

## SUMMARY

**Subject of the thesis:** Information-manipulative influence media as a factor shaping public opinion.

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**Relevance of research topic** due to liability issues updating the media for modeling real world events. Media penetrate not just in public life, they affect behavior, ideology, perception of general trends in human beings worldwide.

Currently, there is growing interest to the dual nature of the presentation of information by various media within the country and abroad. Increasingly, in this connection, begin to raise the issue, do not use any special media manipulation methods for the formation of public opinion in the context favorable to the state, social institutions, social organizations, and media conglomerates. Media is started to be considered not just as a tool for translation of facts, events, and ideas to the masses, but also as a means of their formation, which is used at times frankly inhumane technology manipulation of public opinion.

Urgency dictated by the need for more in-depth study of methods and forms of manipulative technologies themselves, which, according to statistics, the most frequently used federal media. At the local level by regional journalists sometimes difficult to determine the entire range of techniques and forms, in connection with what often happens dual unconscious misrepresentation of reality.

Manipulation occurs at all levels of perception of information messages audience that makes exploring not only the phenomenon of the formation of public opinion through the media, but also the sources of stimulation and similar phenomena in society.

Interest in this issue makes delve into the reasons for the use of manipulative techniques and to clarify the levels of penetration of these technologies in the Russian media, which certainly is an argument to prove the relevance of the chosen theme of our graduate studies.

**The purpose** of research is to identify, establish and study methods of manipulating public opinion through the media case study of feed materials from different sources of information about the "Winter Olympic Games - 2014", held this year in Russia.

**Research objectives are as follows:**

1. consider such aspects of reality as public opinion with historical, social, cultural and media perspectives, and to identify the role of media in shaping it;
2. explore the manipulative media strategy for formation evaluation information events;
3. analyze the manipulative techniques used "Channel One Russia" in covering sporting events;
4. identify methods to influence public opinion about the conduct of "Winter Olympic Games - 2014" in the coverage of this event information portal «BBC: Russia».

**Theoretical and practical significance of the research** is to conceptually new understanding of manipulative techniques used by modern media management and the formation of the mass consciousness. List manipulation methods presented in their actual use in practice contributes to the further study of the problem of having such an impact on the audience. This will facilitate further communication between this phenomenon and the need to provide greater freedom to the masses of information and ways of social or economic development in society. Here it is necessary to develop a direct link between a third-party participation of the state and its institutions, as well as media conglomerates in creating an agenda, and its artificial imposition from the vantage point of view for these "organizations", which casts doubt on some aspects of the government.

In addition, some conclusions of the work can be used in the educational process in the disciplines "Sociology of Journalism", "Theory and practice of media", "Psychology of journalism", as well as in the practice of mass communication researchers phenomena and concepts of public opinion formation as a socially important phenomenon.

### **Results of the research:**

The study revealed that the Russian mass media take on not only the function of information and entertainment, but also management, implementation and development of ideas that benefit the owners of the media, the role of which in modern society are the private companies and public organizations and even municipal and federal authorities.

Specific set of manipulation techniques used in creating media products designed for mass stereotyped thinking, which can be easily exposed to the practical side of a social institution of journalism.

Such manipulation techniques include: method of fabricating facts, selection of events for messages major psychoses, manipulative method semantics, consisting in the change of meaning of words and concepts, stereotyping, method statements and repetition, fragmentation and urgency, as well as the method of sensation.

Empirical base served as a way of lighting sporting events, namely the "Winter Olympics - 2014", two alternative channels of information transmission, "First Channel" and «BBC: Russian». The choice of this newsworthy was not accidental, as it was expected to rely on a global coverage of the event, which would be eye-catching large numbers of people not only in our country but also abroad, as well as forced to express all sorts of positions in the representation of the same facts.

With specially developed methodological approach called "keyword method", which was put into operation for easier analysis of materials Internet portals media studied presented there publications were scrutinized.

Examining the materials of articles posted on the Internet portal "First Channel", and familiar with their contents, we can conclude that according to the

media used some means of creating an image global sporting event in the form of, on the one hand, silencing certain information and care of analytical materials, on the other hand, focusing only on the positive aspects of what is happening.

On the other hand an analysis of Internet resource «BBC: Russian», which showed that the material on the portal are, first, a more analytical focus, and secondly, there is created the tag "Olympics", which instantly sends the user to the entire information available online regarding this event, and, thirdly, the portal has become not only local journalists, but also transferable to foreign authors, which suggests a differentiated look at the same facts of reality.

The first general conclusion by comparing the content analysis of two information resources refers to the frequency of a particular lighting issues concerning the 2014 Olympics. It was also found that some important aspects of the social and did were left out of the field of view of the country's leading media.

So, in this thesis work methods and forms of manipulation of public opinion theoretically identified, studied and demonstrated, as well as empirical evidence is presented that they are actually used in the practice of modern media.

### **Recommendations.**

Extensive analysis of manipulative techniques aimed at the formation of public opinion through the media, allowed to establish certain guidelines practicing journalists in the study and use of these approaches.

1. Methodological basis of the study of the forms and methods of manipulating public opinion in higher and secondary educational institutions need to expand.

2. Increase the level of qualification of journalists, especially at the regional level, in the use of pattern recognition and manipulation techniques used by federal and international media.

3. Recommended the creation of a lecture course on teaching methods of the interventions in the areas of training "Journalism".