THE ANALYSIS OF MANIPULATION STRATEGIES IN ENGLISH
PUBLIC AND POLITICAL MASS MEDIA

Abstract: In today's fast-paced world, the media play a crucial role in shaping the worldview of any person. This influence can be both positive and negative. But, most often, the media use it in order to adjust people's minds to a certain opinion. For the most part, this is the opinion of an influential minority. Therefore, it is important to know what measures of psychological influence the media resort to in such cases.

Keywords: mass media, manipulation, British magazines, American television, politics, stereotypes.
влиятельного меньшинства. Поэтому, важно знать к каким мерам психологического воздействия прибегают СМИ в таких случаях.

**Ключевые слова:** СМИ, манипуляция, британские газеты, американское телевидение, политика, стереотипы.

Manipulation is a type of psychological impact, which is aimed to secretly change the opinions, attitude, and behavior of the addressee in the interests of the manipulator, and to do it so skillfully that these changes are unnoticed and unconscious [1]. The features of manipulation include:

- Unwanted effects for the recipient;
- Consent of the addressee to being manipulated is not required;
- The actions and goals of the addressee are already thought out by the author of the manipulation;
- The statement is constructed so that the true goals of the author are unknown to the addressee, the presence of other goals of manipulation is not disclosed;
- One-sided «victory», profitable only for the author;
- The inability to give an account of the actions, attitudes, which appeared after the manipulative type of communication [2].

The media not only informs the audience about significant events in the world, but also distorts the perception of what happened, and controls public opinion, using various methods of manipulating information. As they say, who owns information owns the world.

Manipulation issues in the media are studied by many linguists. S.G. Kara-Murza and S.A. Zelinsky are the most authoritative authors in this area.

The British journal «The Economist», the British documentary program «Panorama» and the American documentary series «Vice» were taken as materials for the study. When analyzing these sources, the following manipulations were revealed:

1) The use of expressive means (epithet, simile, metaphor)
2) Simplification
3) Approval and repetition
4) Crushing and urgency
5) Sensationalism
6) «Leader’s opinion» technique
7) «Striking ahead» technique
8) The effect of presence

Altogether, 30 articles from British magazines, «Vice» and «Panorama» the American and British television programs, respectively, were analyzed. The analysis revealed that:

- In 20% of cases, journalists used the «Simplification» technique;
- In 10%, the use of the Approval and Repetition technique was observed;
- In 30%, the Sensationalism technique was used;
- In 40%, the use of the «Leaders of Opinion» technique was revealed.

Here are some examples of the given techniques:

1) Simplification.

   This principle is based on the psychological peculiarity of a person: to understand complex problems only after a simplified explanation. This concept was put forward by the American journalist W. Lippman in the 1920s. He believed that «where all think alike, no one thinks very much» [1].

   An example of simplification was found in the March issue of «The Economist». The article called «Plane stupid» is presented in the magazine twice: the first version, which prints a brief retelling of the whole article into 2 pages and a small passage that talks about the situation with the division of aircraft into classes and the comfort of passengers [3]. In a large version much more information is given, for example, it is proposed to see a poll of passengers of one airline. The reason for using simplification is to attract a potential reader. If a person is not interested in this topic, they will dwell on a short version, and a reader interested in this issue will want to know the details and scroll through several pages.

2) Approval and repetition technique

   The statement is most often found in the headings of articles. For example, an article in «The Economist» is called «The politics of Easter is powerful. Let’s not forget about it» [2]. This headline has a very powerful message in itself, and even without
reading the article, the reader is already «hypnotized». The affirmative sentence «The politics of Easter is powerful» does not cast doubt on its correctness and the reader can only agree with this whether he wants it or not. The article itself, by the way, is mostly not about Easter, but about the statement by US President Donald Trump to plead him not guilty of all alleged Russian hacker attacks during the presidential election in the USA.

3) Sensationalism

Sensationalism can be found in the episode «Secret Wealth of Putin» of the British program «Panorama». The presenter of the program says that in this series the Americans will tell what they think about the Russian president, and that the allegedly real opinion of the American authorities will be voiced for the first time. Thus, the journalist immediately affects the audience at a subconscious level – if this sensational information pops up for the first time, then it is correct and can be trusted [4].

4) «Leader’s opinion» technique

During this manipulation the article’s or program’s author invites an expert of a certain issue. It can be a politician, historian or a diplomat. This expert discusses several questions and gives the opinion about the situation. A reader or a viewer, who has less knowledge, tends to agree with this expert because they work or study the topic under discussion and has pros to his point of view. This is how the «Leader’s opinion» manipulation works.

Another example of the «Leader’s opinion» manipulation technique is an episode of the American documentary series «Vice» called «Cold War 2.0» [5]. It discusses the increasing tension in Russian-American relations amid the Ukrainian crisis, comparable to the second cold war. In the middle of the episode, presenter Shane Smith decides to visit the Moscow Kremlin to find out Russia's position.

The first «opinion leader», who was invited to participate in the episode, was Russian Foreign Minister Sergei Lavrov. He answers the question of what is the historical root cause of the tense relations between NATO and Russia in a diplomatically correct way, emphasizing that sometimes it has to be recognized that Ukraine has become «a small chess piece in a chess game to contain Russia» [5].
The possibilities for the media to influence the country's political development are enormous. Power is increasingly becoming the subject of media influence. We are convinced of this by events related to resignations and reshuffles in the government, when individual television companies and editorial offices, on the one hand, try to turn the authorities into the mainstream of their political interests, and on the other hand, consolidate in the public view those political preferences professed by the owners or sponsors of these publications.

REFERENCES


