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## Manipulation in Mass-Information Processes

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### Abstract

Modern society is witnessing a sharp and virtually uncontrolled development of media channels, new methods of data transmission, and the growth of information flow that covers the entire world. Against the background of the evolution of the information exchange process, new schemes for manipulating people's consciousness have emerged. The visible, audible and readable content programs a person's subconscious to perform certain actions, changing his psychological attitudes. The 20th century became the starting point of modern development media field because of evolution of the media environment. Then the foundations of studying media communications and manipulative influence were discovered and they are actively developing now, ideas, stereotypes, aspirations and desires are still being introduced to the masses, the vision of the world, its history and future is dictated. The reasons for the effectiveness of mass manipulation lie in the structure of the psyche, consciousness and subconsciousness of a person, their behavior, desires and fears inherent in each individual. Methods and types of manipulation in mass information processes are quite diverse, and always allow the manipulators to build an effective process of their influence both on a specific person and on a group of people. However, there are ways to protect against manipulation, and some theories claim that the manipulative process is not so straightforward in principle and depends on many factors, in particular, on the significance and activity of the knowledge disseminated by the manipulator in the information field, and on the mindset and psyche of specific individuals. Manipulation of public consciousness of large masses and many nations of our planet has changed the information, psychological and social background of the world, especially strongly affecting the cultural layer of knowledge and judgments. The practical application of manipulations is justified as a means of influence in mass information processes using the example of advertising information flows. It also contributes to the achievement of the goals of manipulators through known visual and acoustic manipulative techniques and methods.

**Keywords:** manipulation of creation, media environment, penetration into culture, information processes.

### 1. Introduction

The study of mass information processes and manipulations used in them is more relevant than ever. Modern society is witnessing a sharp and virtually uncontrolled development of media channels, new methods of data transmission, and the growth of information flow that covers the entire world. Against the background of the evolution of the information exchange process, new

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schemes for manipulating people's consciousness are emerging. In this regard, the work generalizes existing manipulative techniques and attempts to identify new ones using media environments.

## 2. Materials and methods

The work uses theories of manipulation developed by D. Bryant, S. Thomson (Bryant, Thomson, 2002), A.A. Danilova (Danilova, 2011), I.M. Dzyaloshinsky (Dzyaloshinsky, 2005), E.V. Gorina (Gorina, 2016), S.G. Kara-Murza (Kara-Murza, 2000), A. Levitskaya and A. Fedorov (Levitskaya, Fedorov, 2020), as well as approaches formed to identify manipulations: A. Fedorov et al. (Fedorov et al., 2022), A.A. Frolova, D.A. Klinkova (Frolova, Klinkova, 2022), D.P. Goloshchapova (Goloshchapova, 2016), D.V. Kalin (Kalin, 2020), M.P. Lobastova (Lobastova, 2019), B.N. Lozovsky (Lozovsky, 2011), O.F. Neskryabina (Neskryabin, 2013), M.A. Subbotina (Subbotina, 2018), K.M. Romanov, E.N. Ruskina (Romanov, Ruskina, 2005). Using a systems approach, since as a rule known manipulation methods have been identified mainly in the use of television and newspapers, the application of these theories to media environments is carried out.

## 3. Discussion

Manipulation is a hidden psychological impact on the consciousness and subconscious of a person with the extraction of one's own benefit and, as a rule, to the detriment of the person subject to the influence. Manipulation of consciousness is possible at three levels: individual, group and mass. It includes such methods of influence as persuasion, informing, infecting, etc. Modern research identifies many types of psychological manipulation. Thus, research of I.M. Dzyaloshinsky identifies the following types of manipulation: manipulation of the subconscious, will, needs, goals, knowledge, norms, intellect, values, attitudes, and emotions (Dzyaloshinsky, 2005).

Mass manipulations are becoming popular instrument of involving on information field and of controlling its processes. It is a special sophisticated tool which encourages people to take certain actions.

Mass behavior has scaled up to truly large dimensions. This was facilitated, firstly, by the removal of territorial barriers and the development of transport technologies, which allowed people to change their location in a significantly shorter time over significantly greater distances. Secondly, this is the availability of information accumulated by almost the entire world.

Because the world around a person expands too much for him, that person loses his support and has to rely on the behavior and decisions of other people around him.

When people begin to focus on each other, subtle manipulative influence can lead them to uniform patterns of behavior and thinking, making them vulnerable to strong emotional appeals – creating a mass with the behavioral settings of a crowd whose feelings are primitive, susceptible to aggression, etc.

It is important to emphasize that the main information processes of modern times take place in two planes – computers gadgets) and the media, which influence on the psychology and human behavior are very strong.

Advertising provides the income for many industries and that is why it is involved in most powerful manipulation systems (media: newspapers, magazines, radio, television, Internet resources), as well as many individual enterprises, companies, and individuals.

It is worth noting that studies of media interaction and media influence have been conducted for a long time, and already existed at the very beginning of the twentieth century. It is possible to single out individual names of scientists and researchers who made a significant contribution to the development of the science of mass media communication. These are Paul Lazarsfeld, Carl Hovland, Kurt Lewin, Harold Lasswell, Douglas Waples, and others.

Carl Hovland studied the impact of educational films and media on the views and beliefs of individual groups of people. His experiments were distinguished by strict principles, and therefore became an example for research on media impact of this type (Brytan, Thompson, 2004). It is worth noting that similar studies of cinema and TV are still being conducted, and the topic of the influence of television channels, films and programs on the human psyche and subconscious is of even greater interest to researchers, which is reflected in the large number of research papers on the relevant topic based on the university (Fedorov et al., 2022; Lobastova, 2019; Lozovsky, 2011; Subbotina, 2018; Neskryabin, 2013).

With an interest in mass communications, as well as social psychology and sociology, Paul Lazarsfeld studied the impact of radio on listeners. In his research, he and his team found that

people trusted not the media sources at all, but interpersonal communication, the views and attitudes of people important to the individual, or “opinion leaders.” Thus, P. Lazarsfeld was able to identify a model of a two-stage flow of mass information, in this case it is an appeal to a media source (radio), and then a conclusion by a specific individual about the raised issue/topic, based on a “live” source of information (a person). This discovery influenced the further development of a two-stage flow of mass communication, which can be observed in the development of existing advertising campaigns (Britan, Thompson, 2004).

Harold D. Lasswell is known for his work on the study of propaganda and the five questions model, which identifies the recipient of influence, the addresser/s, the essence of the information transmitted, and the subsequent result of its receipt by the addresser: Who speaks? What does he say? Through what channel does he communicate? With what effect? (Vorontsov, 2019). Kurt Lewin was the pioneer of research into the dynamics of group communications, where he proved the primary importance of intergroup dialogue for an individual to make a judgment on any information offered to him (Brytan, Thompson, 2004). This is why communications between community members acquire such significant influence and impact. Present research, including the one conducted at universities, can serve as an example to this. Thus, having studied communications taking place in the political arena, and particularly, in the Internet space, D.P. Goloshchapova identified such manipulation techniques in 2016 as quoting (the concept of “Alien/Friend”, slander tactics, accusation tactics, threats, “labeling”), references to third parties, slander, “enantiosemeic” construction (“Does Washington need it?” An example of speech aggression that has a certain positive connotation) (Goloshchapova, 2016). All of the above techniques allow politicians to persuade the masses to their side and redirect their energy in the direction they need (Dzyaloshinsky, 2005). Modern “opinion leaders” act in a similar way. In 2019 study by M.P. Lobastova, the manipulative impact of blogger Ilya Varlamov on his audience is studied (Lobastova, 2019). The blogger actively highlights his position in the provocative headlines of his materials, becoming a provocateur of the “emotional charge” of the masses (Kara-Murza, 2000). The blogger’s opinion, like a conversation, finds a greater response from the audience than statements from official sources.

Returning to the discoveries of the early twentieth century, it is worth recalling the works of Douglas Waples, who studied the impact of printed media on people's attitudes. He proved that the less a person knows about the subject that the media tells him about, the stronger their influence on him is (Brytan, Thompson, 2004; Gálik et al., 2024; Gálik, 2020; Gáliková Tolnaiová, Gálik, 2020). Similar studies can be observed in more recent times, as well as at the present time.

For example, in 2011, A.A. Danilova studied the impact of the media through printed publishing houses and described the influence of texts and newspaper headlines on consciousness. If we single out the headlines, they have a multi-stage structure, and their main goal is to convey the main points of the articles, with an emphasis on the part containing especially important information. Having become accustomed to perceiving headlines in this way, people stop noticing the special substitution of the “grain” of the meaning of the article, which allows authors to interpret the content in accordance with their plan already in the headline. She also found that classical rhetorical techniques are used not only in “transparent” dialogues, but also for successful hidden influence, namely manipulation. We can recall such well-known techniques as metaphors, repetitions (constant repetitions can act similarly to induction into a trance), parallel constructions (Danilova, 2011). These techniques can be used to play with the meaning of speech in order to hide the true semantic component of statements, replace an argument, etc. (In the Nizhny Novgorod region..., 2023). It is also worth noting the difference between manipulation and artistic techniques in general: the main difference is that an artistic technique is not imposed on the public, it is “transparent” and amenable to analysis (Gorina, 2016). Manipulation can also be distinguished by the awareness of the existence of benefits for the manipulator, and his pressure on feelings, emotions and states.

Separately, we can highlight Frances Fenton, who traced how stimuli (some information most strongly imprinted in a person’s memory, which influenced his psyche), perceived while reading newspapers, prompt a person to perform an action similar to that described or shown in the newspaper. According to Frances Fenton’s theory, images, headlines and the articles themselves inspired readers with ideas that they subconsciously tried to implement (Britan, Thompson, 2004). It is no coincidence that researchers highlight such features of manipulation through language as the concealment of intentions, the subordination of the addresser's will in the

name of one's own goals. It turns out that through manipulation, the addressee's actions are programmed ([Subbotina, 2018](#)).

Thus, the 20th century is a time when the foundations for studying media communications and manipulative influence in their environment were formulated, and that is used at present. Now these theories are still key, since at the present stage with the help of mass media and manipulative techniques, ideas, stereotypes, aspirations and desires are still being introduced to the masses, the vision of the world, its history and future is dictated ([In the Nizhny Novgorod region..., 2023](#)).

An important conclusion can be made: that which is visible, audible and readable programs a person's subconscious to perform certain actions and changes his psychological attitudes.

Manipulation of the public consciousness of large masses of many peoples of our planet, has changed the informational, psychological and social background of the world, especially strongly affecting the cultural layer of knowledge and judgments ([Goloshchapova, 2016](#)).

#### 4. Results

*Reasons for the effectiveness of manipulation. Techniques and types of manipulation in mass information processes*

At the current stage of development of information processes among the masses, it is important to be able to distinguish between the types and methods of manipulation and to understand the reason for their effectiveness, primarily in order to be able to resist manipulators and their destructive interference in the consciousness and subconscious.

D. Bryant and S. Thomson identify several reasons why the human mind is susceptible to manipulation.

First of all, it is a commitment to rituals and the ability to perceive symbols, such as letters, words, language, images, including associative abstractions, which allows the consciousness to process the experience gained into cognitive models that a person relies on in the future. The ability to self-regulate, to self-motivate characterizes human behavior, gives the ability to evaluate oneself and one's actions. In addition, a person is subject to the process of verifying his thoughts – the ability to self-reflect, to control his thinking, which occurs through the prism of observing the activities of other people and their results. Modeling by observation is another behavioral property that allows manipulating of consciousness. A person learns by observing and repeating the actions of others. A “bad” behavioral example can provoke the establishment of unnecessary or destructive settings. Permissive influence is modeling behavior that destroys stereotypes or accepted behavioral rules that a person may want to violate on the subconscious, repeating the demonstrated protest if it emotionally touches him ([Bryant, Thomson, 2002](#)).

Each person's passions and weaknesses serve as their vulnerabilities for attacks by manipulators. For example, it will be much easier to evoke an emotional response from an individual who loves horses and hates corruption and to motivate him to participate in a well-known movement against the existence of circuses than a person who is indifferent to horses or is oriented in the structure of a circus. The individual in question only needs to be convinced that horses are happy only in freedom because there are mustangs (wild and happy horses) in the world, and that the circus is a corrupt machine because it makes money. It can be seen that the alleged statements of the manipulator may be true, but only in particular cases. Moreover, they are not substantiated in the context of the statements made. On a mass scale, well-known illustrations may be the fear of losing territory, the arrival of invaders and terror, the fear of hunger and thirst, the desire to improve the standard of living, etc. People tend to feel and imitate each other's emotions. When evoking associations with the main fears (which is one of the most effective means of influence ([Danilova, 2011](#)) or desires in many people at the same time, the emotions of these people will be uncontrollable, but initially directed by someone. Thus, one of the foundations of the structure of human thinking are also the vulnerable points of each individual and the masses as a whole.

Considering modern manipulation techniques, we can highlight the spread of developments from psycholinguistics, NLP (neuro-linguistic programming), hypnosis (Ericksonian), etc. A lot of examples of manipulating methods are known: the method of distraction ("Smoked Herring"), selective selection of information and facts, the preemptive use of a difficult question, selective information selection, the method of an objective approach, the use of disinformation, rumors, leaks of secret information and "information noise", when many different types of content try to grab attention in one moment. It's possible to link fundamental methods of making manipulations: the use of contrast and simplification of the problem, ridicule, intrigue and truisms, concentration



only on several features and characteristics, showing the "right choice", or suggesting the right of choice when there is only one variant, the technique of "anchoring" (Danilova, 2011). All these techniques, as well as methods of influence that allow manipulating the masses, are discussed in detail in the article by I.M. Dzyaloshinsky "Manipulative Technologies in the Mass Media" (Dzyaloshinsky, 2005), and are actively used in all sectors and areas of the media information space.

The method of "filtering the information flow" deserves special attention, which is especially popular in the information warfare currently underway. It is surprisingly easy to manipulate large masses of people, entire countries, overlooking important facts, arguments of the other side, capable of radically changing the public's view of the situation. In this way, people see events and hear about them, but the details of what is happening are filtered, and only facts that are beneficial to the manipulators reach society. By using propaganda to encourage the masses to believe in their competence, knowledge, education, uniqueness and other positive beliefs, manipulators reinforce the public's belief in their rightness and correct point of view, which they carefully correct.

It may seem that modern man cannot resist manipulation. Many studies report that people really cannot resist manipulation, despite the fact that defense techniques do exist (for example, during a dialogue, you can stop the manipulator with clarifying questions, an expression of mistrust, incomplete involvement in the conversation, or a sharp change of topic of conversation (Romanov, Ruskina, 2005). However, there are other opinions. Thus, Kara-Murza believes that people are divided into two types. One type perceives manipulation as a benefit, the wisdom of the addressee saving the addresser of manipulation from mistakes, the other type – as an evil, depriving a person of free will and choice, which cannot be morally justified (Kara-Murza, 2000). The second type has more critical thinking, which helps it to protect itself from the impact of manipulation. There is another position that rejects the manipulative process as something inevitable in general. Thus, D.V. Kalin believes that for manipulation to exist, the information that the manipulator operates with must not only exist but circulate in the information space. Otherwise, the level of information impact is very low (Kalin, 2020).

It can be concluded that the reasons for the effectiveness of mass manipulation lie in the structure of the psyche, consciousness and subconscious of a person, his behavior, desires and fears, inherent to everyone. The methods and types of manipulation in mass information processes are quite diverse, and always allow the manipulator to build an effective process of his influence both on an individual and on a group of people. Different ways of protecting against manipulation are known. It's important to remember that there are theories of manipulative process. According them this process is not so straightforward and depends on many factors such as an activity of the information disseminate or significance.

*Practical application of manipulation as a means of influence in mass information processes*

Three main spheres of manipulation can be distinguished. These are, first of all, the ideological sphere, the social sphere and the economic sphere, directly related to advertising, where manipulation can be carried out by verbal, visual and acoustic methods simultaneously. In this regard, the practical part of the study examines the most popular media and mass media related to all three spheres of manipulation and methods of its implementation.

#### *Standard advertising*

The most effective advertising of our time is considered to be video advertising, which is included in the broadcast of TV channels, YouTube broadcasts, websites, etc.

While watching a movie, a program, etc., a person is in a kind of trance, his consciousness is less protected from manipulation and any other sudden flow of information, which is advertising. A sudden interruption of viewing by an unexpected video clip can be remembered by the viewer. Targeted advertising (for example, Vkontakte advertising in the feed), pop-up windows on top of sites, distracting/obscuring the desired information, work in a similar way.

An example is the advertisement "1Xbet – sports betting" (1xBet Video, 2018), which appears at the most unexpected moment, most often during the most emotionally charged moment of the narrative of the content being viewed.

There are several commercials for "1Xbet – Sports Betting" (1xBet Video, 2018). The most memorable of them is the one with drums. Throughout the commercial, the viewer listens to the rhythmic beat of the drums and a friendly male choir ("1Xbet!"), alternating with repeating phrases that the viewer must remember ("Sports Betting!"). These techniques appeal to the most ancient instincts of people (the "tribe" stage), hypnotizing their consciousness. Thus, the viewer

subconsciously creates a feeling of community, involvement. In addition, "1Xbet – sports betting" has managed to spread among "popular" humor, which only strengthened its impact. One of the reasons for its popularity is the use of attractive symbols and catchy slogans ([Music from 1xBET advertising, 2017](#)).

Another video that deserves attention is a video advertisement for a bookmaker's office using the comic book and film hero Flash. The image of Flash is fixed in the media world as the fastest superhero of the existing Marvel and DC comic book and film characters. The authors of the advertisement resort to comparing the characteristics of their service and the characteristics of Flash. The superhero loses, and the viewer makes an obvious choice.

Radio broadcast and internet music advertisements also have the effect of surprise which also abruptly interrupts the listening of the audio tracks. However, if in a film the viewer's attention is partly focused on watching the story, then while listening to music a person can really be in a complete state of trance. At this moment, advertising can become not just an irritant, but also a powerful tool of influence. In addition, modern advertising has begun to be created according to the type of "jamming" audio track. As an example, we can consider audio advertising on V Kontakte, in which representatives of the modern stage sing not just stocks, but entire songs dedicated to the advertising product.

It is worth noting that audio information in general has a strong manipulative field if the speaker generally places accents in his speech, convincingly expresses his thoughts, turning to unusual figurative forms of presentation without using intonation to indicate really important facts, asserting his confident position in relation to the aspects of judgments he has chosen, etc. Thus, the oratorical skills of the addresser can lull the vigilance of the addresser of manipulation (examples can be the behavior and speech of the heroes of the films *The Talented Mr. Ripley* (1999), *Catch Me If You Can* (2002)).

The extent of such influence is vividly illustrated by an incident in 1939, when a professional announcer read the book *War of the Worlds* on air, which talks about the capture of Earth by aliens. People who turned on the radio and did not know about the book succumbed to uncontrollable panic and believed the announcer, perceiving his words as truth, having lost critical understanding of what was happening due to the horror that seized them all at once ([Marshak, 2011](#)).

Nowadays, bloggers are especially active in using speech expression techniques to promote their own (or other people's) views. Some of their tasks include agitating the masses, calling them to destructive actions, and causing general unrest. Among the methods they use the most common are: frightening topics and messages (usually fakes), contrasts ("It's bad here, but it's good there!"), ridicule ("Have you seen him? He's definitely lying, and he won't blink an eye!"), intrigue (questions to the viewer that create anticipation to find out what exactly the blogger has understood/revealed/exposed/told). The most common techniques are substitution of facts, concealment of "extra" information.

Returning to the techniques used in standard advertising, it is necessary to recall advertising on visual media, found in magazines and posters. We can recall the advertising of cosmetics and personal care products, perfumes, where the main image is the image of beautiful young people, whose image is retouched and processed so that the presented heroes correspond to stereotypes about the ideal of human appearance and even character and behavior ([4 new..., 2011](#)). In addition to the influence of the stereotype itself, a person is simultaneously influenced by society, which supports the stereotype accepted and broadcast by this advertisement. This situation will correspond to a two-stage model of content consumption. Thus, the advertising move will have its effect, and the person will associate the product with the ideal that he needs to achieve. An example can be any advertisement with famous Western movie actors (Johnny Depp, Christian Stewart, Natalie Portman, etc.). The emphasis is on the desire of people to imitate their idols, copy their behavior and image.

The advertising video/posters of the perfume "Jadore Dior" may seem interesting in terms of impact, where all scenes are filled with gold color and metal – a symbol of luxury. The main character is a representative of youth, wealth and sophistication. The authors draw a parallel between the shape and model of the bottle and the shape and clothing of the heroine, which further attracts the attention of the consumer, and, most importantly, is the subject of discussion ([Perfume Advertising, 2017](#)).

It can be seen that images mainly serve to reinforce a positive image, and, as was said earlier, research has shown that they program a person at a subconscious level, set behavioral settings and influence thinking.

Therefore, it is especially alarming to see that advertising campaigns or anti-campaigns containing negative symbols and a negative informational message are allowed into mass circulation. The addressees are sure that the addressees will perceive their message as a warning, and at the conscious level, this is indeed what will happen. However, at the subconscious level, the addressees will perceive this negative message as a positive preset.

The most complete example of this concept is the images on cigarette packs, which were originally placed there to explain to people the consequences of smoking. However, the habit cannot be cured with a "scary picture". So, tobacco buyers continue to consume cigarettes, while carrying images that can "program" them for one disease or another. And non-smokers are forced to watch a negative information flow with examples of diseases while shopping in stores. It can be assumed that such uncontrolled and ill-considered decisions in terms of manipulation can lead to a decline in the level of physical and mental health of the population in the present and in the future.

#### *Information channels*

Modern information channels are, first of all, news mailings and telegram channels.

A particularly striking example is the advertising mailing in the channels of individuals whose number of subscribers allows them to monetize the channel. Since 2020, these posts have begun with provocative phrases, such as: "How much longer can you feed on negativity?", "Why are you offended again?", "Read about the real successes of women!", "Guys, are you serious?", "Girls, you're kidding me!", "These photos are amazing!"

The use of emoji creates a special effect (0\_0/\*0\*/)/((/^ ^/:"/>(:3/:придр.), a large number of exclamation marks and capital letters. You can compare the spelling of two titles:

These photos are breathtaking! And THESE PHOTOS ARE BREATHTAKING!!!!!!\*0\*

The second option puts pressure on the reader, causing internal anxiety, since the addresser subconsciously receives the expressive energy transmitted by another person, emotional excitement.

The agitation to subscribe to a community, channel or mailing list – "Subscribe!" – is especially influential in all messengers. The reader is convinced of the necessity of this through "if" and "how": "if you want to feel proud of your country", "if you want to receive rubles, not bonuses", "if you want to be successful", "if you are tired of earning little", "How to reach a stable 1,000,000 per month?" etc.

Manipulation through neural networks by means of targeted advertising should be singled out separately. Thus, VKontakte uses targeted advertising so that a person, depending on their immediate interests, can satisfy their need for a particular topic by searching for communities with similar interests.

The mailings also contain a call to action in a financial sense. For example, sudden mailing messages that claim that the recipient has "only 72 hours", "only 24 hours", "only 15 minutes" to make a profitable purchase of a product, receive a gift, subscribe to a course, and perform a similar action. This is how the effect of panic is achieved, in which a person cannot accurately determine the purpose and meaning of his desires due to stress and succumbs to the trick, buying something that he does not need at all and that he did not want to buy earlier.

"Free" and "Discounts up to 90 %" – these phrases have the greatest manipulative effect in advertising of any kind. But they have a special effect when they come in personal messages (subscriptions to a mailing list, mail, etc.). On the one hand, the recipient understands that many people have received such a mailing, but on the other hand, it creates the feeling that he is the first, that he is the chosen one, and therefore his chances of getting a benefit are high. In addition, a person understands that if it is "free" or at a discount, this means that others will also be in a hurry to buy the service, and that it will quickly end – another effect of panic and stress, during which a person is in a hurry to win.

By distributing fakes (false information) in such news posts, it is possible to influence the masses, cause discontent, chaos. The number of comments of people who reacted to the news, responding to the post, can serve as proof of this. Usually, the greatest number of comments is achieved when some people believe the information being propagated, and the other part does not. At the same time, for both sides, the same rhetoric used in the text of the message can be proof of their own rightness.

A softer form of manipulation is found among communities of creative people in various spheres of life, who are usually "opinion leaders" for their audience, role models. In their posts, they ask for the opinions of their subscribers, ask them questions, and ask for support. It is clear that many subscribers are truly convinced that they should support the author of the post, do not doubt the sincerity of his questions and requests, forgetting about the target of the author's community and the dependence of his rating on the activity in the messages of the published posts. Thus, the manipulative influence of the authors remains unnoticed by their subscribers. If such manipulation is detected, the majority supports the author as their idol, justifying his actions.

*"The Spectator Effect"*

Modern films and TV series are carriers of hidden advertising of products, propaganda of views and worldviews, moral principles.

It was already noted in the twentieth century that cinema takes part in the social construction of reality. Thus, people who watched films with plane crashes or murders more often estimated their chances of dying in a plane or in an attack as significantly higher than these chances actually were. Meanwhile, educational programs, such as *Sesame Street*, on the contrary, contributed to the development of imagination and outlook. In addition, it was found that people identify with movie characters. Thus, people who identified with negative characters were more prone to aggression than others. It is worth noting that previous experience and emotional memory enhanced the priming effect – a kind of binding of the thoughts of the person receiving information to the content of this information through emerging associations (Mediaswede, 2022).

At the moment, these mechanisms of influence through cinema are well studied by the world community. An example of the use of most of the methods and techniques of manipulation in cinema can be the production of TV series by the Western company Netflix. The target audience (TA) of the company is teenagers aged 12 to 18 years, as well as young people under 25. It is at this age that children finally form a picture of the world, concepts of love, family, friends, loyalty and other significant components of life. Netflix series creators understand the needs and interests of their target audience, and therefore develop the script so that children will be most interested in watching them. For example, they show that you need to trust your friends, protect your family, be able to love and be loved, bear social responsibility, and develop as a person. The importance and significance of these attitudes is beyond doubt.

However, with the help of additional storylines and their interpretations, the creators of the series introduce certain "explanations" into these settings that correspond to the propaganda of non-traditional views. Examples include remakes of the series *Sabrina* and *Winx*, as well as *Euphoria* and the like, where the propaganda of non-traditional values began to acquire an aggressive character of influence. Substitution of concepts, repetition of the same theses, creation of a bright image of idols as an example to follow, loud slogans and phrases on which the plot semantic emphasis is placed – all these are techniques that can be seen in these series. Thus, the series form a new picture of the world with a new interpretation of modern values in the receptive consciousness of children.

People are now massively discussing the ethics of the West's new views on generally accepted traditional values, which is accompanied by clashes between individuals and the masses both on the Internet and in reality. The difference in views and their defense occurs on the cinema platform, which continues to be replenished with films promoting new non-traditional Western values, interpreted by the plot as positive, serving as an example for all things (note: The film *The Little Mermaid*, 2023, *Cinderella*, 2021, etc. It is important that the main target audience of these films is children, whose consciousness has not yet been fully formed).

In addition to promoting views, films are a means of promoting goods and services to the masses. The most striking example is Apple technology, which is shown close-up in every film sponsored by the company. Thus, Apple technology can be seen in the film adaptation of the *Twilight* saga, in the film *The Intern* with Robert De Niro, in the film *Fast and Furious*, etc. After watching all these films, the viewer can subconsciously decide that Apple technology is the best. It is no coincidence that society has come to consider Apple technology the best even in those regions where the population is unable to fully pay for the company's paid smartphone system, and other market offerings (note: Samsung) are more profitable and convenient to consume.

Thus, it can be concluded that the practical application of manipulation as a means of influence in mass information processes, in particular, using the example of cinema and the example of advertising symbols of information in it, justifies itself and contributes to the



achievement of the goals of manipulators through known visual and acoustic manipulative techniques and methods.

*Using knowledge of manipulations in the educational process*

Students of the Udmurt State University who studied documentation and Archival Science in the course "Fundamentals of Information and Analytical Activity" were asked to find methods of manipulative influence in advertising by working with examples of Soviet newspapers. As a result, a number of interesting patterns were discovered.

Thus, in the work of E.E. Pautova, the content of New Year's issues of Soviet newspapers was analyzed, and it was shown that in the period from the beginning to the end of the civil war, the techniques changed radically, adapting to gradual Sovietization. If at the beginning of the civil war the techniques were based on the religious feelings of the population, then by the end of the war there were none left (Pautova, 2023). An analysis of the *Izhevskaya Pravda* newspaper for 1937 showed that manipulation techniques were also actively used when covering the Stakhanovite movement (Popova, 2023), as well as in the *Molodoy Bolshevik* newspaper when describing socialist construction (Zakharova, 2023). Of interest are also the means by which the *Krasny Ural* newspaper tried to show the image of the coming world revolution (Zueva, 2023), which were often closely intertwined with the means of anti-religious propaganda (Gruzdeva, 2024) and propaganda of participation in the state loan (Shagalova, 2024).

An analysis of the repertoire index of Soviet theatres, which recommended certain plays for showing and others not, also reveals a clear ideological background (Aubakirova, 2024).

Newspapers of the war period also demonstrate obvious manipulation techniques for ideological "pumping" of the population. Moreover, these means are often very close to hidden advertising technologies (Ivanova, 2024; Uvina, 2024), and also have elements of neurolinguistic programming (Kandakova, 2024).

## 5. Conclusion

The foundations of studying media communications and manipulative influence in their environment were laid at the beginning of the 20th century and are actively developing at the present time, since at the present stage of development of the media environment, ideas, stereotypes, aspirations and desires are still being introduced to the masses, and a vision of the world, its history and future is dictated.

The reasons for the effectiveness of mass manipulation lie in the structure of the psyche, consciousness and subconscious of a person, his behavior, desires and fears inherent in each individual. The methods and types of manipulation in mass information processes are quite diverse, and always allow the manipulator to build an effective process of his influence both on a specific person and on a group of people. However, there are ways to protect against manipulation, and some theories claim that the manipulative process is not so straightforward in principle and depends on many factors, in particular, on the significance and activity of the information disseminated by the manipulator in the information field, and on the mindset and psyche of specific individuals.

Modern society is witnessing a sharp and practically uncontrolled development of media channels, new methods of data transmission, growth of information flow, covering the whole world. Against the background of the evolution of the process of information exchange, new schemes of manipulation of people's consciousness have emerged. The visible, the audible and the readable programs the human subconscious to perform certain actions, change his psychological attitudes.

Manipulation of public consciousness of large masses, many nations of our planet, changed the information, psychological and social background of the world, especially strongly affecting the cultural layer of knowledge and judgments. Practical application of manipulation as a means of influence in mass information processes on the example of advertising information flows justifies itself and contributes to the achievement of the goals of manipulators by means of known visual and acoustic manipulative techniques and methods.

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