

Classification techniques of manipulation of mass consciousness in the media.

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«I'm sure I'm not manipulated! My mind is free.»

Today we get a huge amount of information from a variety of sources. Some researchers say that per day we consume whole libraries from world around us. It is so much that our attention to the information which we get dissipated. Therefore, we all become like this man. And we become easy aims for manipulated.



«Okay. You've convinced me. But how to protect yourself from manipulation?»

Completely get rid of the manipulation is possible, but it is quite difficult. The most radical way is to get rid of all sources of information. But we are journalists, this is not possible for us. Therefore, the best solution is to start an information diet, and constant control over your mind. And now in order.



«Why do people manipulate people?»

Reason to manipulate

Lobbing

**Support for
the
legitimacy of
the supreme
power**

**Controll
ing the
public
mood.**

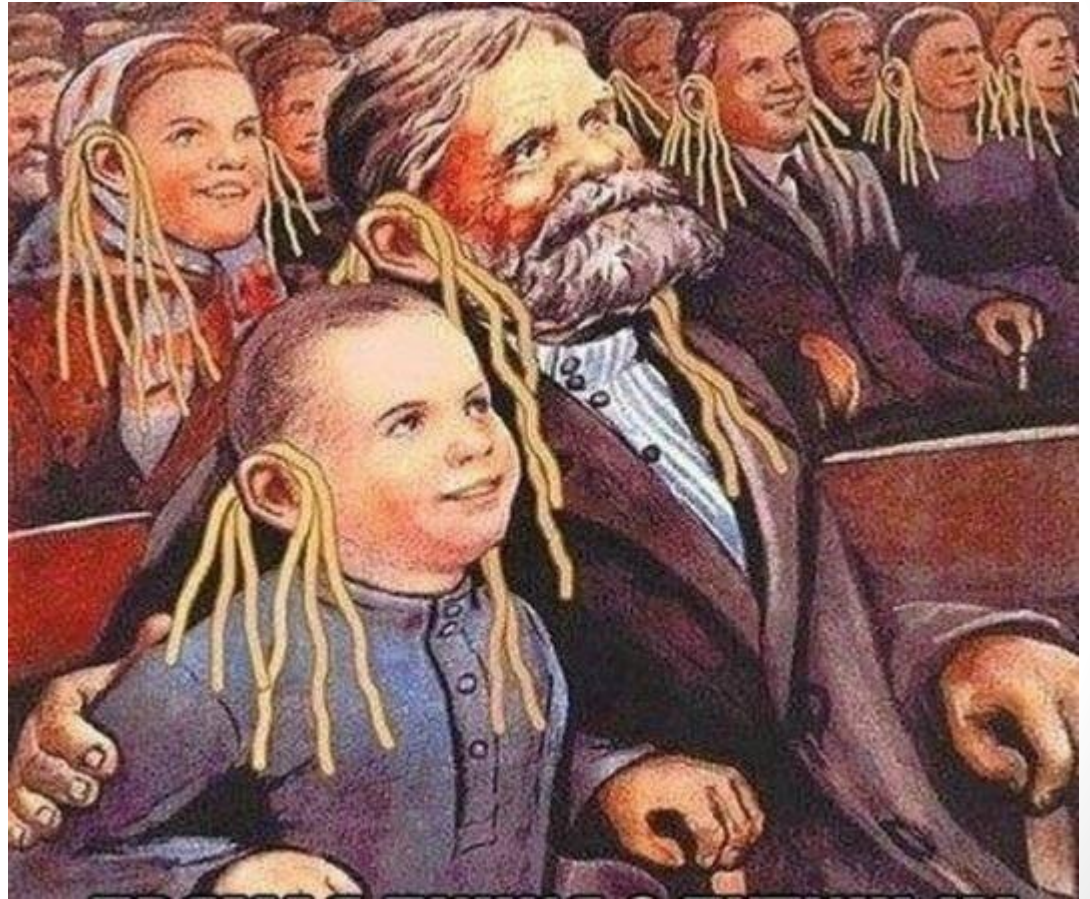
«It's understandable. But what is the mass consciousness? What are the criteria for manipulation exist?»

The mass consciousness seems as the totality of a plurality units, rather than the monolithic formation of one political position, aesthetic look, the cultural assessment.



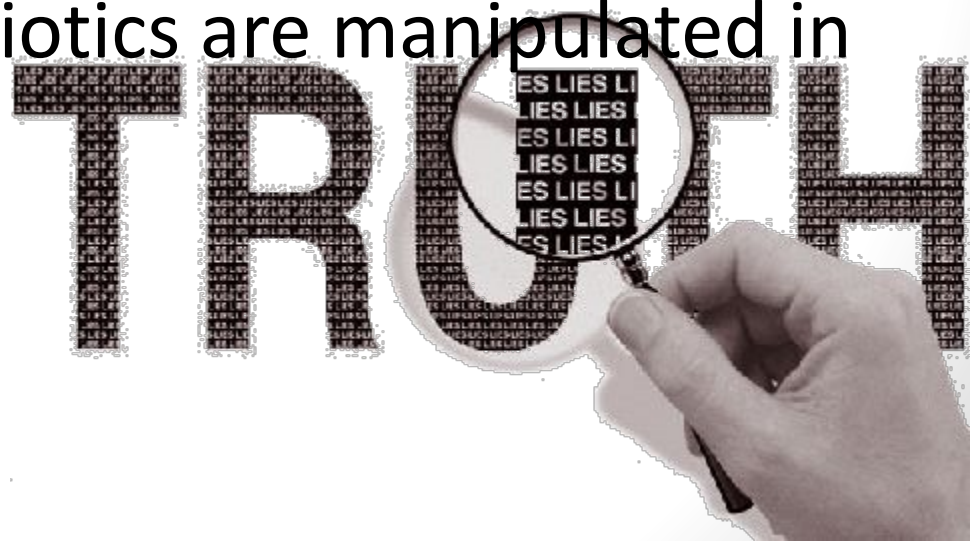
Next...

As Mr. Schiller says, "in order to be successful manipulation should remain invisible. Manipulation Success is guaranteed when manipulated person believes that everything that happens naturally and inevitably. In short, the need to manipulate a false reality in which its presence will not be felt. "



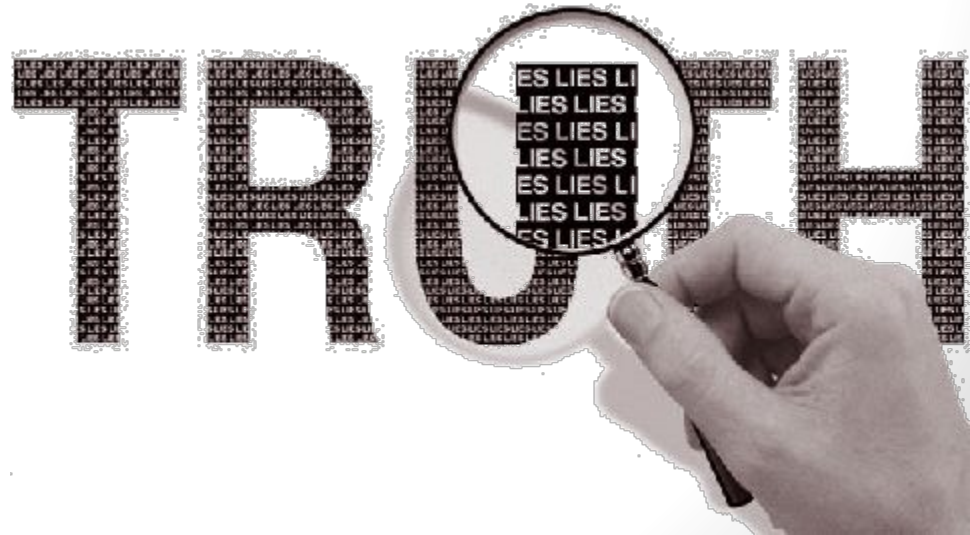
«Okay. What about manipulation techniques? Do you hold back it from us?»

It influences on the components of the human psyche guarantee success in the information war, so these two elements are the foundation for our proposed classification. But the component of the mind should be divided into two more components: an understanding of the vocabulary and meanings. Because language and semiotics are manipulated in different ways.



Methods based on the manipulation of language.

- Synecdoche;
- Misleading linkage;
- Innuendo;
- Euphemisms;
- Information trash.



Methods based on the manipulation of meanings.

- Offset concepts;
- Private Transfer in total discharge;
- Covering up some facts and protrusion of the other;
- "Goebbels Method";
- Disinformation, creating unreal situation, hoaxes;



Methods based on the manipulation of audience emotions.

- Appeal to the "spiritual clips";
- Appeal to the emotions;
- "Mocking";
- Transfer to the discussion of moral plane;
- The dramatization and demonization.

