

SUMMARY

Final qualifying work on the topic:
“Manipulative technologies in Russian and foreign media”

Author: Sherieva D.M.

Scientific adviser: S.N. Gikis

Client organization: IE Kertbiev A.M.

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Key words: manipulation, manipulative technologies, mass media, psychological influence, mechanisms and means of manipulation.

The relevance of the research topic is due to the fact that modern media play an important role in public and political life, they are regularly used by journalists not only to inform the audience about important events, but also to form a special attitude towards them that meets the interests of owners of specific media outlets, as well as their sponsors, companies and states that influence their information policy.

The psychological impact of mass media on people's minds with the goal of intentionally shaping their specific attitudes, beliefs, attitudes, and influence on their behavior is traditionally characterized by the concept of “manipulation”, which is hidden and allows journalists to solve social and political problems. At present, due to the widespread and significant popularity of various types of media, the number of manipulative techniques, tools and technologies used in them, which differ in exceptional diversity and varying degrees of effectiveness, has naturally increased. These manipulative techniques have been the subject of research for scientists from around the world for over a hundred years, but it was in the 21st century. The number of scientific papers on this topic has increased significantly due to the large amount of available materials for research.

Russian and foreign mass media are equally actively using the technology of manipulating public opinion, including for political purposes. In this regard, it seems relevant to analyze what kind of manipulative methods and techniques are typical for recent journalistic materials of Russian and Western media, in what situations and goals they are used, what is the similarity and difference between their use in Russia and abroad.

The purpose of the work is to identify the nature and features of the use of manipulative technologies in domestic and foreign media in recent years.

The implementation of the stated goal necessitated the formulation and solution of the following **tasks**:

- to characterize the concept of manipulation in the modern media space;
- describe the mechanisms and means of manipulation in the media, make up their current classification;
- to analyze the practice of using manipulative technologies in the domestic media;
- to monitor the manipulative technologies in the system of foreign media

The theoretical and practical significance of the study is that, at a theoretical level, analysis of public opinion manipulation technologies in Russian

and foreign media was carried out with the support of recent scientific developments, the author's classification of manipulative technologies in the media was formulated.

In addition, the data and conclusions presented in the work can be used by experts in the field of mass media, social sciences, both for further theoretical research and in practical work in the preparation of new journalistic materials, as well as in developing ways to effectively counter the manipulative techniques already used by media professionals.

As part of the implementation of final qualifying work, an agreement was signed on the implementation of research work

The results of the study. Manipulative technologies in the media require more extensive study. A characteristic is given to the concept of manipulation in the modern media space, taking into account the opinions of various researchers, the mechanisms and means of manipulation in the media are described, their actual classification has been compiled; analyzed the practice of using manipulative technologies in the domestic media; monitored the use of manipulative technologies in the system of foreign media

Recommendations. Manipulative technologies are changing every day; therefore, it is important for a modern journalist to choose truth, accuracy and objectivity as the primary task. More detailed study of the affected problem is needed.