologies based on the capabilities of the media. A number of provisions and conclusions are formulated, indicating that 1) in the mass understanding, the regulatory social and political capabilities of modern technologists from the media are not recognized as important; 2) The media today have become the means, the instrument by which the ruling class can influence large masses of the population, therefore, purposeful manipulative influence on the consumer is now increasingly becoming the main function of the media.

Key words: mass media, mass media, manipulation, methods of influence, leaders of public opinion, formation of public opinion, political influence, political consciousness

Introduction. The issue of interaction between the media and society today is more relevant than ever and is debatable, since the problem is understood ambiguously. Nevertheless, real life shows how much the layman depends on the media, since “being determines consciousness”, and we live in the era of “media”, that is, the total influence of the media on the thoughts and behavior of citizens. At the same time, in the mass understanding, the regulatory social and political possibilities of modern technologists from the media are not recognized as important, remaining the area of interest of narrow specialists, although the so-called “soft” impact on the audience gives results that are comparable only with an intense impact on the subject of influence.

The purpose of this article is to identify the mechanisms for the formation of value attitudes through the use of the media in the process of political communication. We are talking about the increased influence of the media, which now participate in the construction of the political agenda.

The level of development of the discussed problem, despite its relevance, in domestic and foreign science is not high and is in its infancy. In surveys of manipulation in modern media are considered in more detail from the point of view of advertising, aspects of political manipulation remain under study. Thus, the socio-political influence of the media is considered by V.D. Bachurin [2], A.K. Botashev and S.V. Anufrienko [3], S.A. Zelinsky [5], A.A. Kazakov [7], V.V. Kikhtan and B.Yu. Mamieva [8]; V.L. Primakov [10], V.A. Slavin [12] and others. A number of Western researchers traditionally pay attention to the manipulation of the mass media with the consciousness of the masses, among which the works of M. Echugar [16], T. Van Dijk [17], G. Masolini and W. Schulz [18], Yu Habermas [13] and others.

Research methods. The thematic field of research contributed to the use of general scientific methods of theoretical knowledge, such as the scientific description of the object of knowledge, the method of axiomatization, the hypothetical-deductive method, the method of for-

malization, etc. From the particular scientific methods of research, the authors turned to the method of theoretical pluralism.

Research material. Let's consider what is the mental prototype of this mediative process of influence. It is known that the mental state of a person is determined by the conscious and the unconscious (subconscious) and a certain barrier between them – the censorship of the psyche. Despite the fact that “Views on the problem of the conscious and the unconscious are predominantly owned by the so-called Western scientists” [1, p. 8], we will single out some conditional directions, since the triad of the conscious, the unconscious and their relationship (thesis-antithesis-synthesis) influences and determines the memorization, creativity, imagination, behavior and attitudes of the individual. The Georgian scientist D.N. wrote about this back in 1923. Uznadze that conscious processes do not exhaust the entire content of the psyche. Accordingly, he suggested, “in connection with this, it is necessary to recognize the existence of such processes that occur outside of consciousness and essentially determine the weight of its movement” [14, p. 125]. The opinion of modern Russian scientists is also fair, who focus on such phenomena as unconscious motivation and psychological attitude, paying attention to “the issue of restructuring the structure of the unconscious, the solutions of which they see in studying the influence of socially “value-significant” information on the subject associated with his emotions, beliefs and activities” [1, p. 6]. In particular, we are talking about “receiving” and “delivery” of information, its processing and “formation” of new information on the basis of previously received” [1, p. 131].

Thus, the main movement of information passes through the censorship of the psyche (representative and signal systems), is generated and redistributed, while most of it is forced out into the subconscious, from where, over time, it begins to influence the consciousness, that is, the thoughts and actions of the individual. As suggested by S.A. Zelinsky, “It is on the subconsciousness that a person’s realization of hidden, subliminal influences, or influences from manipulators, who, using the developed psycho-technologies, introduce psychological attitudes into the human subconsciousness, depends” [5, p. 28]. It turns out that the researchers are right when they write that “Manipulators program our reality, if not for everyone, then for the majority of people, because a person in the mass is not aware, does not think, and willingly succumbs to all the influences to which he is subjected” [11, With. 33].

Scientists explain the ability of the media to manipulate the behavior and consciousness of the individual with different prerequisites. For example, it is indicated that the desire of a person to belong to a certain social group motivates an individual to meet the expectations of the majority, represented by the media, when a person's views are formed in accordance with the provided position, allegedly characteristic of this social group (A. Maslow). This message is especially active in advertising: do you want to belong to the wealthy class? Look at what kind of watch (dress, jewelry, etc.) these people are wearing. By the way, Maslow's pyramid is not used in political propaganda and political influence, although there is a clear potential: in particular, those who think this way or adhere to just such views are the most successful and realized as a person (demonstrate, advertise with some examples).

One of the well-known researchers of political communication is J. Habermas, according to which politics is reflected in the system of communicative actions, acting as a chain of mediations [13]. But the manipulation of personality differs from the manipulation of political consciousness, since in the second case it is necessary to build a certain political picture of the world for a large audience, the masses of the population. Here, an important component is the low degree of awareness of the objects of manipulation by the consciousness of the goals and intentions of the media representatives.

The information impact of the subject on the object of communication pursues the goals set by the subject. At the same time, we are in solidarity with V.L. Primakov, that there are special media technologies as “techniques, methods, channels and tools for creating and distributing media content, focused on managing the perception of target groups in order to implement certain practices” [10, p. 213].

Research results and their interpretation. We list a number of ways, methods and technologies of influence through the media for the purpose of political domination:

1) Blatant lies and fakes in the media. It would seem that what prevents an individual from distinguishing a lie from the truth? The fact is that the majority of the population is sure that the media do not lie, that since these frames were shown, it means that it is so. Since respected journalists said so, it means that it is so. An illiterate audience that does not have critical thinking is happy to be deceived, taking on faith all the information presented in the media, which is what manipulators of all stripes use, from false advertising of goods to political influence.

2) The second tool that facilitates the media's manipulative impact on the audience is the effect of perception of primary information. This method of influence is based on such a property of the psyche, which encourages a person to more deeply believe in the information that came first. More truthful information received later loses in perception as more reliable due to subconscious distrust of it, since consciousness and subconsciousness are busy processing the first information. A certain effect of perceiving primary information as true is triggered, secondary information, albeit true, is "forced" to overcome the formed opinion. The paradox of the human psyche! But this phenomenon in political technologies is used quite often. For example, it can be a "accusatory" compromising evidence on an opponent during the election race, which forms a negative opinion about him. The subconscious attitude of the layman looks like this – it is justified – there are sins; is not justified – nevertheless, a residue of mistrust remains.

3) The third method of political influence on public consciousness is the creation of public opinion, which in terms of its effectiveness is difficult to surpass by other methods, therefore it is indispensable when unpopular decisions of power structures are put into practice. Assume that the working week is legally limited to 38 hours in a particular state entity. Changing the working week to 48 hours would be a very unpopular idea and how the law might not pass. But the advance release of this idea, negative for the majority of the population, by the media will cause public concern and negative resonance, but the audience will eventually get tired of the protests. In parallel, there should be a suggestion that this is necessary, extremely important, a forced measure, since the population is becoming obsolete, there is no progressive development, etc. Public opinion is developed through the mouths of stars, public figures, politicians, representatives of all parties, doctors, teachers, "ordinary people". Thus, this law can be discussed in the media for a long time, but there is no formal reason to protest, since the idea is simply being discussed (inoculated into the minds of the majority). Gradually prepared society, having gone through the first incandescence of passions, gets tired, gets used to this idea, but the new law, even after going through all the stages of parliamentary discussion, must be adopted with a delay in action, which will once again allow the dissenters to blow off steam and postpone the heat of indignation. The adoption of such an unpopular law, of course, will cause a series of protests, which will be extinguished by sending laws for revision. It is clear that by the time the law is finally adopted, public opinion will be finally formed and people will get tired of protesting.

4) The fourth method of manipulating public consciousness and behavior through the media is to use the media "witnesses". In this case, the media use the population's distrust of politicians who purposefully try to influence the audience in their own interests. Therefore, the appearance on the screen of an "unbiased eyewitness" brings a fresh stream to the perception of information, critical thinking is minimized, allowing the artist, whom the media passes off as an eyewitness, emotionally and "sincerely" pass off a lie for the truth. In such a case, the mechanism of association of an individual with an "unbiased" eyewitness is triggered, which allows one to trust, experience the same feelings and empathize. The two emotions that are particularly affected are anger and fear.

5) The fifth method of manipulating public consciousness and behavior through the media is to artificially create the image of the enemy. This is done in order to rally the population against a certain threat. Announcing the presence of an enemy - external or internal - is to appeal to such an emotion as fear. In a state of fear, the population is ready to forget about everyday problems,

emotionally tense, which allows the power structures to make unpopular decisions, and the leaders of the nation to control the masses.

This method is closely connected with the emotional charging of the masses. Recall that even Adolf Hitler called himself "the greatest actor in Europe" [9], because his performances were expressive, emotional and expressive. Indeed, people believe more in what is said emotionally, since the human psyche has a number of protective barriers that limit the flow of unwanted information, but information that is associated with an impact on feelings easily passes this barrier. The actualization of needs, interests, values, attitudes, expectations, which stimulates and motivates them to make a certain choice, be it a politician, a car or a political course – everything relies on emotional charging through the media, since it is the media that have access to the widest audience and the ability to model the right emotions on the screen, charging the masses.

6) The sixth tool of the media is the use of "opinion leaders", the so-called "new type of independent third party". Thus, the results of a study by Netnatives show an increase in the popularity of using "opinion leaders" by American companies to promote their brands: 80% of marketers recognize them as an effective marketing communication tool, since 62% of buyers aged 18 to 24 are ready to buy a product on their recommendation [15, p. eighteen]. The situation is similar in political communication: opinion leaders impose their opinion in various areas, while the information is not perceived critically, since the thought is allegedly voiced by an expert or a figure authoritative for a certain category of the population. As Primakov rightly suggests, "This regulation is carried out through various social mechanisms, such as: – purposeful dissemination of information and communication" [10, p. 204].

7) The method of "change of concepts". It is used in text techniques, both voiced and printed. All negative connotations are excluded from the text, which allows you to control the consciousness of the individual. V.V. Kikhtan and B.Yu. Mamieva give such an example of information impact when words such as "victim", "war", "destruction", "death" are excluded from the text, and then words with a positive or neutral color are introduced in the text, for example, "appeasement", "conflict", "neutralization", "location", "controversial situation". Thus, the audience gets acquainted with artificial information" [8, p. 237].

8) The technology of adjustment to the inner self. This technology is based on the knowledge of such a property of the psyche as a person's tendency to trust more information that does not contradict his inner convictions, his inner self. The human psyche is designed in such a way that if an individual internally critically disagrees with this information, then the channel for receiving it is blocked. On the contrary, information that does not contradict our internal beliefs is absorbed more readily. The media often use the technique of adjusting to the inner self, when a part of obviously false information is thrown into plausible information, which makes its perception automatically provided.

9) Purposeful "information assault". The purpose of the method is to bring down on the audience a lot of unnecessary information, which will make it difficult to critically perceive it. A person who is tired of the flow of unnecessary information will most likely stop believing in the media and be interested in the news, which makes it possible not to publish information that is undesirable for demonstration to the general public.

10) The "good against the background of the negative" method or the so-called contrast method. We are talking about creating and promoting perception stereotypes through contrast, when, first of all, they show and talk about something negative, against which the hero of the next story looks more advantageous. For example, a crisis is going on in the camp of political opponents, which is analyzed and criticized in detail, and the necessary information comes second – how everything is fine in our camp.

11) Method "our everyday life". We are talking about the technology of displaying and textual accompaniment of negative information in a normal, calm tone. The method is designed to accustom the audience to negative information, and the usual and calm, calm tone of the presenter teaches the layman to perceive negative information without criticism.

12) The technology of using false statistics, links to which are often used in the media. The goal is to erase the barrier of criticality among the population. Often this technology is supplemented by the use of selective opinions of "random people" from the crowd.

13) The technology of using the effect of psychological shock caused by the demonstration of certain horrors. This regulation is carried out in order to shift the focus in a situation of indignation and fear among the audience.

14) The method of substitution of concepts. It manifests itself with particular effect in the media when journalists deliberately draw false analogies. For example, comparing a political opponent with a maniac, an aggressor, a criminal, a Nazi, etc. Thus, the protesters definitely become criminals, officials become thieves, and so on.

15) Creation of a mythical event, a high-like virtual event. The purpose of this method is to evoke the desired reaction of the audience with deliberately false information. As rightly suggested by V.L. Primakov, "most often a banal provocation is used for this" [10, p. 218].

16) The method of "distracting factoids" or framing. A classic example is the dilemma "the glass is half empty / the glass is half full": "when choosing each formulation, the meaning of the statement will not be distorted ... And this is achieved by varying the nature of the presentation (saliency) of a particular plot" [7, p. 89]. We are talking about manipulative commenting on an event, when the core idea of the event is replaced and attention is focused exclusively on those aspects that are beneficial for the commentators to present.

17) Method of repetition. "A lie repeated a thousand times becomes the truth," said Joseph Goebbels [12, p. 384]. For example, the repeated repetition of speculation about the corruption of a single politician will raise doubts about the honesty of the subject and, as a result, the public will no longer be interested in the true goals of the informant.

18) Identification of social groups with individuals, when a person is not aware of himself as a person and internally resigns himself to the fact that he, for example, is a pensioner, and pensioners "should" vote for the communists: "Pensioners are for the communists, youth is for the Liberal Democratic Party!". These generalizations are designed to level the personality, to unite a certain group.

Conclusions. What we have listed is not a complete list of methods, methods and technologies that are used in the media to manipulate the political consciousness of the layman. In general, in order to maintain and direct mass communication in the right direction, the media are trying to form certain standards of media consumption that would ensure the formation of imposed ideas about reality, including political reality.

Media aggression in relation to the referent and addressee is usually explained by the conduct of information warfare by the counterparty, when "The opinion is substantiated that in the situation of information warfare, the influencing function of the media is the main one, relegating even the information function to the background" [8, p. . 236]. In turn, the ability to involve large masses in communication makes the process of influencing mass consciousness an extremely accessible process.

Thus, the media today have become the means, the tool by which the ruling class can influence large masses of the population, so the targeted manipulative impact on the consumer is now increasingly becoming the main function of the media. The media obey and fulfill the requirements of the entity/subjects to whom the control of communications belongs. Moreover, "concentrated targeted clumps of informational aggression, which ensure the fulfillment of ... politically large social, ideological and other (very often military) tasks" are finding great use" [6, p. eight]. And today we are witnessing the information impact on a wide audience, which is directed against Russia. In the course of these deliberate manipulations by the media, the image of Russia and its president is deliberately distorted and demonized.

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