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«MANIPULATION IN MASS MEDIA»

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INTRODUCTION

RELEVANCE. In the modern world, the mass media have become the dominant mode of information exchange. Globalization and technologies have drastically changed the way of transmitting information since they spread worldwide, and mass media, in particular, attained an essential role in forming the public opinion. People are undoubtedly influenced by mass media, whether they realise that or not. Mass media have gradually brought into different communities new beauty standards, cultural patterns, defined needs and behavioral styles. Equally, mass media explicitly alter our aesthetic, social, cultural outlook as modernization has converted media into an essential feature of any human activity.

In this paper, we are to investigate the mind manipulation by mass media. Preeminent media manipulation theorists such as Michael Moore, Edward S. Herman, Noam Chomsky, Ryan Holiday, Edward Bernays claim that manipulation is a powerful machine that efficiently alters the addressee's perception of the world. In this paper, we will investigate numerous manipulation techniques which are being used in mass media.

One psychological reason that should be mentioned is the fact that mass media exploit fields of strong emotional arousal to create a feeling that can change our perception of reality. Unfortunately, today we can experience a dramatic change in the role of mass media channels as they shape our long-term concerns and system of beliefs. We live in a society where things that occur daily are known everywhere due to mass communication.

First, numerous reasons urge us to study this topic as the mass media impose demands which we are to meet, change the direction of our habits, define trends, styles and beauty idols. Modern media theorists claim that we live in an information age and mediated society where mass media create a culture.

Second, we are all subjected to the mass media as it is known to be «the fourth power» in a society. Further, the impact that mass media make is quite gradual but

strong as after constant reading or watching some external sources a person forms an opinion that later transforms into behavioral patterns.

Furthermore, it is necessary to clarify that except for two functions of mass media such as entertainment and education it provides the foremost informative function that can be distorted, one-sided or misinterpreted. Depending on what is the objective, mass media modify public opinion. Mass Media Manipulation forces people to accept socially unjust decisions. Due to mass media mind manipulations people can resign to the current state of things without critical thinking. Manipulation in Mass Media appeals to emotions and psychological state of women. Mass media form the standards of beauty. Manipulations in mass media can bring reverse, positive effect.

In this paper, we will differentiate and analyze the numerous research findings concerning linguistic and extra-linguistic means of mass media manipulation.

AIM AND OBJECTIVES. The **aim** of this thesis is to specify and reveal main manipulation strategies used in mass media. To accomplish this aim the following **objectives** were set:

- analyze available research findings concerning linguistic and extra-linguistic means of the mass media manipulation;
- compare the most effective tools of manipulation used in mass media;
- analyze the depiction of beauty in women's magazines and the portrayal of the beauty standards in the context of mass media;
- reveal how mass media manipulate the body image.

OBJECT OF RESEARCH is manipulation as a form of influence.

SUBJECT OF RESEARCH is the manipulation strategies in forming the concept of beauty in mass media.

The first part deals with the theoretical material concerning the concepts of manipulation and mass media. The second part reveals the concept of beauty in mass media and its influence on women's perception of themselves. Women and men of all walks of life form their social awareness of beauty standards through online and offline sources such as magazines, newspapers, TV channels, blogs.

Undoubtedly, exposure to mass media is an important element of socialization as it helps to form an opinion, get inspiration, use it critically where relevant. However, mass media can be a trigger of negative emotions and consequences which arise from standards imposed on everybody as an epitome of beauty. People suffer from their flaws, overweight and imperfect body parameters. Given the above, it leads to anxiety, fatigue, depression and dissatisfaction.

This thesis explores how mass media manipulate the public through the depiction of women's beauty standards. The study is underpinned by a literature review, organizational research methods and theories on manipulation, public, mass media and concepts of beauty.

The results of the research were discussed during the **approbation** at the *English across Discourse, Literature, Culture* scientific conference. The main findings were reported on in the scientific **publication** "Manipulation of the concept of beauty in Western Mass Media". The research has shown that western mass media have already started defining gender roles in a brand-new way making an essential shift from our traditional gender and beauty perception. Mass media define norms of beauty. Mass media spread some gender stereotypes and controversial points of view on femininity and masculinity. A gender-neutral approach in presenting information can be the most effective tool for avoiding some gender bias and prejudices imposed by mass media. However, mass media, influencers will be always constituting elements of subjectivity as through a certain exchange of information and ideas we form our unique identity.

The outcome of the study informs about the explicit and implicit social influence that mass media make on the public through manipulative strategies. The research discoveries need to be applied in practice. In this thesis were used such **methods** of linguistic analysis as method of induction, comparative analysis, typological and comparative historical method and formalisation.

The thesis consists of an introduction, theoretical and practical parts, summary, list of reference materials, list of supporting materials.

1. THEORETICAL FOUNDATIONS.

GENERAL CHARACTERISTICS OF MANIPULATION AND MASS MEDIA

1.1. The notion and essence of manipulation

In the modern world, manipulation is perceived not only as a subtle form of invisible power, but also as the most effective tool of influence. Some scholars claim that manipulation can be named as a skillful utilization of the information for the target audience. Lemnaru (2013) supposes that communication “defines the personality of the individual and, by extension, of the society” (p. 963).¹

We can approach manipulation from different perspectives. Looking at manipulation cognitively we can see that manipulation deals with the processes of understanding and creating some controversial mental models and socially predominated stereotypes which include ideologies and knowledge. Goodin (1980, p.59) defined the notion manipulation as “a deceptive and covert influence adopted by a speaker (a manipulator) to intentionally and directly affect someone’s beliefs, desires, and/or emotions in ways typically not in his self-interest or, at least, not in his self-interest in the present context.”² It is important to point out that this power is hidden and as a result, people do not realize what changes. We cannot fully define manipulation as mind control, however, some scientists define such state of behavior as a blind following. From a socially predominated point of view, manipulation evokes in the society certain inequalities.³ The term “manipulation” has been interpreted in various ways, there are many definitions of the notion “manipulation” but we will rely on The Merriam-Webster dictionary that gives the following definition: “to control or play upon by artful, unfair, or insidious means especially to one’s own advantage”.⁴ Proceeding from this definition we can assume that “own

¹ Lemnaru, A. C. (2013). Communication Distortions and Linguistic features in the Journalistic Style. *Procedia-Social and Behavioral Sciences*, 963-968

² Goodin, R.E. (1980). *Manipulatory Politics*. New Haven and London: Yale University Press.

³ VAN DIJK, T. (2006). Discourse and manipulation. *Discourse & Society*, 17(3), 359-383. Retrieved from <http://www.jstor.org/stable/42889055>

⁴ Merriam-Webster. Retrieved from <https://www.merriam-webster.com/dictionary/manipulate>.

advantage” in this case is mass media. There is a very strong link between these two notions as media serve as a tool for transmitting information that may contain different manipulative strategies and could be taken from specific controlled sources. Taking into the account considered above we should define a term “media manipulation” for better coherence as “the act of creating an image or argument that favors particular interests”. Martin Rojo and Van Dijk (1997) claim that “manipulators make others believe or do things that are in the interest of the manipulator, and against the best interests of the manipulated”.⁵

Undoubtedly, manipulation is a social phenomenon with disapproving coloring and it presupposes some interaction between mass media representatives and different social groups. Van Dijk (2006, p.359) points out that, “there is no systematic theory of the structures and processes involved in manipulation”. This prominent linguist launches to manipulation that consists of cognitive mind control, social power abuse and discursive interection. ⁶ We can assume that in most cases people become passive victims of the play with distorted information and consequently take everything on trust. According to S. Kara-Murza (2004), manipulative actions may have an influence on the addressee’s behavior that may provoke fully negative emotions on a person who was non-consciously induced to act in a certain way that in an outcome makes him or her feel like a loser or defeated.⁷ The manipulator follows his or her purposes and people may serve as just means of achieving the ultimate goal. At first glance, any manipulation creates an image of a self-sufficient person who can autonomously make decisions but the truth lies in a hidden influence that sometimes can be irreversible. S. Kara-Murza (2004) emphasizes that any well-thought manipulation possesses such features:

1. Manipulation is considered to be a psychological influence when mental structures of individuality are on target.

⁵ Martin Rojo, L.M. and Van Dijk. T.A. (1997) “There Was a Problem, and it Was Solved”, *Discourse& Society* 8 (4): 523-66.

⁶ Van Dijk, T. A. (2006). *Discourse and manipulation*. *Discourse & Society*, 17(3), 359-383.

⁷ Kara-Murza S.G. (2000). *Manipulation of consciousness*. Moscow: Algorithm.

2. Manipulation is non explicit and should not be noticed by the object of manipulation.

3. An effective manipulation demands considerable specialist knowledge.⁸

Apart from that, it is crucial to mention that in the same culture or environment people can be manipulated only to a certain extent. To illustrate, there are different circumstances and states of mind when people are more or less susceptible to external influence. In terms of heterogeneous groups such as educational institutions, religious institutions, family circles, state and private organizations, a person may undergo a certain influence and manipulation, but it is essential to point out the fact that the same message can manipulate somebody and simultaneously leave others indifferent. Thus, in this paper, we do not investigate individual social actors but the role of manipulation in mass media and its reproduction in daily life.⁹

The manipulative encounter consists of four components: the target audience, intentionality, covertness and the speaker's interest. To illustrate, according to Rudinow (1978) manipulation forces the target audience to act within certain behavioral patterns that would not arise under normal circumstances.¹⁰ Manipulators give such an illusion that a person makes his or her actions independently but the truth lies in the fact that manipulation alters the decision-making process of the target audience. Namely, mass media tries to manoeuvre the target audience for achieving the outcome.

More importantly, if the target audience is aware of all the relevant information, the level of manipulation decreases. However, manipulators use misdirection, false information and feed the audience with it. Van Dijk (2006 p.375) claims that due to a lack of some additional information about the target, values, norms the manipulators cannot achieve the exact aim as this points may make people

⁸ Kara-Murza S.G. (2000). *Manipulation of consciousness*. Moscow: Algorithm.

⁹ VAN DIJK, Teun A. "Discourse and Manipulation." Vol. 17, no. 3, 2006, pp. 359–383. *JSTOR*, www.jstor.org/stable/42889055. Accessed 18 Oct. 2019.

¹⁰ Rudinow, J. (1978). *Manipulation. Ethics*. Cambridge: The MIT Press.

more vulnerable and susceptible to influence.¹¹ Furthermore, some emotional, cognitive and social aspect should be taken into consideration as well.

Also, when we start analyzing the manipulation it is essential to point out the intentionality of the communicative event. Admittedly, manipulation always carries an intention and it is not accidental. In fact, the manipulative message should not be easy to understand at first glance as in this scenario manipulation becomes self-defeating. As we already mentioned, the message should be enriched in terms of pragmatics as intention itself is considered to be a central point in all kinds of communication.

Another important view on manipulation expresses the idea that successful manipulation must be covert and hidden in all senses. Finally, we come to the notion of the speaker's interest that has been emphasized in many investigations as the most significant aspect of manipulation. Ferdinand de Saussure (2005) claims that the concept of manipulation is unwaveringly the aim-oriented phenomenon created for sparking the audience's interest.¹²

A successful manipulation presupposes changing people's mind that in turn supervises their actions. In my opinion, Noam Chomsky (2004) expressed a very accurate idea concerning the mechanism of penetration of new ideologies, he compares this to news about terrorism as even once a person's attitude toward something was manipulated then there is no need to add additional information as a person immediately starts to vote in favor of anti-terrorism policies.¹³ Furthermore, taking it into consideration we can claim that manipulation differs in its nature from other forms of mind control such as teaching or informing. According to Messaris P. (1997), manipulative discourse happens in a public communication controlled by

¹¹ Van Dijk, T. (2006a). *Discourse and manipulation*. Discourse and Society. New Delhi: Sage.

¹² Ferdinand de Saussure, Louis & Peter Schulz (Eds.) (2005). *Manipulation and Ideologies in the Twentieth Century*. Discourse, language, mind. Amsterdam: John Benjamins Publishing Company.

¹³ Chomsky, N. (2004) *Hegemony or Survival: American's Quest for Global Dominance*. New York: Henry Holt.

media through some non-verbal techniques, visual representations, sounds, forms, colours, text layout, etc.¹⁴

Manipulative discourse aims to manipulate the content of the written and oral media. A target audience is an average person who has access to some goods such as newspapers, magazines, the Internet, television.¹⁵

Manipulation distorts the truth purposefully and hides real intentions from the manipulated object. First, manipulators introduce the information that serves a certain aim. Second, they use false arguments to mislead an audience. Third, manipulators choose such information that appeals to human's emotional, cognitive and affective spheres.

In any good manipulation (Van Dijk, 2006), manipulator exercises control over other people by appealing to people's emotions, fear, desires, ideologies, and so forth.¹⁶ In our age, people possess a lot of different things but information and knowledge will be always the most valuable asset. People's behavior is programmed by destroying certain ideas and imposing new fundamentals.

In the modern world, society as a communicative system has become different. Consequences of globalization are noticed worldwide, as the channels of transmitting information have drastically changed. New information platforms serve as basic for the formation of new types of social communities. Social aspect of manipulation brings great potential for opinion management and the formation of stereotypes. According to social psychology, manipulation represents a social situation that aims to influence the behavioral patterns of certain social groups. The relationship between society and an individual is complex. Everybody is determined by society and culture in all dimensions of subjectivity, however, it is important to mention the fact that all individuals are simultaneously free in sense of intervening in different cultural codes.

¹⁴ Messaris P. (1997). *Visual persuasion: the role of images in advertising*. Thousand Oaks, Sage Publications.

¹⁵ Day, Nancy. (1999) *Advertising: Information or Manipulation?* Enslow Publishers.

¹⁶ Van Dijk, T.A. (2006) *Discourse and manipulation*. London: Sage Publications.

Psychological manipulation is a type of social influence that aims at changing the behavior or perception of others through indirect, deceptive, or underhanded tactics.¹⁷ Every psychological mechanism varies depending on certain conditions. Manipulators can change a person's mental state by implying effects and illusions of perception, indecision, patterns, lack of self-confidence, compassion, etc. According to Bykova, the choice of the appropriate methods of manipulation is fully associated with a moral and psychological culture of interaction between people or manipulee and the target audience.

According to George K. Simon, a successful manipulation includes prolific knowledge of the audience's needs and desires. First, great manipulators know the psychological vulnerabilities of the victim and can use the most effective tactics for achieving the desired goal. Second, manipulator conceals aggressive intentions and behaviors. Third, people who are involved in manipulation are not very sensitive to other people's feelings and are able to be fully ruthless in terms of irreversible consequences.¹⁸ Correspondingly, the manipulation is likely to be performed through covert aggressive means. To illustrate, psychological manipulation may consist of criticism, narcissistic abuse, and subtle forms of emotional abuse, guilt, complaining, comparing, lying, denying, blame, bribery, undermining, mind games, assumptions, "foot-in-the-door," reversals, emotional blackmail, evasiveness, forgetting, inattention, fake concern, and favors.

Manipulation brings a double influence as except a message manipulator adds a code to imbue the addressee with specific target images urgent to him or her. For instance, manipulator obtains obedience not through mind but emotions and feelings. Some psychologists claim that analytical and critical thought emerges later than a suggestion.¹⁹ A suggestion is based on the feelings; persuasion is about logical thinking and foundation. Chomsky (2002) in his scientific works frequently uses

¹⁷ Merriam-Webster. Retrieved from <https://www.merriam-webster.com/dictionary/manipulate>.

¹⁸ Simon, George K. In *Sheep's Clothing: Understanding and Dealing with Manipulative People*. Parkhurst Brothers, Inc., Publishers, 1996.

¹⁹ Freud, Sigmund. *Psychology of the Masses and Analysis of Human "Ego"*.

such statement as “making use of the emotional aspect is a classic technique for causing a short circuit on rational analysis ... the use of the emotional register to open the door to the unconscious for implantation or grafting ideas, fears and anxieties, compulsions or induce behaviours”.²⁰

In this paper, manipulation and mass media stay in a very close connection. Wimmer & Dominick (1994, p 2.) believe that “the term mass media refers to any form of communication that simultaneously reaches a large number of people, including but not limited to radio, TV, newspapers, magazines, billboards, films, recordings, books, and the Internet”.²¹

Admittedly, manipulation in mass media deals with the depersonalized audience. Having been influenced by different reports, the audience becomes part of the masses. Firstly, a tendency of individualism can be deleted by mass consciousness. Second, feelings and instincts surpass intellect and even value system. Third, all these dimensions of changes make people more vulnerable and susceptible to different manipulations in mass media. It is essential to point out the fact that mass media prefer aesthetic information to semantic one. To illustrate, we can conclude that logic is a part of semantic information; aesthetic, on the contrary, awakes certain mental state of being where emotions take over reality. Thus, it can be a tool for abuse and influence. Moreover, coding of the report is hidden from the mass audience due to a certain distortion of reality and its interpretation.

Manipulation, being the third face of power implies heterogeneous manipulative weapons such as repetition, virtual reality, one-sided presentation, simplification, standardization, information and coverage asymmetry, professional terms, isolation, glittering generalities, propaganda, etc.

Manipulation of speech and distortion in mass media are closely related. Lemnaru (2013, p.963) claims that “Distortion does not involve phenomena like jamming or unintentional distortion of the message, but the way the mass media

²⁰ Chomsky, Noam. *Media Control: the Spectacular Achievements of Propaganda*. Seven Stories Press, 2002.

²¹ Wimmer, R. D., & Dominick, J. R. (1994). *An introduction to mass media research*. California:Wadsworth

affects people's perception of events". According to this statement, we can assume that mass media play with inner system of beliefs through different manipulative strategies.²² It is essential to claim that manipulation is used for an individual, mass, group or corporate profit (Amory, 2013).²³

According to Amory (2013), there are three most relevant manipulation techniques:

- Persistence is connected with propaganda, and the essence of this notion lies in constant repetition of certain issues until the audience accepts it and perceives as a truth.
- Creating negative and positive reinforcements by certain associations.
- Passivity is about an unaware perception of information given by mass media.

According to all these studies, we can make a conclusion that manipulation is a great power to conquer the minds of the people using different psychological methods to create a docile person. It is essential to add that masses frequently are the victims of the illusion of getting liberty and control of informational resources. Manipulation aims at generating a convenient understanding by falsified arguments and appeal to the emotional spectrum. In this age, manipulation is considered to be a crucial tool of the mass industrial society.

1.1.1. Complex and pragmatic nature of manipulation

Manipulation is a kind of behavior used by manipulators in certain communicative situations to obtain their aims and interests. Parret (1994, p. 230–1) considers manipulation as “a unilateral, semifailed action, where the manipulator's intention is supported by his/her cognitive and pragmatic competence, and leading to his/her intervention, implying a performance on the part of the manipulated

²² Lemnar, A. C. (2013). Communication Distortions and Linguistic features in the Journalistic Style. *Procedia-Social and Behavioral Sciences*, 70, p. 963-968

²³ AMORY, Dean (2013). *Manipulation (Handbook of Social and Psychological Manipulation)*. Belgium: Edgard Adriaens.

party”.²⁴ Broadly speaking, manipulators imply different dishonest devices like lying, deceiving to influence audience’s system of beliefs and emotions. Many studies have shown that manipulation is pragmatic in nature and it should be pragmatically approached. Mass media use pragmatic mechanism when they aim at manipulating the masses. Tarasov (1990) claims, the speaker chooses a form of the utterance that has no direct clues of his intention. It can be seen when the addressee is not capable of catching the hidden intentions of the speaker behind what is being said. Breton (2000, p. 25) points out that “manipulation is an aggressive and forcible action: it deprives the manipulees from their freedom.”²⁵ He claims that mass media and advertisements agencies use manipulative utterances more than even argumentative ones. Coons & Weber (2014) see manipulation as a vehicle of strong connotations of cunning and tricking.

Taking into consideration the complex nature of manipulation and the fact that human speech is operative, it is essential to point out that manipulation being an interactive process, exploits manipulative speech acts to obtain certain goals. Analyzing the manipulation we should mention Speech act theory formed by Austin and Searle as it can be applied to define manipulative strategies. According to Thomas (1995) It is important to emphasize that a message for manipulators is never the final objective, it is only a vehicle for obtaining external aims of the audience’s control.²⁶

According to Leontyev (1981) when a person is manipulated, mass media aspire to learn his or her behavior via searching for weak points and affect them through different manipulative techniques.²⁷ Mass media aim the creating certain emotions and orientations.

According to Speech Act Theory, utterances are considered to have illocutionary force and a perlocutionary effect. Mass media issue certain speech acts

²⁴ Parret, Herman 1994. Indirection, manipulation and seduction in discourse. In: Herman Parret (ed.): Pretending to communicate, 223–238. de Gruyter, Berlin

²⁵ Breton, Philippe 2000. A manipulált beszéd [Manipulated talk]. Helikon Kiadó, Budapest.

²⁶ Thomas, Jenny 1995. Meaning in interaction: an introduction to pragmatics. Longman, Harlow.

²⁷ Leontyev, A. (1981). Psychological Peculiarities of the Lecturer. Knowledge Press. Moscow.

which are intended to manipulate their targets. Lillian (2008 p. 14) expresses the idea that receivers of manipulative utterances would be “unconscious of the linguistic structures affecting their perceptions than are speaker/hearers of any other forms of discourse.”²⁸ These manipulative speech acts are expressed through the utterances which are used explicitly or implicitly to transmit certain manipulative meanings that may create the intentional effect in the target audience.²⁹

According to Searle (1976), there are such illocutionary acts:

1. Assertives – characterized by the speaker’s report of a fact;
2. Directives – characterized by the speaker’s intention to force the hearer do something;
3. Comissives – characterized by the speaker’s commitment to doing something;
4. Expressives – characterized by referring to the psychic state of the propositional content;
5. Declaratives – warranting propositional content.³⁰

Some scholars claim that this classification helps to differentiate manipulation from persuasion. To clarify, according to Al-hindawi (2017) “manipulation is a communicative pragmatic process in which the speaker intends to influence the beliefs, emotions of the target by using certain manipulative pragmatic strategies”.³¹ This aim can be achieved via certain arguments and usage of pragmatic speech acts. Pragmatically speaking, linguistic manipulation is about using indirect speech acts, which are concentrated on perlocutionary effects of what is expressed. Felicity condition was initiated by Jane Austin, in which he claimed that an utterance was not merely an utterance; a speaker always does something through the utterance. By uttering it, a speaker acts information as well, and it is known today worldwide as a speech act.

²⁸ Lillian, D. L. (2008). *Modality, Persuasion and Manipulation in Canadian*

²⁹ Austin, J.L. (1962). *How to do Things with Words*. London: Oxford University Press.

³⁰ Searle, J.R. (1976). *Speech Acts*. Cambridge: Cambridge University Press.

³¹ Al-hindawi, Fareed & Kamil, and. (2017). *The Pragmatic Nature of Manipulation*. Adab Al-Kufa. 9-45.

Mass media use a strategy for creating certain emotion and state of being. Manipulators use a spectrum of manipulative techniques (schemes, connotative words, semantically loaded expressions) as they help them to achieve a goal. We can conclude that manipulation is more pragmatic than behavioral. Moreover, manipulation works in such a way that mass media wittingly select a certain form of utterance that has no direct signals of its intentionality: “By increasing the level of inadequate perception of information field, manipulation widens illusionary subjective reality. According to Akopova (2013) Manipulation is a negative social psychological phenomenon exercising destructive effect upon an individual and the society as a whole. In order to discriminate manipulation, one has to analyze such parameters as aim of verbal communication, communicative intention, reason, and motive”.³²

The information given by the mass media is decoded and pragmatically enriched. It is important to mention that influence and manipulation are inherent as mass media utilize manipulation for achieving the desired goal.

1.1.2 Linguistic means of manipulation

The most efficient type of hidden impact on public mind is linguistic manipulation. One linguist Ruth Anshen once claimed that human beings not only *use* language but *are* language.

Linguistic manipulation is a conscious and deliberate use of language in a devious way to achieve a specific aim of a manipulator. It is claimed to be a powerful tool for shaping opinions. In consonance with (Beard 1999, p.18) “Language is a means of communication, a means of presenting and shaping series of beliefs. Language is not something somehow separate from the ideas it contains, but the way language is used says a great deal about how the ideas have been shaped”.³³

³² Akopova A. Linguistic manipulation: definition and types. International Journal of Cognitive Research in science, engineering and education. 2013.Vol. 1. No.2.

³³ Beard A. The Language of Politics / A. Beard. – Lnd: Routledge, 1999. – 136 p.

Manipulation of different linguistic forms and structures presupposes that linguistic material starting from phonetic and morphological units to lexical and syntactic ones undergoes a certain transformation that can be unexpected on the part of the manipulated person. It can be used to deviate the attention of the audience by expressing the same things but in different ways.

Taking into consideration a psychological component of manipulation, we can observe that manipulative impact on programming the behaviour is characterized by emotionality and expressiveness. To illustrate, it is a linguistic game based on feelings, a different spectrum of emotions and mood of the target audience.

The term “manipulation” consists of such an element as a negative intention of the manipulator and a covert type of influence for the addressee. Separation a hidden layer of linguistic data from informational content is a big challenge. Any interaction between different groups of people deals with communication that involves linguistic units and different means of its realization. Some scholars claim that manipulation can be regarded as a sociolinguistic and psycholinguistic phenomenon.

To illustrate, with the means of language, mass media form new ideas, goals and aspirations, as a result, language structures amass a certain manipulative content in discourse conditions. For instance, mass media conceal information or distort the truth to block the manipulative intention.

First, we have to mention the use of heterogeneous tropes and figures such as hyperbole, simile, metaphor, zeugma etc. to create a certain manipulative effect. Also, it is important to claim that in correspondence with Akopova (2013) “Vicarious character of manipulation preconditions guidance by such linguistic units and categories as foreign words, euphemisms, figures of speech of different content and composition”.³⁴

Second, manipulative abilities of language are opulent, thus, it helps to choose a correct tool from a big variety for the desired goal of the manipulator. When

³⁴ Akopova A. Linguistic manipulation: definition and types. International Journal of Cognitive Research in science, engineering and education. 2013.Vol. 1. p.2.

we discover a manipulative discourse we should take into consideration the fact that it takes position between two extremes – true information and a lie. We can perceive manipulation as a successful one when the addressee does not recognize the speaker's hidden intentions behind what is being expressed as it is not even meant to be ever recognized. Linguistic impact on public mind can be displayed explicitly and implicitly. Some scholars such as Mikhalskaya and Danilova claim that manipulation influence is one of the most essential mass media functions along with informative, educational and advertising ones. These researchers consider language manipulation to be a “hidden linguistic impact on the recipient, intentionally misinforming concerning the idea or content of the speech, performed at three levels: individual, group and mass”.³⁵

While creating a certain message mass media select the most neutral word from the semantic field. According to Ponamarenko it has a certain logic as “ even a neutral word in a certain context may perform the role of impact, because in contrast to the word with an expressive negative connotation it transfers a positive estimation of this issue in a hidden form, reflecting the position of the whole ideological system, and, vice versa, while describing events, criticized by this system, emotional words with negative connotation are chosen”.³⁶

Linguistic means of manipulation offer a wide range of tools to realize successfully all the manipulative aims. To interpret certain intentions effectively, language signs of different levels are needed. Any linguistic manipulation is regarded from its motivation and performed by the speaker (mass media) and the addressee of communication or any act of interaction: oral or written. To clarify, with the help of deliberately chosen linguistic means mass media can exercise an indirect influence to awake a special spectrum of emotions required. Also, from a

³⁵ Danilova A.A. Manipulation by a word in mass media. – M.: “Dobrosvet”, “Izdatelstvo “KDU”, 2009 – p. 12

³⁶ Ponomarenko E. Linguistic manipulation devices. GISAP: Psychological Sciences. 2013 No.19. p.62-63

long-term perspective, these manipulations provoke a certain pattern of behavior on the part of the target audience.

When contrasting the oral and written presentation of information, we can observe that in case of a written one the process of perceiving the message with inserted influence is easier than dealing with oral information. However, skillful manipulators manage to create an illusion of a state of being fully aware of the actions and train of thoughts.

Manipulation presupposes impact upon the audience's motivation sphere and can be classified according to many linguistic and psychological factors. First, linguistic manipulation is divided into rational and emotional. This classification depends on the sphere of participation and domination while interacting or transmitting any kind of information. To change somebody's behavior mass media affect human's rational sphere. To illustrate, mass media use reasonable and credible arguments and facts influencing the audience's mind. The mechanism of emotional manipulation lies in the expression of the target emotion and acquisition of responsive reaction from the audience that should lead to certain alterations in behavior. It is important to say that according to Thomas (1995) emotional manipulation is realized through figurativeness and different faults in logical thinking.³⁷

Second, compare to the rational aspect, emotional manipulation is subdivided into direct and indirect. According to Akopova, a direct method of language manipulation includes "forms of the language system that are associated with certain meaning directly expressing the corresponding illocution. An indirect method of expression of communicative intention presupposes usage of language forms to express illocution force not connected with their direct linguistic meaning."³⁸

Third, one of the most essential factors of manipulation is intentionality. Therefore, we can divide linguistic actions into intentional and non-intentional.

³⁷ Thomas J. (1995). *Meaning in Interaction. An Introduction to Pragmatics. Pearson Education.* London.

³⁸ Akopova A. Linguistic manipulation: definition and types. *International Journal of Cognitive Research in science, engineering and education.* 2013.Vol. 1. p.2.

According to intentional linguistic manipulation, the manipulators aim at a defined result, in contrast, non-intentional language manipulation is realized involuntary, as the subject does not follow the idea of obtaining a certain goal.

Admittedly, manipulation can be social – including non-informational speech acts such as oaths, greetings; estimative – setting certain moral, legal, emotional relations; and volitional – following the speakers desire to give requests, orders, recommendations. According to addressee's reaction, there are following types of linguistic manipulation: evaluative, emotional and rational. All these types form a certain emotional mood and reconstruct categorical structures of conscience, introducing new categories.³⁹

In addition, one important aspect is the orientation toward the interlocutor, thus, manipulation is divided into person-oriented and society-oriented. As we investigate mass media manipulation is more about orientation at society as mass audience includes people from different backgrounds. Through society-oriented manipulation, mass media create a generalized image of a group as a whole, while a person-oriented manipulation constructs an image of an individualized listener or reader.

Consequently, through linguistic manipulation, the target audience perceives information without critical thinking. Mass media create certain illusions and misperceptions. Linguistic manipulation makes the addressee unconsciously accomplish certain actions. Language is a weapon to obtain limitless power or undermine opponents' claims to power. To clarify, linguistic manipulation bypasses rationality and forces us to experience all kinds of emotions.

Manipulation presupposes impact upon the audience's motivation sphere and can be classified according to many linguistic and psychological factors. First, linguistic manipulation is divided into rational and emotional. This classification depends on the sphere of participation and domination while interacting or transmitting any kind of information. To change somebody's behavior mass media

³⁹ Tarasov E. (1990). *Linguistic Manipulation: Methodology and Theory, Optimization of linguistic manipulation*. Moscow University Press. Moscow.

affect human's rational sphere. To illustrate, mass media use reasonable and credible arguments and facts influencing the audience's mind. The mechanism of emotional manipulation lies in the expression of the target emotion and acquisition of responsive reaction from the audience that should lead to certain alterations in behavior.

1.2. Mass Media manipulation and the concept of media discourse

In modern communication studies, mass media is defined as "any communication channel used to reach simultaneously a large number of people, including radio, TV, newspapers, magazines, billboards, films, recordings, books, and the Internet; the new category smart mass media, which include smartphones, smart TVs, and tablets"⁴⁰ (p.2). Today, mass media have developed to a great extent and affected the human's psyche and personality. Undoubtedly, mass media can be used as a means of manipulation to influence an unlimited number of people. In addition, a medium that does not reach a big amount of people is still a tool for conveying messages, but not a mass medium.

Stuart Hall defines the media as "a major cultural and ideological force, standing in a dominant position with concerning how social relations and political problems were defined and the production and transformation of popular ideologies in the audience addressed"(p. 118).⁴¹ Integration of mass media discourse into social, personal and professional spheres can be seen in everyday communication as it reflects the state of society, positive and negative moods and mirrors general tendencies and stereotypes. To illustrate, media texts become essential means of creating social outlook and individualized perception of reality.

The problem of media discourse has been widely discussed by J. Orwell, R. Fowler, M. Montgomery, V. Kostomarov, A. Bell, S. Tryeskova and interest in the

⁴⁰ Wimmer, R. D. & Dominick, J. R. (2012). *Mass media research* (7th. ed.). New York: Cengage Learning.

⁴¹ Hall, Stuart (1980). "Introduction to Media Studies at the Centre". In: Hall, et al. eds. 117-121.

study of media discourse remains unchanged. The beginning of the XXI century is characterized by the growth of media and new channels of transmitting information. Scholars in the field of linguistics offer heterogeneous visions of a term “media discourse”.

First, E. Mendzheritskaya proposes such a definition of a discourse: “discourse is a transfer of cognitive content, invest addressee, the addressee through the text in its linguistic incarnation and put in it certain information supply strategies”.⁴² Second, according to Dobrosklonskaya, mass media discourse can be seen as a message put together with all parts of communication such as sender, message, channel, feedback, recipient).⁴³ Third, mass media discourse refers to the field of mass communication and realizes their ideology aimed at creating a special view of the world and shaping public opinion about social, political, interpersonal problems. Mass media mould public mind altering certain beliefs, perceptions and emotions. According to Pocheptsov, “media turn into the most important component of the social system since they create the system”⁴⁴ (p.17).

Mass media adapt standards and tastes of their target and adapt programmes or themes to the level of the average consumer by learning and analyzing the audience. I. Kozhemyakin points out two approaches to the notion of media discourse. The first approach states that media discourse is a specific verbal-mental activity, oriented at information. The second one postulates that it is any kind of discourse realized in media space and produced by mass media.

Such scholars as Wodak and Busch (2004) have stated : “language is often only apparently transparent. Media institutions often purport to be neutral, in that

⁴² Mendzherickaya EO. The term "discourse" in contemporary foreign linguistics: Lingvocognitive problems of intercultural communication: collection of articles. Moscow, 1997; 130-133

⁴³ Dobrosklonskaya TG. Media discourse as the object of linguistics and intercultural communication: Bulletin of Moscow university, № 10, Journalism, 2006, 2; 20-33

⁴⁴ Pocheptsov, G.G. From Facebook and glamour to Wikileaks: media communications. Kyiv, Spadschyna.2012.464 p

they provide space for public discourse, reflect states of affairs disinterestedly, and give the perceptions and arguments of the newsmakers” (p.110).⁴⁵

Nowadays, we can encounter two types of mass media: broadcast mass media and printed mass media. The field of manipulation in printed mass media can be realized through magazines and newspapers. Broadcast mass media are comprised of television and radio and undoubtedly have more influence of manipulating the audiences than printed mass media. (McCombs, 2013)⁴⁶. Admittedly, we cannot neglect the role of mass media in shaping people’s outlook of the world: “People are affected by what the mass media choose to let them hear, see, and read” (Shojaei & Laheghi, p. 2535, 2012).⁴⁷

Mass media manipulation is a very powerful tool in the hands of people who are interested in a certain idea and aim at changing the social priority scale. At present, media rely on various techniques and methods of manipulation such as selective information, suppression of certain viewpoints, propaganda. Admittedly, generalizations, labelling, stereotyping and half-truths are also very strong instruments for changing the audience’s outlook. At the same time, the power of the mass media has drastically increased during recent years. According to Brow and Volgsten (2005) mass media associate with certain emotions, cultural level, social ideologies and commercial products.⁴⁸

Also, mass media enable interaction with a big number of people and also remain to be a tool for advertising, marketing and sharing ideas worldwide. To illustrate, people used to use pictorial messages and now high-technology media are available all over the world. “The exploding multi-channel environment the technology to manipulate it, and the internet with its endless options and direct

⁴⁵ Wodak, R. & Busch, B. (2004). Approaches to media texts. In J. Downing (Ed.), *The Sage handbook of media studies*

⁴⁶ McCombs, M. (2013). *Setting the agenda: The mass media and public opinion*. Polity.

⁴⁷ Shojaei, A., & Laheghi, F. (2012). A Critical Discourse Analysis of Political Ideology and Control Factors in News Translation. *Theory and Practice in Language Studies*, 2 (12), 2535- 2540.

⁴⁸ BROWN, Steve & VOLGSTEN, Ulrik (ed.) (2005) *Music and Manipulation: On the Social Uses and Social Control of Music*. New York: Berghahn

sources all give the consumer the choice previously made by news editors.”(Lee-Wright,2010, p.73)⁴⁹.

There are several types of mass media:

1. Printed media includes newspapers, magazines, periodicals, press releases, newsletters and direct mailers. All these channels realize mass interaction through printed material.
2. Electronic media, also known as Broadcast media is a type of media that requires the user to use an electric connection to access it. It includes TV, and radio.
3. New age media enables the process of communication to be possible at any time. It includes the Internet, smartphones, computers, websites, blogging.

People spend an enormous amount of time viewing mediated sources and do not rely on their personal experience but on the information they read or listen to. Sociologists have concluded that we need to perceive mass media as a powerful agent of socialization. Furthermore, mass media can dictate the rules of modern life and connect people to various social institutions. We live in a world where the Internet has become one of the most accessible medium that enables us to get a lot of information and share ideas worldwide. Mass media are the backbone of every nation and culture.

Mass media affirm aesthetic, political and ethic standards. Media have become a constituting element of subjectivity as through media we form our identity, learn emotions and feelings. In addition, media reinforce certain standards of life which people hopelessly strive for. A search of autonomy and individual style became difficult in the modern world and as there is a tendency of massification of a person. Media in all dimensions, especially TV and the Internet lead us to such states of being which are close to hypnotic states.

⁴⁹ Lee-Wright, P.(2010).Culture Shock:New Media and organisational change in the BBCin N. Fenton (ed.) New Media, Old News: Journalism and Democracy in the Digital Age ,London: Sage, pp. 71-86

Sociologists have stated that through deliberately chosen signs, images and messages media speak to our dreams, ideas, leaving us no chances for self-reflection and critical analysis. To illustrate, let us think about modern mainstream culture and how teenagers give authority to mass media without any critical thinking only relying on repetition of the facts, public display and frequency. Mass media reinforce the capitalistic system and produce subjectivities and consumeristic values. Admittedly, media can intervene, teach, contaminate and alter. Today, we may notice that even through entertainment a person is manipulated as he or she learns something unconsciously.

1.2.1. Approaches to mass communication: media effects theories

Mass media have gradually brought into different communities new cultural patterns and defined needs, mindset and behavior. Equally, mass media alter our aesthetic, social, cultural outlook as modernization has converted media into an essential feature of any human activity. It is important to emphasize that the frequency of media use is determined by different factors such as education, age, economic situation, value system and availability of a certain channel of information.

Markedly, media effects theories are one of the dominant ideas of communication research as they clarify how the media impact the perceptions of audience members.⁵⁰ According to Bryant and Thompson (2002), there is a certain phased model that is characterized by a minimal media effect.⁵¹ To put it differently, every phase is defined by advent of a certain technology, types of methods, a channel of information. In the first initial stage called significant effects phase, with the rise of technology such as the popularity of cinematography, print and broadcast, media were considered to be a great power in shaping public opinion. Historically, mass propaganda was seen most dramatically during wars as a majority could always be

⁵⁰ Neuman, W. R., & Guggenheim, L. (2011). The evolution of media effects theory: A six-stage model of cumulative research. *Communication Theory*, 21(2), 169–196.

⁵¹ Bryant, J., & Thompson, S. (2002). History of the scientific study of media effects. In J. Bryant & S. Thompson (Eds.), *Fundamentals of media effects* (pp. 35–64). Boston, MA: McGraw-Hill.

controlled by a minority using propaganda, for instance. During this stage, certain messages had been spread widely to a big amount of people.

In the second stage that began in the 1930s, the theory of personal influence developed by Katz and Lazarsfeld drew the attention of many researchers. Furthermore, researchers argued that the effects of mass communication merely fortified predispositions and have not directly influenced them. During this phase, researchers claimed that there was no straightforward link between media stimulus and audience response.⁵² The next phase occurs simultaneously with the rise of the TV when researchers tried to identify the long-term effects of media as significant again.

The concept of powerful mass media arose in the 1950s when the television became popular. It gave a birth to a new method of research: “the renewal of research helped transfer attention to long-term influence, cultural patterns, and institutional behavior to break the “no effect” myth”.⁵³ According to McQuail the fourth phase returned minimal models of media effects and emphasized the constructivist models. As an illustration, media somehow construct the reality and people decide whether to accept certain media’s world view or not. Perse (2001) gives an alternative model hinged on four types of media effects: direct, conditional, cumulative, and cognitive transactional. The researcher tries to show a more detailed understanding of the coaction of media content variables and audience variables despite time duration in the process of media history.⁵⁴

Henceforth, some theories fall under the notion “media effects”. First and foremost, the theory that is worth our attention is called cultivation theory. According to its founder George Gerbner (2002) viewers of television are likely to assume that realities portrayed on television do not differ from real-life situations. Correspondingly, people who watch certain TV programmes tend to have the same

⁵² Katz, E., & Lazarsfeld, P. F. (1955). *Personal influence: The part played by people in the flow of mass communication*. Glencoe, IL: Free Press.

⁵³ Borah, Porismita. (2016). *Media Effects Theory*. 10.1002/9781118541555.wbiepc156.

⁵⁴ Perse, E. M. (2001). *Media effects and society*. Mahwah, NJ: Erlbaum.

set of values and world views thus this leads to a formation of a mainstream culture. For instance, an enormous amount of violence shown in different TV realities forces people to believe that the world is more harmful and violent than it genuinely is.⁵⁵

According to Uses-and-Gratifications theory, people use media to gratify certain desires and needs. This theory emphasizes individual differences in consuming media and it is user/audience-centered. It suggests that people undertake with eyes wide open particular media messages and show not a passive attitude but an active one that contradicts to the classic media effect.

Conforming to this theory consumers are seen aware of their reasons and motivated enough in selecting the media. It assumes that the audience is powerful in their media consumption. Another key point is that media influence is predetermined by some social factors as people have agency in using the media. However, some researchers claim that this theory is broad and holistic to be a theory, and therefore, should be treated as an approach to media research. According to Uses-and-Gratifications individuals select certain media in response to their needs guided by psychological and social factors.

It is equally important to point out the Theory of Exemplification that challenges why people integrate mediated information provided by the news but not learned from the first-hand experience into their individual judgements. Such exemplars are used widely by many media representatives to make their reports more reliable and comprehensible. To illustrate, when forming certain judgements a person relies more on the salient and radical events rather than irrelevant ones. Conversely, these exemplars often distort reality as they are selected one-sidedly and as a result influence public opinion.

One of the most paradoxical hypothesis is called a Third-Person effect. People assume that media affect others but not them. Davison (1983) defines the third-person effect hypothesis as the probability that “individuals who are members of an

⁵⁵ Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shahnahan, J. (2002). Growing up with television: Cultivation process. In J. Bryant & D. Zillmann (Eds.), *Media effects: Advances in theory and research* (pp. 43–67). Mahwah, NJ: Erlbaum.

audience that is exposed to a persuasive communication (whether or not this communication is intended to be persuasive) will expect the communication to have a greater effect on others than on themselves”.⁵⁶ The researcher challenges “is it possible that we do not overestimate effects on others so much as we underestimate effects on ourselves?”(p. 14) Perloff (1996) claims, “The third-person effect is a contemporary notion, rooted as it is in the relativity of perception, and committed as it is the centrality of perceptions in public affairs” (p. 3).⁵⁷

Framing theory suggests that the form is more important than the meaning. Framing effect research is a “strategy of constructing and processing news discourse”.⁵⁸ This effect is based on the principle that our choices are influenced by the manner they are framed through different techniques such as wording, setting, colour or situation. Interestingly that the choices are worded in a way that presents both positive and negative aspect of the same matter. People tend to be risk-averse when a positive frame is presented but simultaneously they will search for it when a negative frame is given. Individuals are capable of taking a risk when a certain “loss” is highlighted. Frames influence the perception of the information by the audience, as it is construed as a form of agenda-setting meaning that the audience is told what and how to think about something. It impacts decision-making processes and distorts the objective reality. Goffman extended that people interpret reality through their primary frameworks.

Also, media effects affect how people see themselves concerning the external world portrayed in mass media. Nevertheless, individuals carry cognitive structures or schemes which are used to make a sense of the world. Gamson (1988) points out

⁵⁶ Davison, W. P. (1983). The third-person effect in communication. *Public Opinion Quarterly*, 47(1), 3-15

⁵⁷ Perloff, R. M. (1996). Perceptions and conceptions of political media impact: The third-person effect and beyond. In A. Crigler (Ed.), *The Psychology of Political Communication* (pp. 177-197). Ann Arbor: University of Michigan Press.

⁵⁸ Pan, Z., & Kosicki, G. (1993). Framing analysis: An approach to news discourse. *Political Communication*, 10(1), 55–75.

that a scheme gives “initial expectation, an anticipation of what one is going to see” (p.170).⁵⁹

Many individual characteristics predetermine our choices in consuming the information. Some people are more vulnerable and susceptible to influence while others think critically and choose what to consume. All things considered, we can summarize that media effects comprise theories that expound how the mass media influence the mindset and perceptions of audience members.

Conclusions

In the first part, we have analyzed the theoretical issues of the study. The analysis of the literature leads to the following conclusions:

1. Firstly, manipulation is considered to be a psychological and non-explicit influence when mental structures of individuality are targeted. The manipulative encounter consists of four components: the target audience, intentionality, covertness and the speaker’s interest. First, manipulators introduce the information that serves a certain aim. Second, they use false arguments to mislead the audience. Third, manipulators choose the information that appeals to human’s emotional, cognitive and affective spheres. Manipulators imply manipulative weapons such as repetition, virtual reality, one-sided presentation, simplification, standardization, information and coverage asymmetry, professional terms, isolation, glittering generalities, propaganda, etc.

2. Secondly, manipulation is pragmatic in nature and it should be pragmatically approached. Linguistic manipulation is a conscious and deliberate use of language in a devious way to achieve a specific aim of a manipulator. To clarify, with the help of deliberately chosen linguistic means mass media can exercise an indirect influence to awake a special spectrum of emotions required.

3. Thirdly, media serve as major ideological and cultural force. Media manipulation creates certain images to favor particular interests. There are two

⁵⁹ Gamson, W. (1988). A constructionist approach to mass media and public opinion. *Symbolic Interaction*, 11(2), 161–174.

approaches to the media discourse. According to the first approach, media discourse is a specific verbal-mental activity orientated at information. The second one postulates that it is any kind of discourse realized in media space and produced by mass media. Nowadays, we can encounter two types of mass media: broadcast mass media and printed mass media. Mass media affirm aesthetic, political and ethic standards.

4. Finally, media effects theories clarify how the media impact the perceptions of the audience members. According to Cultivation theory people are likely to think that realities portrayed on television do not differ from real-life situations. According to Uses-and-Gratifications theory, people use media to gratify certain desires and needs. Media are more user/audience-centered. According to, Third-Person effect media theory, people assume that media affect others but not them. Framing theory suggests that the form is more important than the meaning such as wording, setting, colour or situation.

2. TECHNIQUES AND STRATEGIES OF MANIPULATION IN MASS MEDIA

2.1 Theoretical overview of manipulative techniques

The spectrum of manipulative techniques used in the mass media is extensive. According to Noam Chomsky (2002), current means, techniques and methods of manipulation are predetermined by technological advancements and current needs of people ⁶⁰. For the sake of understanding the influence of manipulation on large masses, one should be aware of the mechanisms of manipulative techniques. It is important to realize that there are certain preconditions for achieving a desirable manipulative effect such as human biorhythms, archetypes, gender stereotypes, weather conditions, individual perception of the information etc.

Mass media appeal to emotional and irrational components by making a large audience speculate in a desirable manner. To clarify, mass media manipulate the human's mind. It is claimed that human mind adjusts new information to the already existing stereotypes and biases. Mass media maintain a social connection and alter the mind of their public by controlling its behavior and changing the way of thinking. To start with, one of the most effective methods of influencing mind through manipulation is the method of simplification. Mass media present information in a vivid, brief, impressive form so that a person accepts news or certain information without critical thinking. One of the most effective methods for achieving this aim is a simplification of the information and making it a stereotype. According to Ryumshina (2003) public mind manipulation is considered to be a goal-oriented, intricate, manipulative action of media representatives (including interested parties and government) who signify opinions and wishes of a social group. ⁶¹

In fact, press, television, cable TV systems, videos, computer networks serve as a technical tool of communication. Gathering of data through their channels, coding it in frames of a certain style and transferring to the addressee is the main

⁶⁰ N. Chomsky, *Media control. The spectacular achievements of propaganda*, New York 2002, p. 12.

⁶¹ Ryumshina, L. (2003), *Psychology of Manipulating People*. Rostov-on-Don: Rostov University Publishing House.

goal of a certain medium. It is important to emphasize, methods of information coding can also influence the public in many ways. To illustrate, an article related to beauty standards and presented in press article, TV spot or radio cast holds a different coding and as a result, produces controversial and different kinds of influence on the audience. According to Litvinenko (2012), printed media code data by means of placing the information, headlines sizes, styles, special characters and symbols. Taking into consideration many factors listed above we can assume that regardless communicator's wishes people still get manipulated messages and distortion of reality. ⁶²

Manipulative technologies aim at managing a certain situation by managing people's behaviour. The main goal of conventional technologies is managing the situation through interaction and coordination of human behavior. Apart from that manipulative strategies structure the cognitive consciousness of the audience, the nature of language and the grammatical structure of its discourse. It is believed that every manipulative action activates a particular emotion that can increase the efficiency of the manipulations.

Manipulation begins with the choice of the necessary strategy. The researchers point to the main manipulative technologies in the mass media such distortion of information, factual production, urgency of information, sensationalism, repetition, silence, shift in the semantic area and more. In addition, such scientists as McQuail, Noelle-Neumann, Bienkov emphasize in their works digital techniques of media manipulation such as sandwich technique, social myths, emotional resonance and appeal, clickbait, spiral of silence. ⁶³ Most of them are used in printed media such as newspapers and magazines, and TV, some of them as clickbait can be used only in the Internet. It is important to point out manipulative

⁶² Litvinenko, A. (2012). Social Media and Perspectives of Liquid Democracy on the Example of political Communication of Pirate Party in Germany p403-408.

⁶³ Noelle-Neumann, E. (1973). Return to the concept of powerful mass media. *Studies of Broadcasting*, 9, 66–112.

power of such types of TV manipulation as manipulation by press rumors, montage, images, censorship, hidden procedure, omission.⁶⁴

According to Van Dijk, a strategy is considered to be a process of mental information processing that reflects a manner of text understanding by the target audience. Any tactic of manipulation may be considered a combination of certain practical steps which influence the audience. First, mass media aim at something whether to inform or influence, then produce a certain communicative strategy that transforms into tactics. It should be noted that every strategy is goal-oriented and determined by informing or convincing goals of news media discourse and connected with persuasion or drawing attention. As for linguistic means, they differ from the channel of a communicative act, content and kind of special or ordinary edition.

In news media discourse, equally important are major types of communicative strategies such as informative, presentative and manipulative strategies. To illustrate the point, an informative strategy deals with the factuality of events by increasing informative level and using specific communicative aims. As for its presentation, the strategy consists of a problem presentation and direct contact with the target audience through the announcement. This can be seen in many newspapers where news is organized in such a manner that the most important message is placed at the beginning, at the top of the page to inform a reader as fast as possible. Manipulative strategy permits to find out techniques that could replace structures of actual reality and influence the mass audience in a desirable manner. Except for the manipulation strategies previously listed above we can add a strategy of forming attitudes that concentrates on non-conformable facts that are presented in mass media as valid and testable. In addition, the most effective strategies used in mass media are concealing strategy that helps to hide information: strategy of appealing to the image of the anchor by reporting about special events; strategy of distortion realized by

⁶⁴ McQuail, D. (1977). The influence and effects of mass media. In J. Curran, M. Gurevitch, & J. Woollacott (eds.), *Mass communication and society*. London: Edward Arnold, pp. 70–94

distracting public's attention; announced evasion that softens the message; the eloquence of the speech and eloquent suppression.⁶⁵

Skilfully selected inventory of speech manipulation consists of self-presentation, persuasive and semantic strategies, euphemisms, slogan words etc. Mass media soften the information that may be theoretically destructive by the delicate sequential presentation of events.⁶⁶ Apart from this, mass media use any information in a targeted manner and influence a human's mind. The wide spectrum of manipulation strategies helps to reach a certain informative or persuasive goal in a short time by controlling huge masses of people.

2.1.1 The notion and technique of propaganda in mass media manipulation. Noam Chomsky's viewpoint of media manipulation

In the modern world, propaganda is a massive detrimental force in mass media. Propaganda techniques are created to hold the public's attention and realized in a form of emotional appeal constructed to achieve an immediate outcome. The etymology of the word "propaganda" derives from the Latin *propagare*, which means "to spread or grow" and according to Merriam-Webster Dictionary propaganda is defined as "ideas, facts, or allegations spread deliberately to further one's cause or to damage an opposing cause." According to Sproule (1994) "Propaganda represents the work of large organizations or groups to win over the public for special interests through a massive orchestration of attractive conclusions packaged to conceal both their persuasive purpose and lack of sound supporting reasons".⁶⁷ (p.8)

In addition, Britannica claims that propaganda is "information that is not objective and is used primarily to influence an audience and further an agenda, often

⁶⁵ Irina Kuznetsova. – "Communicative Strategies in Mass Media Discourse The manipulative aspect". Dialogue Analysis XI Proceedings of the 11th IADA Conference on 'Dialogue Analysis and Rhetoric', University of Münster, March 26-30, 2007, Publisher: iada.online.series, Editors: Edda Weigand, pp.125 -127

⁶⁶ Lutz, William. 1996. The New Doublespeak: Why No One Knows What Anyone's Saying Anymore. New York: Harper.

⁶⁷ Sproule MJ (1994) Channels of Propaganda. EDINFO Press, Bloomington

by presenting facts selectively to encourage a particular synthesis or perception, or using loaded language to produce an emotional rather than a rational response to the information that is presented”⁶⁸(Smith, 2016, p.67).

It is important to note that propaganda is closely connected to mass media channels such as television radio, social sites, films, and newspapers. According to Garth and Victoria (2006) propaganda is “the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist”⁶⁹. Herman and Chomsky (1988) in their significant works construe propaganda as phenomena that “require the collaboration of the mass media”(p.33)⁷⁰. These two prominent scientists also state that mass media may serve as a certain system for transmitting messages to brainwash the audience with the values and worldviews that will integrate them the institutional structures of the society. To achieve all of this, propaganda should be systematic and pervasive. According to Ellul (1995), there are two concepts of propaganda: horizontal propaganda and vertical propaganda⁷¹. “Vertical propaganda is characterized by originating from elites who rely on mass media to persuade an audience into submission and action. Horizontal propaganda relies on small, autonomous groups cooperating based on a common ideology. Media control, in other words, is inseparable from vertical propaganda, but is not similarly fundamental for horizontal propaganda.”(p 4.)⁷²

Contemporary propaganda is interconnected in news, advertising and entertainment. The propaganda stimulus is constructed to arouse a response, which is the desired intention of the propagandist. Apart from that, it is important to emphasize that a disguised propaganda that according to Jowett and O’Donnell

⁶⁸ Smith, Bruce L. (17 February 2016). "Propaganda". Encyclopædia Britannica. Encyclopædia Britannica, Inc. Retrieved 23 April 2016

⁶⁹ Garth Jowett and Victoria O'Donnell, *Propaganda and Persuasion*, 4th ed. (Thousand Oaks, CA: Sage Publications, 2006), 7

⁷⁰ Herman ES, Chomsky N (1988) *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon Books, New York

⁷¹ Ellul J (1965) *Propaganda: The Formation of Men’s Attitudes*. Vintage Books, New York

⁷² Farkas, Johan & Neumayer, Christina. (2018). *Disguised Propaganda from Digital to Social Media*.

(2012) can be grey and black. To illustrate, the main essence of grey propaganda lies in a fact that sources of manipulative information are blurred and complicated to define the hidden propagandist. Black propaganda, in contrast, is known for falsifying the public to believe that a shared message stems from an opposing source of information to the actual one.⁷³

In addition, Ellul expresses his understanding that the division between propaganda and information is impractical. He considers propaganda to be a part of the media environment and finds out its power in a context of the mass culture. Interesting to note that Ellul does not see propaganda as a political concept but more as sociological manifestation. Propaganda is also seen as a useful tool for social and economic integration. Ellul also investigated an individualistic nature of propaganda's functioning giving an example of people's separations from certain social groupings where they can get guidance and support in a decision making process. To illustrate, nowadays people are more autonomous, independent and self-reliant. According to Ellul (1965) "Individuals turn for information and opinions to the media, and thus imbibe the values and opinions of the collective, entirely relying on the public opinion".⁷⁴(p.90)

According to Gambrill and Reiman (2011), in the mass media propaganda is used to "systematically and consciously promote a set of ideas and actions developed by those advocating such a doctrine and who would duly benefit from it" apart from that propaganda aims at "agitating emotions, exploiting insecurities, capitalizing on the ambiguity of language, and bending the rules of logic." (p. 7-8)⁷⁵

In addition, they defined certain propaganda techniques such as appeal to prejudice and stereotypes using emotive coloring in a deceitful manner to add value. It underpins the idea that emotions are closely connected with propaganda and

⁷³ Jowett GS, O'Donnell V (2012) Propaganda and Persuasion. SAGE Publications, Los Angeles

⁷⁴ Ellul, J. (1965) Propaganda: The formation of men's attitudes (K.Kellen&J.Lerner, Trans.). New York: Alfred A. Knopf. (Original work published 1962)

⁷⁵ Gambrill, E., & Reiman, A. (2011). A propaganda index for reviewing problem framing in articles and manuscripts: an exploratory study . Plus One, 6(5), 1-12.

persuasion as the more senses a certain manipulative image evokes, the more effective and seen effect can be achieved.

It is also important to emphasize the flag-waving strategy that can be used to “justify an action based on the undue connection to nationalism or patriotism or benefit for an idea, group or country”.⁷⁶ One of the most effective propaganda strategies is oversimplification, mass media give simplified answers to profound questions concerning social problems. Further, quotations and third party technique are effectively used in mass media. It is claimed, that cited sentences can be perceived as more reliable as they implicitly support a personality or program behind it and give a public a feeling that they identify themselves with the authority’s points of view. As for the third party technique, it is claimed that people are more susceptible to accept something from an autonomous source of information than from certain involved channels.

It is important to emphasize that changing fixed opinions is a complicated process as a person regularly tends to watch or listen to such medium that is close to their belief systems that is why propaganda does not change opinions but reinforces them and converts into actions. In consonance with Shawn J. & Parry-Giles (2002) “Propaganda is conceived of as strategically devised messages that are disseminated to masses of people by an institution for the purpose of generating action benefiting its source.”⁷⁷

Furthermore, propaganda is omnipresent since the era of digitalization gave a great ability to manipulate the message by utilizing the power of technology. According to Ellul (1957): “Propaganda will always triumph over information, wherever there is propaganda, information, if it is to survive, must utilize the same weapons. It must engage in a struggle against the inaccuracy of the facts proclaimed

⁷⁶ Nicole Hein (7 November 2011). *Spinning Coverage: An Analysis of The New York Times' Reporting on the War in Iraq in Light of the U.S. Administration's Spin and Propaganda Efforts*. GRIN Verlag. p. 33.

⁷⁷ Parry-Giles, Shawn J. *The Rhetorical Presidency, Propaganda, and the Cold War, 1945-1955* (Westport, Conn.: Praeger, 2002).

by propaganda.”(pp 66-67) ⁷⁸ Nowadays, mass media are convergent, digital, hypertextual, virtual and interactive.

The most recognized and popular techniques or styles of propaganda used in mass media are:

1. Testimonial technique is about transferring an image of a famous person to a product. For instance, media choose a smart and popular person from a certain sphere and exactly that person approves a certain product and makes it more reliable to the customer or user. It combines a persuasion, as well as a person, starts thinking that if that person uses this product or has such an opinion concerning a certain issue then the product is a high quality item and indeed worth buying.
2. Card Stacking is about the sequence of presenting the information. For instance, while presenting a product or idea, inequitable advantage to one viewpoint may be given by weakening another one, information may be inaccurate, presented out of the context, last and without emotional involvement.
3. Glittering generalities – words which mean some generally expected moral notions and are linked to valued concepts that can be accepted without any doubt. For instance, words which serve as glittering generalities are hope, liberty, beauty, love to the country, mercy.
4. The bandwagon effect is a propaganda technique and a psychological phenomenon whereby people accept certain ideas and perform identical actions s primarily because their friends, close circle, colleagues are doing it, in spite of their own understanding of the issue and principles.
5. Name calling is a propaganda technique that is used to evoke fear, misleading ideas or prejudices by using words with negative meaning, a bit of irony or sarcasm.

⁷⁸ Ellul, J. (1957). Information and propaganda. *Diogenes*, 18, 61–77.

6. Plain folks is a technique that shortens the distance between the audience and the propagandist. The last demonstrates that he or she is close to ordinary people by behavior or attitude. It is important to point out that this technique is highly effective and may be noticed during elections. For instance, helping poor people in the street, taking photos with nice children or standing in a queue to order fast food.⁷⁹

Every person is susceptible to propaganda because modern propaganda utilizes all means of manipulation.

In the modern world, many people are subjected to a certain media manipulation that definitely can be bring a positive social impact or be a psychological weapon of manipulation at the victim's expense. Noam Chomsky being a distinguished American linguist and philosopher has systematized a list of ten manipulation strategies used in mass media worldwide. He has proven that these strategies are most effective and well-elaborated methods of moulding public opinion and mind. In addition, knowledge of these strategies helps people in a real life to stay aware of being victimized. It is important to note that all these strategies are being used in our everyday life. These are:

1. The strategy of distraction which is characterized by the diversion of public attention from some essential issues. Mass media feed the public with trivial and insignificant information to distract public attention from something that was established by politics or elites. Important thing is that via this manipulation strategy a person becomes submissive and obedient.
2. The Create Problems, then Offer Solutions technique is known for a creation or fabrication a certain problem that may awake a public reaction and lead to destructive, fictional solutions.
3. The Gradual strategy manifests the power of a habit, how people become gradually influenced by some absolutely unacceptable ideas at first. For instance, acceptance of new doctrines or any other ideas with the passage of time being

⁷⁹ Nicholas Jackson O'Shaughnessy, *Politics and Propaganda: Weapons of Mass Seduction*, Manchester University Press, 2004

repetitive penetrates into the human mind and become fully acceptable ideas. Mass media may propagate the same idea for many years until it becomes a norm.

4. The strategy of deferring gives people an opportunity to get used to something new beforehand without resistance when the actual time happens. For instance, making a future sacrifice is always easier because it is not so stressful as a spontaneous sacrifice made the following day. Mass media prepare the public beforehand.

5. The strategy of addressing the public as a little child presupposes using special childish intonations treating the public as immature children and as a result making them more docile and obedient.

6. Appeal to the emotions is one of the most popular media manipulation strategies that encompasses a certain work with the human mind. A person through a display of emotions becomes more vulnerable and exposed to influence or intrusion.

7. The strategy of keeping the public ignorant is realized through brainwashing and depriving of objectivity. Mass media give people half-truths and use such technologies which are difficult for an average person to understand and follow the thin barrier between a positive social influence and psychological war.

8. The strategy of encouraging the public to be mediocre manifests a concept of being an uneducated and shallow person with an undeveloped personality.

9. The strategy of reinforcing the self-blame provokes people to be more self-critical and self-destructive as a person starts to unreasonably blame himself/herself for all misfortunes.

10. The last strategy is about understanding individuals better than they understand themselves. Media gather certain information about people and control them.

To sum everything up, propaganda simplifies evidence, diverts a person from a logical analysis of some issues, conceals the truth and appeals to emotions instead of critical thinking. On the side of the source's aims, propaganda influences public opinion, belief systems and behavior.

2.1.2 The sleeper effect and groupthink as effective techniques used in mass media

The sleeper effect is considered to be a manipulation technique that is often used in mass media to affect people's opinions. In the advertising industry, it is one of the most effective strategies of manipulation.

The first attempts to discover the sleeper effect were made by Carl Hovland and his research associates. Being a preeminent scholar he studied how over time different repetitive advertisements during the Second World War became effective. According to Hovland & Weiss (1951), as time goes by recipients forget a certain message and as a result, the 'initial message rejection subsides'.⁸⁰ Later, scientists made a hypothesis that 'message recipients may not entirely forget the cue, yet the association between the representations of the discounting cue and the message content may fade over time and produce a sleeper effect'.⁸¹ For instance, after first or even second consideration of something a person may have an unchanged opinion either positive or negative but with a progression of time that message will certainly impact a person's way of thinking, behavior and even a lifestyle. It is important to emphasize that a certain message becomes a persuasive one due to increasing its value with time. However, persuasive messages go along with data that activate suspicious, invalid thoughts.⁸²

The sleeper effect is associated with dissociative cue hypothesis that is realised in a way that immediate persuasive influence of a message is constrained due to its association with a discounting cue or unreliable source of information. However, with a progression of time, the message dissociates from the unreliable

⁸⁰ Hovland CI, Weiss W. The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*. 1951;15:635–650

⁸¹ Kumkale, G Tarcan, and Dolores Albarracín. "The sleeper effect in persuasion: a meta-analytic review." *Psychological bulletin* vol. 130,1 (2004): 143-72.

⁸² Lariscy RAW, Tinkham SF. The sleeper effect and negative political advertising. *Journal of Advertising*. 1999;4:13–30.

source or cue and increases message influence and penetration into a brain. This effect also focuses on the discounting cue manipulation.⁸³

The second important phenomenon is a groupthink. In correspondence with The Merriam-Webster Online Dictionary, groupthink is a pattern of thought characterized by self-deception, forced manufacture of consent, and conformity to group values and ethics.

According to its founder, social psychologist Irving L. Janis, groupthink relates to a mutual social agreement within a group. This term is connected with social pressure in a group. People tend to neglect their ideas, beliefs and adapt to the group opinion, and avoid raising controversial questions. In addition, Irving Janis (1982) characterizes groupthink as — “a mode of thinking people engage in when they are deeply involved in a cohesive in-group when the members striving for unanimity override their motivation to realistically appraise alternative courses of action.” (p. 9)⁸⁴

It is claimed that critical thinking may be replaced by a groupthink that is bound to transform into irrational or impulsive decisions. People exposed to a groupthink tend to internalize the group’s norms and perceive everything from group leaders or a certain channel of mass media as a general truth. It is important to point out that groupthink occurs not only in mass media especially in social media but also in politics, sphere of advertising, education, religion. To clarify, it exists in all fields where a person needs to share his or her opinion toward something.

Groupthink happens conventionally when there as an intense sense of togetherness ‘we’ in the group. The main essence of the groupthink is that a strong group of individuals once constructs deliberately thoughtful decisions and at other times become fully unconfident and messed up about something just due to a passage of time. In addition, groupthink leads to a poor decision-making process as individuals overlook their thoughts, do not put forward some alternatives to adjust

⁸³ Hannah, Darlene B., and Brian Sternthal. “Detecting and Explaining the Sleeper Effect.” *Journal of Consumer Research*, vol. 11, no. 2, 1984, pp. 632–642. JSTOR,

⁸⁴ Irving Janis, *Victims of Groupthink*, Houghton Mifflin, Boston, 1972, p. 9.

to the group. The most typical reasons of a groupthink are strong leaders, cohesiveness of the group and certain peer pressure that may arise among people who somehow interact together.⁸⁵

Irving Janis defined principal symptoms or indications of a groupthink model which may arise from some psychological factors such as social constraints, overconfidence, limited understanding of things, shallow versus sophisticated way of thinking. To illustrate, there are eight psychographic triggers which influence a way of thinking:

1. Illusion of invulnerability forces all members of the group remain super-optimistic about possible dangerous outcomes and are eager to take some extraordinary risks.

2. Rationalization: all members of the group construct rational thoughts, discount all misunderstanding and give certain contradictory reasons to promote their ideas.

3. Self-censorship provokes a person to deviate from group consensus, remain silent and hide personal fears and emotions for the sake of saving a group harmony at own expense.

4. Stereotyping forces members of the inner group to despise new ideas which may contradict or challenge a group's ideas.

5. High Pressure is expressed directly toward anybody who raises questions or expresses even a bit of doubt concerning the group's ideas or illusions.

6. Mindguarding is a position in which some members of the group discourage some alternatives and protect leaders from problematic situations.

7. Unanimity forces people to believe that every group member shares the same set of beliefs concerning expressed issues.

8. Morality forces the group to believe that each decision taken in this group is right and moral from all aspects.⁸⁶

⁸⁵ Kroon, M. B. R., van Kreveld, D., & Rabbie, J. M. (1992). Group versus individual decision making: Effects of accountability and gender on groupthink. *Small Group Research*, 23, 427–458.

⁸⁶ Janis, I. L. & Mann, L. (1977). *Decision making: A psychological analysis of conflict, choices, and commitment*. New York: Free Press.

Given these points, mass media use all these techniques to form and manipulate public opinions. While making some crucial decisions a person should check some core assumptions, evaluate all the risk involved and think critically about all information that mass media provide a public.⁸⁷ It is important to examine all the risks, objectives and alternatives, collect reliable information from solid sources and check assumptions.

2.1.3. Gender-based strategies of manipulation in mass media

The mass media play a powerful role in bolstering gender stereotypes and in supporting the status quo. Starting from the 1960s mass media have been perceived as an essential indicator of innovation. In addition, mass media continuously redefine individuals and culture. The impact made by mass media is bi-directional. On the one hand, mass media serve as a quite popular free-time activity for the majority of people. On the other hand, in the modern world mass media are responsible for social awareness and world views of their audience.

It is important to realize that nowadays gender stereotypes depicted in the mass media form the roles that men and women embrace on their social positions. In many media channels, light-hearted women are portrayed as the weaker sex dominated by emotionally and physically strong men. Markedly, these stereotypes are predetermined many triggers such as nationality, age, race, walk of life, status, education, religious and political beliefs. Consequently, it leads to discrimination against diversity and nature of individuals. Mass media impose such an idea that there are certain assigned roles for men and women. In the universal process of socialization, mass media play an important role in categorizing and stereotyping. The overlooked point is that gender stereotyping may be a danger for civil society

⁸⁷ McCauley, C. (1998). Group dynamics in Janis's theory of groupthink: Backward and forward. *Organizational Behavior and Human Decision Processes*, 73, 142–162.

as a certain violation of human's rights force people to desperate actions regardless of positive or negative stereotypes.⁸⁸

Gender stereotypes exist in our culture and are reflected in certain visual or verbal/non-verbal images. There is a link that represents the relation between sexes. Furthermore, mass media create some social functions and concepts of male and female nature considering behavioral patterns of both sexes. In the formation of gender stereotypes significantly prevail many demographic and social factors.⁸⁹ Certainly, individuals form their gender stereotypes based on many factors such as personal experience, patterns of behavior learnt from parents, via social media, literature and art.

Correspondingly, there is a binary opposition between male and female representatives depicted in the mass media. Men are presented in mass media as ambitious, decisive, strong-willed, responsible and persistent. Doyle (1989) introduces men as "aggressive, dominant, and engaged in exciting activities from which they receive rewards from others for their 'masculine' accomplishments." (p.111)⁹⁰ In addition, men are characterized by a strive for change, leadership, a necessity for freedom, focus and concentration and a desire to be successful in the professional field of realization. Mass media show that men take high positions in politics, government affairs, economics, business and defence. It is equally important to point out that men are seldom portrayed being engaged in housework such as cleaning, washing or cooking. Moreover, the media communicate the message that men are competent authorities who support women in all spheres of life. There is also a binary opposition that men are considered to be providers and women are just caregivers.

Media have created a quite dubious and ambiguous image of a woman. Women can take many roles in life simultaneously such as obedient and submissive

⁸⁸ Fagot, Beverly I.; Leinbach, Mary D.; O'Boyle, Cherie. (1992) Gender labeling, gender stereotyping, and parenting behaviours. *Developmental Psychology*, Vol 28(2), Mar, 225-230.

⁸⁹ Bem, S. L. (1981). Gender schema theory: A cognitive account of sex typing. *Psychological Review*, 88, 354-364

⁹⁰ Doyle, J.A. (1985). *Sex and Gender: The Human Experience*. Dubuque, IA.: William C. Brown.

wives, victims, friends, caregivers, mothers, sisters, daughters. According to Davis (1990) women are first underrepresented and even if depicted then only younger and fitter than the whole nation is in real life. In addition, women are portrayed as quite passive creatures who are interested only in maintaining interpersonal relationships and growing up children.⁹¹ Unfortunately, many beauty standards shown in news influence women to be unnatural and as a result psychologically weak.

The most detrimental consequence produced by mass media is that women receive a distorted image of reality and start perceiving themselves as they are not complete. It is important to realize that mass media directly participates in a gender construction by imposing certain standards and patterns of behavior. To illustrate, women's essential roles are childbearing and household chores meanwhile men are determined to obtain professional goals and be dominant, active, social citizens and breadwinner for a family.

As shown above, mass media spread some gender stereotypes and controversial points of view on femininity and masculinity. Some scientists claim that a gender-neutral approach in presenting information can be the most effective tool for avoiding some gender biases and prejudices imposed by mass media.

Conclusions

In second part, we have analyzed the techniques and strategies of manipulation in mass media. We made a general overview of manipulative techniques analyzing best practices and theoretical foundations which were underpinned by media examples. The analysis of these strategies leads to the following conclusions:

1. Firstly, mass media appeal to emotional and irrational components by making a large audience speculate in a desirable manner. The main goal of conventional technologies is managing the situation through interaction and coordination of human behavior. The researchers point to the main manipulative

⁹¹ Davis, D. M. (1990). Portrayals of women in prime-time network television: Some demographic characteristics. *Sex Roles*, 23.

technologies in the mass media such distortion of information, factual production, urgency of information, sensationalism, repetition, silence, shift in the semantic area and more. Skilfully selected inventory of speech manipulation consists of self-presentation, persuasive and semantic strategies, euphemisms, slogan words etc. The spectrum of manipulations is very wide and people are susceptible to them.

2. Secondly, we analyzed the nature of a propaganda and its meaning from different points of view. Noam Chomsky has established that there is a certain link between propaganda and mass media. He has proven that his ten manipulation strategies are most effective and well-elaborated methods of moulding public opinion and mind. Mass media may serve as a certain system for transmitting messages to brainwash the audience with the values and worldviews that will integrate them the institutional structures of the society. To achieve all of this, propaganda should be systematic and pervasive.

Apart from that, emotions are closely connected with propaganda and persuasion as the more senses a certain manipulative image evokes, the more effective and seen effect can be achieved. The most recognized and popular techniques or styles of propaganda used in mass media are testimonial technique, card stacking, glittering generalities, the bandwagon effect, name calling, plain folks. Propaganda simplifies evidence, diverts a person from a logical analysis of some issues, conceals the truth and appeals to emotions instead of critical thinking.

3. Thirdly, in the advertising industry, the sleeper effect is one of the most effective strategies of manipulation. The sleeper effect is associated with dissociative cue hypothesis that is realized in a way that immediate persuasive influence of a message is constrained due to its association with a discounting cue or unreliable source of information. However, with a progression of time, the message dissociates from the unreliable source or cue and increases message influence and penetration into a brain.

4. Fourthly, a concept of groupthink is an important phenomenon that is connected with social pressure in a group. It is also characterized by self-deception and conformity to group values. People tend to neglect their ideas, beliefs and adapt

to the group opinion, and avoid raising controversial questions. Groupthink happens conventionally when there is an intense sense of togetherness 'we' in the group. The main essence of the groupthink is that a strong group of individuals once constructs deliberately thoughtful decisions and at other times become fully unconfident and messed up about something just due to a passage of time.

In addition, groupthink leads to a poor decision-making process as individuals overlook their thoughts, do not put forward some alternatives to adjust to the group. According to Irving Javis, there are eight principal symptoms of a groupthink model such as the illusion of invulnerability, rationalization, self-censorship, stereotypes, high pressure, mind guarding, unanimity and morality.

5. Finally, mass media spread some gender stereotypes and controversial points of view on femininity and masculinity. Furthermore, mass media create some social functions and concepts of male and female nature considering behavioural patterns of both sexes.

3. MANIPULATION OF THE BEAUTY CONCEPT IN MASS MEDIA

3.1. The construction of beauty standards

This research aims to highlight the impact of media representation of different beauty standards that manipulate women and their values concerning their femininity. Therefore, first we have investigated the theoretical side of manipulation and made a research analysis of manipulation strategies used in mass media.

The pragmatic side of this paper explores beauty standards of femininity and perfect physical body presented in mass media in relation to the beauty discourse. We have investigated and gathered recent samples from printed and commercial broadcast media of heterogeneous beauty images to clarify how media encourage women to have beautified bodies and form their personal concept of beauty.

In addition, we have established the concept of beauty in media discourse. It is important to point out that an exposure to a range of different media texts and images of certain beautiful body shapes or socially defined appearance has a destructive effect on a human psyche as not every woman is psychologically and emotionally strong. Notwithstanding this, manipulation of the beauty concept can also have a reverse effect.

Beauty is often associated with some positive spiritual attributes that are intermingled with some physical attributes. This research demonstrates that women try to perform their beauty to meet certain demands proposed by contemporary culture and worshipped in media. Some scholars state that a conventional description of beauty may differ regarding social class and ethnic identities. However, starting from Ancient Greece, beauty had been measured by some mathematical right proportions, known as “golden ratios”. It means that physical attributes of beauty took an important place in all spheres of life starting from art, architecture and physical attractiveness. For instance, Penny Van Esterik (2000) explains that: “Appearance matters. Beautiful appearances matter even more. Beauty can override family connections, money or class, as well as other ascribed and achieved attributes

of women, and to a lesser degree men....”⁹² (p. 129) Having investigated a lot of articles we can claim that beautiful and physically attractive women are judged and treated by the society better. According to Dion (1972) if a woman is attractive and cute her chances to get better job are higher than chances of a less attractive woman. Apart from this, beautiful appearance forces people to think that a woman is socially more competent and happier.⁹³

Mass media manifest the idea of being not enough and reinforce women to follow some standards of beauty to compensate a lack of some attributes. To illustrate, mass media foster unrealistic and idealized beauty images or products that help women to become better versions of themselves and manipulate the standard of female beauty. If we start analyzing female images used in advertisements, we can notice that mass media always worship thinness, white face, long hair and tall women. In correspondence with Kathy Davis (1995) female beauty as a social mind is a progressive social tool for establishing control over women’s bodies. Beauty is perceived as a woman’s crucial feature that demands time, efforts and money.⁹⁴

The concept of beauty is always associated with visual representation of the reality. Many studies have proved that in female magazines or newspapers women are being portrayed as weak and childish. It is important to point out that contemporary advertisements carry a lot of different decoded symbols and images that convey verbal meaning as well. Mass media accentuate gender stereotypes and prescribe some social roles for women. Physical beauty acts as the most effective investment for women. Women rely on three points of reference to estimate their physical beauty. First, it is essential how the society or media see a beauty standard and whether a woman meets certain expectations. Second, women have a strong feeling regarding their own perception and evaluation of body and face. Finally, on

⁹² Van Esterik, Penny (2000) *Materializing Thailand*. Oxford: Berg.

⁹³ Dion, K. K., Walster, E., & Berschei, E. (1972). What is beautiful is good. *Journal of Personality and Social Psychology*, 24, 285.

⁹⁴ Davis, K. (1995). *Reshaping the female body: The dilemma of cosmetic surgery*. New York: Routledge.

the internalized level, women find their beauty role models and aspire to achieve the same results. There are certain problems that can occur on this level mainly because women become vulnerable and exposed to media manipulation.

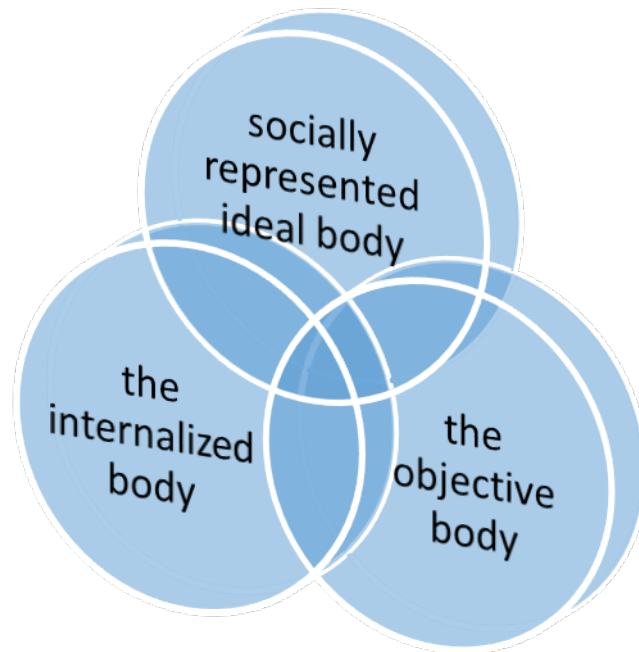


Figure 1. Self-schema

Apart from that, we have conducted small online survey research concerning the concept of beauty. The aim of this online survey was to find out how people regardless of their age or education perceive the concept of beauty. Based on the time taken, this survey is cross-sectional survey research as it was conducted at a particular time interval. 8 respondents of different backgrounds, origin, age and education have been interviewed. In this survey, open-ended questions were created to encourage respondents to give extended answers and obtain a holistic picture concerning the concept of beauty. The respondents were to answer three survey questions:

1. *What is beautiful?*
2. *What female image comes to your mind when you think about beauty?*
3. *Is there any relation between mass media and beauty?*

The validity of the survey depended on bias of respondents, unwillingness to share information and different levels of understanding. This survey shows that 80%

out of 100% respondents perceive beauty as an innate quality of a woman. For some, beauty is a product of thinking that depends on inner confidence and self-love. Mass media affect women's perception of their bodies and appearance as even from childhood all media channels are deeply rooted in the formation of our thoughts and standards.

<p>Nick, 41 Washington</p>	<p><i>“Beautiful woman is defined by inner harmony and energy. I don’t think that there is a standard of beauty. Of course, media manipulate our minds, but beauty is in the eye of the beholder. You should be aware of manipulation.”</i></p>
<p>Hope Joanne, 27 London</p>	<p><i>“Well, I do believe that beauty is about confidence and inner strength to be yourself in all situations. Mass media formed my understanding somehow concerning beauty but I always listened to my heart and followed my style. Social pressure is strong, though.”</i></p>
<p>Pete, 49 Canada</p>	<p><i>“I think beauty is a trait of a character and person can develop this trait during his or her life journey. Media give some directions to help girls all over the world to understand some tendencies. I don’t consider it a bad thing.”</i></p>
<p>David, 67 New York</p>	<p><i>“ I do love people especially women who know their value in somebody’s life and do not depend upon somebody’s opinion. It is all about freedom and free equals beautiful.”</i></p>
<p>Polina, 23 Ottawa</p>	<p><i>“ For me, media help to understand main concepts of new beauty directions. I appreciate the opinions of some fashion or beauty bloggers who make a difference in their lives and inspire others to develop as a woman. Beautiful is modern and progressive.”</i></p>
<p>Robert, 81 Assisi</p>	<p><i>“Nice actions and clean heart form a concept of beauty. Media can propagate only these concepts. New phone or parameters aren’t important in the context of eternity. Don’t compare yourself with model-like people.”</i></p>

<i>Teresa, 31 Warsaw</i>	<i>“ You’ve got to know who you are and understand that physical changes do not lead to inner changes. We shouldn’t judge a book by its cover. Everything precious is inside.”</i>
<i>Victor 27 Moscow</i>	<i>“ Everyone is beautiful. Mass media give a narrow-minded image of beauty. You do not need to be skinny to feel happy. Physical body changes a lot during life but your metaphysical health may be eternal.”</i>

Table 1.

Furthermore, the sphere of social stereotypes intensively dictates new rules and demands for women. To illustrate this fact presented in our contemporary lives, media created a provocative and powerful video called “Be a lady, they said”. It was produced by Girls. Girls. Girls. magazine, written by Camille Rainville and narrated by Cynthia Nixon. This short video points out all controversial messages that women get all over the world regarding their bodies, appearance and lifestyle. In addition, it was accentuated that many stereotypes directed at women are contradictive and misleading by their nature.

It is important to emphasize that the essence of this video significantly raises the awareness of women and shows the real power of manipulation and propaganda. Let us look at the extract of the original text taken from the script that serves as an example of different manipulation strategies gathered together by the author from all sources of printed and broadcast media:

“Be a lady they said. Your skirt is too short. Your shirt is too low. Your pants are too tight. Don’t show so much skin. Don’t show your thighs. Don’t show your breasts. Don’t show your midriff. Don’t show your cleavage. Don’t show your underwear. Don’t show your shoulders. Cover up. Leave something to the imagination. Dress modestly. Don’t be a temptress. Men can’t control themselves. Men have needs. You look frumpy. Loosen up. Show some skin. Look sexy. Look hot. Don’t be so provocative. You’re asking for it. Wear black. Wear heels. You’re too dressed up. You’re too dressed down. Don’t wear those sweatpants; you look like you’ve let yourself go....” See in Appendix 1.

In this text, we can reveal different manipulation strategies such as a strategy of keeping the public mediocre and ignorant that is realized through brainwashing and depriving of objectivity by highlighting the imperative constructions. Such way of presenting the information hinders the critical thinking and as a result change women's behavioural patterns.

In addition, appeal to prejudice and stereotypes was realized using the emotive colouring of imperative tone that subconsciously forces the target audience to behave in a certain way. The strategy of reinforcing the self-blame provokes women to be more self-critical and self-destructive. Equally important is an appeal to emotions realized in this text with the help of dubious and catchy sentences that may evoke feelings of sympathy, protest and helplessness. Appeal to the imagery of the audience may also evoke the inferiority complex. Gradation and repetition in this text are means of emotional influence that is typical for the Publicist (Oratory) Style.

Another linguistic manipulation used in this text is lexical/emphatic repetition that is implied to emphasize the importance of ideas by multiple usages of the same linguistic unit. Endless repetition of some controversial ideas as the outcome influences a target audience greatly. This linguistic tool of manipulation is widely used in politics, mass media and advertisements.

As for the type of foregrounding of this text, we can notice a visible evidence of semantic coupling that is achieved with the help of parallelism (“*don't say yes, don't say no*”) and syntactical repetition (anadiplosis or anaphora “*be..*”, “*don't..*”). Apart from that semantic coupling may be demonstrated in this text by the extensive usage of ideographic and total synonyms such as:

1. ideographic synonyms: bossy, assertive, strict; ugly, miserable.
2. total synonyms: pure, virginal, innocent; small, little, petite.
3. Stylistic synonyms: bitch, slut, prude, tummy, boobs, belly, temptress.

In addition, this text is full of semantically contrasting units which form figures of opposition. As we have mentioned before, semantic coupling is also realized through semantic fields, connotations, recurrence or stimulation of certain images and appeal to senses (“*chew gum*”, “*bloody*”, “*flashy*”, “*men like meat*”,

“dirty”). In addition, there is an example of synecdoche in this text “*men love women with some meat*” where the transfer is based on the association with curvaceous women or plus size.

It is equally important to mention that an appeal to prejudice and stereotypes was realized using the emotive colouring of the imperative tone that subconsciously forces the target audience to behave in a certain way. According to syntactical types, sentences in this text are imperatives which sound direct, bossy and persuasive. As a communicative subtype of imperatives they can be classified as commands which are characterized by such type of intonation: Falling/High Level Head + Low Fall (in order to sound powerful, intense and strong; the speaker believes that the addressee will accept the ideas). The oral presentation of this text is full of examples of emphatic intonation and emotive coloring of the speech. This text is characterized by a certain climax or gradation as each successive word or simple sentence are emotionally more coloured and even logically more important. To illustrate, at the very beginning Cynthia Nixon expresses how women are judged externally mentioning: “*Wear makeup. Highlight your cheekbones. Powder, blush, bronze, highlight*”. These imperatives highlight the external appearance of a woman. Then, with all successive phrases, the narrator starts highlighting the inner beauty and feelings of a woman: “*Save yourself. Be pure. Be virginal. Don’t be so bossy. Don’t be assertive.*” The text is gradually fulfilled with additional, deep meaning. Finally, the narrator emphasizes the female importance of being self-protective and aware of the life value: “*Take a self-defense course. Check your trunk. Lock your doors. Don’t go out alone. Don’t make eye contact. Don’t bat your eyelashes. Don’t look easy*”. It was achieved with the help of the arrangement of lexical units with a logical and gradual widening of semantic notions.

Equally important to point out introductory and ending sentences: “*Be a lady they said*” that serves as a framing of the whole text highlighting the part of the phrase: “*they said*” - the indirect speech. It emphasizes that mass media or other channels of information always impose some ideas on women and it makes them passive and submissive.

The usage of the asyndeton in this text accelerates the tempo and rhythm creating catchy and manipulative effects. These effects add to this text a certain novelty and emotionality as usually asyndeton is atypical to written texts.

The ideas of cultivation theory manifest the hypothesis that mass media foster the way women perceive this world and shape the audience's understanding of the beauty. If women spend a lot of time watching television or reading a beauty magazine, they form their misleading concepts of beauty based on depictions and images presented there. The more women watch and follow certain beauty channels, the more likely they will be affected by those images.

Based on the ideas of Camille Rainville, Cynthia Nixon narrates that social pressure is high nowadays and women may truly suffer from being inappropriate and imperfect. However, it is also depicted that women do enormous sacrifices to reach flawless and artificial beauty standards. Mass media create an image of a perfect lady. Foundational to this is the fact that all beauty messages have been rooted in our culture for thousands of years. We have created a self-made collage of fragments depicted in the video.

Another essential point is the psychological effect incited by media manipulation. To illustrate, in the sphere of modelling, women become victims of self-doubt, low self-esteem and panic if they do not meet social expectations of beauty. Correspondingly, body stereotypes force women with the weak psyche to rush to extremes such as plastic surgeries, botox injections, excessive use of makeup, weight loss etc. This short film also highlights the notion of gender equality and certain feminist movements. We are inclined to believe that nowadays women are more able to protect their divine nature and eradicate violence against their rights and personality. Notwithstanding, mass media still mould our understanding of primary concepts of beauty and body standards.

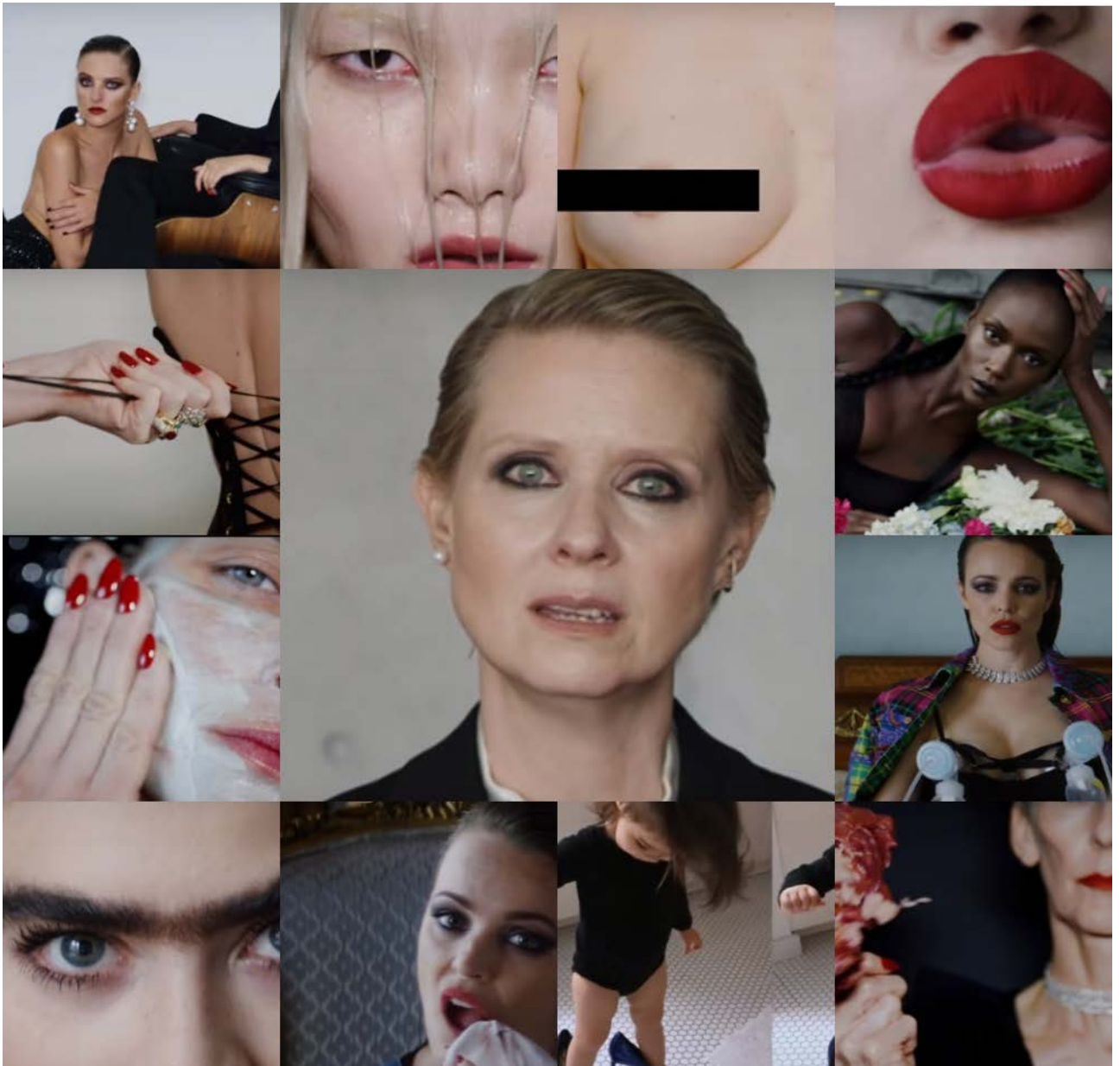


Figure 2. [BLTS]

Considering all these factors it can be concluded that the standards of beauty are formed based on the physical characteristics of a woman and portrayals of beautiful icons in mass media. Additionally, the study has shown that people tend to evaluate others also based on the up-to-date appearance. Thus, mass media and advertisements play visible roles in dictating contemporary standards of beauty by strategic manipulation techniques. It is apparent that modern women should analyze all the beauty life hacks and information concerning their bodies and appearance. Mass media present information in such a way that beauty is obligatory for all kinds of achievements in female life starting from the successful carrier, matrimonial life,

endeavors and all other accomplishments. We live in a world with rigid social definitions of beauty, however, women do have a right to redefine the concept of beauty that resonates with their true nature. It is good to be bossy, it is perfect to be romantic and light, it is wonderful to be skinny and oversized, it is interesting to be different.

3.1.1.A cross-cultural analysis of beauty as a cultural landscape

Beauty is diverse and unique by nature. The definition of beauty will be given in terms of cultures, countries and communities. The standards of beauty differ across the globe as each country has its own understanding of beauty and physical attractiveness that stands apart.

Firstly, we think it is important in our research in terms of social comparison to mention and analyze the findings of a project called “Perceptions Of Perfection” created by UK online pharmacy Superdrug Online Doctors. This project aimed at creating eighteen photoshopped images of the same woman that fit peculiarities and perceptions of beauty standards of 18 countries. The editors and designers changed almost everything in a photo to match some features to cultural standards of a certain country. To illustrate, here is an original picture of a woman involved in this project.



Figure 3. [PP].



Figure 4. [PI].

Examining these images we can see that every culture has its own set of physical characteristics regarding an ideal body, skin tone and general proportions. It is important to point out that these images were constructed based on the media's depiction of women. Based on the outcome of these photos we have created a diagram that shows the main tendencies regarding an ideal physical body.

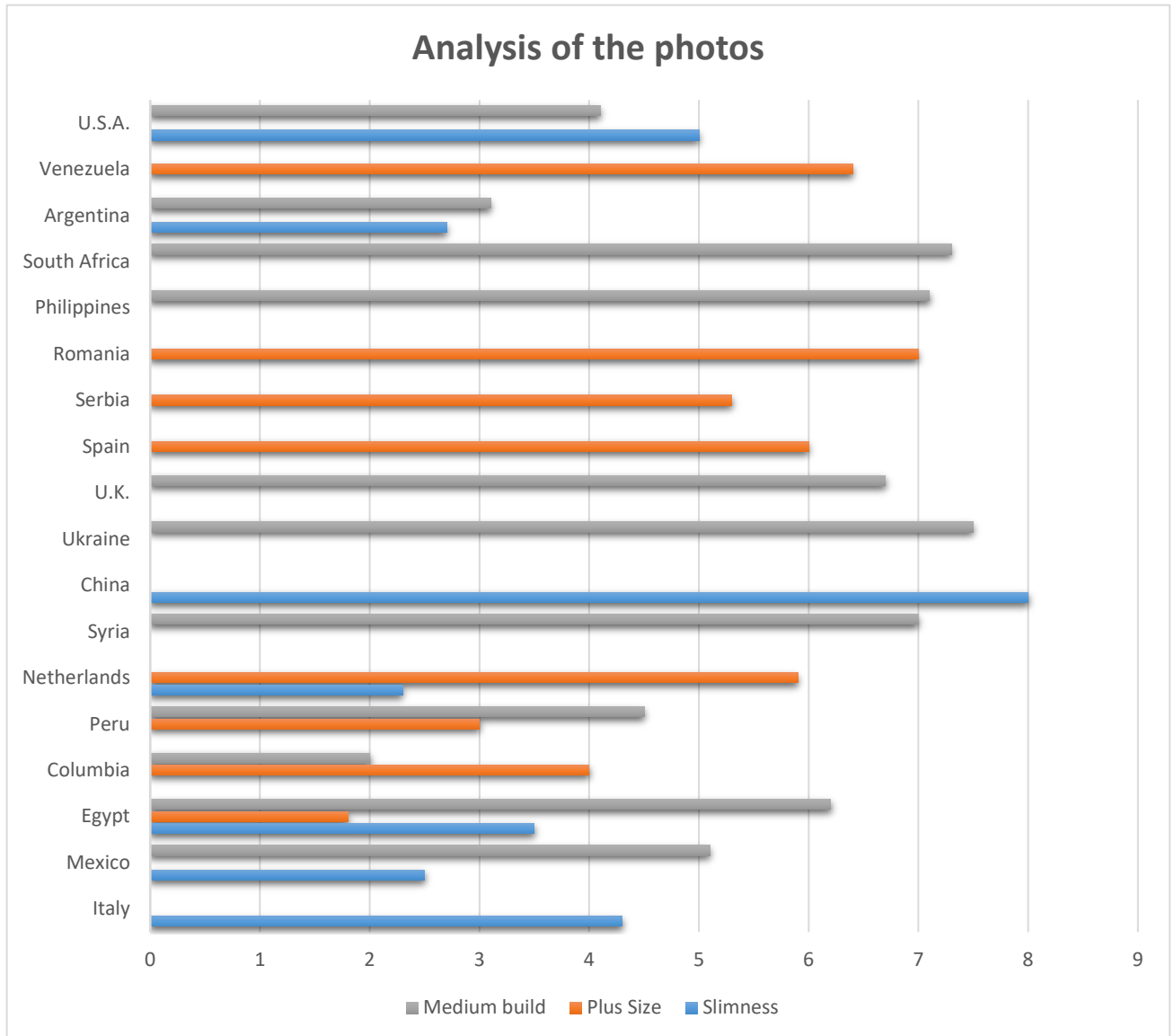


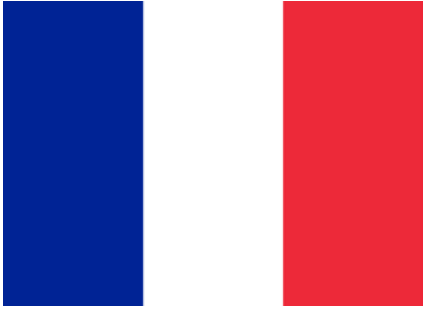
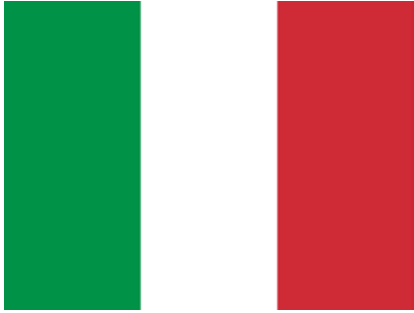

Figure 5. Diagram 1

The blue colour stands for 'slimness'; orange colour stands for 'plus-size' and grey colour stands for 'medium build'. This project proves that standards of beauty differ across the globe and media channels of every country propagate different concepts. However, the notion of beauty exists for thousands of years as a cultural

code of a country. A healthy society is a society that celebrates its diversity and uniqueness.

We made a comparative analysis of beauty peculiarities in France, Italy, Korea, Thailand, Brazil and the United States to analyze the differences and similarities.

Standards of beauty in different cultures

	<ul style="list-style-type: none"> • French women are known for being graceful at any age. Women in France prefer natural beauty and tend to have clean skin and hair. • Mass media promote natural looks, true and effortless beauty, bare face with 'no makeup makeup trend' and minimalism. • In addition, mass media impose women to maintain a flawless body during all life as a part of a cultural landscape. • However, nowadays standards of beauty in France are multiple and diverse due to multiculturalism.
	<ul style="list-style-type: none"> • Italian women worship beauty, bella figura and abundance in everything. • Italian mass media encourage women to enjoy their true nature and youth at any age. Mass media portray Italian women as laughing, voluptuous and satisfied. • The concept of being comfortable with yourself and truly happy about life is a main canon of beauty in Italy.
	<ul style="list-style-type: none"> • Korean women are known for porcelain and flawless skin tone. This standard of beauty provokes women to do everything to prevent skin ageing and achieve a perfect face by all means. • Women suffer psychologically if they have some facial problems and do not fit the standards of beauty. • Mass media place high importance to the skin conditions and advertise a lot of beauty products to help women to be “better”.




	<ul style="list-style-type: none"> • A Thai woman values her outlook and body a lot. Women deliberately care about hair and physical fitness. • The main beauty standard is a long neck that can be obtained by wearing heavy brass coils around the neck. It shows how the culture and media dictate certain rules that may lead to detrimental consequences. • Social media has fully penetrated in Thailand and ingrained some strict beauty standards, for instance, total skin lightening as a feature of noble roots and true beauty.
	<ul style="list-style-type: none"> • Brazil is famous for exquisite and wonderful women who embrace the idea of curvaceous body and untypical slenderness. • Brazilian women are the leaders in enhancing their noses, breasts and butts. Plastic surgery is commonplace in Brazil. In addition, these women spend a lot of resources to prettify themselves. • Mass media cultivate a perfect curvaceous body that may need some surgical intervention to be more modified and flawless. It leads to psychological problems such as anxiety, panic and depression.
	<ul style="list-style-type: none"> • America being a cultural melting pot has created diverse standards of beauty. It is a fit, slim, healthy and successful woman who mostly chooses her personal standards independently. • American women do not care about their appearance as much as European women do but the advent of mass media and influencers provoked women to enhance their appearance by some artificial procedures such as tanning, plastic surgery • Mass media tend to idealize celebrities and present them like a bombshell beauty ideal.

Table 2. Cultural standards of beauty

To sum everything up, we can conclude that the standards of ideal beauty are emphasized all over the world. Every country has its own standards of beauty, however, mass media and advertisements have shifted the attention of women to an unattainable ideal of beauty. It is important to emphasize that some standards are predetermined by cultural peculiarities as in Thailand or India for instance. Mass media manipulate by the images of photoshopped, tanned and enhanced women all over the world.

3.2. Portrayal of women in female magazines

This issue focuses on a visual representation of the beauty concept in mass media. It is explained and illustrated with examples taken from different female beauty magazines. The link with this printed media is not accidental as beauty is associated with external images and visual impressions that are left after observing a certain image or people in real life. Beauty magazines, advertisements of beauty products foster social comparison for women that leads to self-destruction and a weak psyche. Women perceive offline reality as something valid and reliable and as a result become unsatisfied with their bodies, clothes and appearance.

According to Robin Gerber (2009) women's magazines give a lot of recommendations and predictions for women. To illustrate, extra weight can be a reason of all problems and if a woman wants to have a perfect life, she should lose weight and eat healthy food.⁹⁵ Magazines provide women with information and beauty products that theoretically can change their lives and help women to look prettier and healthier. It is important to emphasize that women buy a certain artificial feeling of being beautiful without realizing their true nature and aspirations.

Many studies have shown that women who constantly read beauty and fashion magazines and do not filter the information are more exposed to weight anxiety, anorexia, health disorders, depression and guilt. Mass media project understanding of beautiful and guide women in this question. Another essential

⁹⁵ Garber R (2009). *Barbie and Ruth*, Harper Collins, US.

point is that models presented in the fashion magazines and billboards are often photoshopped and corrected with the help of digital tools. For instance, these pictures prove us that beauty magazines enhance photos to certain standards.





Figure 8. [GWDBB].



Figure 9. [MCD].

Table 2. Depiction of women in beauty magazines

There are many glittering generalities in these magazines' covers, for example: "confidence", "hope", "laugh", "health" that are associated with some valued concepts socially accepted in society. It shortens the distance with the target audience playing on basic emotions. It creates a misleading image of perfection that can be achieved almost by everyone using technologies. One detrimental effect is that it destroys a woman's worthiness and self-esteem. Mass media project and reconstruct beauty images in a deceitful manner. There is a difference between real woman and constructed one. We have analyzed some media covers of famous fashion and beauty magazines to illustrate how women have been deceived by mass media.

As far as we can see, magazines choose women with certain characteristics such as long hair, white skin, even teeth, bright eyes and sexy looks. Equally important is that only particular types of women are considered acceptable by media editors. These covers are good illustrations of a fact that technologies play a huge role in a construction of beauty standards. Airbrushed, photoshopped, corrected, digitalized are the words that describe a woman depicted in these beauty magazines. In the modern world, people have a tendency to idealize everything and a desire to become better and better conquers the world. Interesting to admit that original photos of these models are genuine and true by their nature, notwithstanding mass media are not ready to choose such photos as epitomes of heterogeneous kinds of beauty.

Another essential point is that women who see a lot of different beauty images can unconsciously behave in new ways for them, for instance, follow different diet programs, enhance body parts by plastic surgery and lose weight. According to Chiodo (2015), the standards of beauty are socially constructed and promoted by mass media and this promotion of a physical attractiveness forces women to believe that a female's happiness fully depends on physical attractiveness and enhanced look.⁹⁶ The reason of it lies in a fact that a sphere of advertising correlates a

⁹⁶ Chiodo, S. (2015). Ethical Topicality of The Ideal Beauty. *Lebenswelt. Aesthetics and Philosophy of Experience.*, (6).

physically attractive woman with a fame, success, desirable genes and intelligence. Psychologists have claimed that attractive people are perceived by others as more powerful and persuasive as beauty and attractiveness are hefty assets.

Individuality has become the most searching word during the last couple of years. According to Etymology dictionary, the word 'individual' means one and indivisible. Individuality in terms of beauty concepts stands very close to self-actualization and identify. The process of modernization has brought a brand new understanding of this concept as it became a positive asset that gives fuel to deeper self-development and fulfilment of inner talents and abilities.

Western mass media have already started supporting and shedding light on themes related to human diversity, non-canonical beauty, transgender, homosexuality, body positivism, feminist movements, gender-neutrality and advertisements of new Barbies.

A startling example of individualism is a documentary film/project «Human» directed by Yann Arthus- Bertrand who was driven by the questions of unique nature of each human and beauty that is by default predetermined by culture and origin. He interviewed people all over the world and collected stories of their worldviews, illuminating the concept of true humanity and beauty from a new angle.

Nowadays, women all over the world in Facebook and Instagram are bombarded with webinars, books about individuality, style and self-actualization that some women may feel inferiority if they do not catch up with all modern trends of being unique and unforgettable. In the 21st century, the most vital feature is total flexibility and innovative thinking. People suffer from being a part of a mass. Sameness has a negative connotation in the modern world. It poses a huge challenge to look different and special.

Mass media illuminate changes in society as they help media representatives to understand the main tendencies in the world. Further research reveals that mass media help to extend inner boundaries of women concerning the standards of beauty.

Naturally, manipulation in mass media is a tool for controlling thoughts, standards and aspirations. However, manipulation can be a reverse one as demonstrated by 11 inspirational covers of a female magazine GLAMOUR highlighting a self-love issue.

Beauty is a multifaceted term and this magazine illustrated this idea quite well. This idea arose from standards of beauty imposed by Western culture and a strong desire to prove that beauty is heterogeneous.



Figure 10. [GSLSH].

People depicted in this magazine support an idea of a diverse beauty and share their visions toward it by encouraging women all over the world to accept their special features and value them as a precious asset. This cover supports the idea of being fully sincere and not afraid of showing something that other people would hide. People shown in these pictures define their standards of beauty by their own.

Mass media and influencers encourage women to perceive body hair as something natural and normal. By doing something that is not socially accepted a woman proves herself that beauty is only about inner feelings.

GLAMOUR has chosen the most vivid representations of a female beauty that combine weirdness and inner strength for those who are familiar with some stereotypical thinking and prejudices. One of these examples is Harnaam Kaur who was born with a polycystic ovary syndrome that realized into an excessive growth of facial hair. Having experienced a lot of bullying in her young age she accepted her special feature and became a body-positivity supporter. Her motto is “How dare I create my own rules of being a woman”.



Figure 11. [GHK].

Mass media illustrated her example as a proof that inner liberty allows to achieve everything in life and the only dictator of beauty standards is you.

Next, GLAMOUR has depicted an entirely bold woman Amber Jean Rowan who suffered with alopecia but accepted her baldness as a beautiful attribute of her personality. It is important to point out that long hair is a symbol of femininity and natural beauty. Mass media emphasize this attribute in all female magazines. Amber's images inspire women to look outside the box and pursue inner femininity that is not connected with hair length. Women wear wigs to hide their baldness but some challenge themselves and push these inner boundaries by celebrating their diversity. For Amber, beauty deals only with loving and kind soul.



Figure 12. [GAJR].

GLAMOUR literally tears all the standards of beauty into pieces. Michelle Elman being an influencer illustrates that in spite of her mixed race, plus size and scars across her body, she has a right to be beautiful and maintain self-confidence. She managed to overlive her trauma and inspire women around the world to treat people equally and perceive beauty as an inner attribute (Figure 13).



Figure 13. [GME].

These images underpin our research by their strong and vivid nature showing that media can help and enhance the understanding of some basic values. Reverse

manipulation shown in these covers encourages and propagates only healthy and efficient self-perception of female standards of beauty.⁹⁷

All of us carry some precious and unique stories that should not be covered by our fears or prejudices. The standards of beauty are subjective and multifaceted. Beautiful are those who carry their confidence and uniqueness. Attractive are those are not afraid of making a mistake. Mass media can be either a friend or evil. Some



Figure 14. [GSLI].

advertisements of beauty products help us to comfort our daily routines and others belittle our self-esteem.

In the modern world, women are more intelligent and powerful by their nature to choose food for thoughts and reveal some manipulation strategies that are bombarding from many sources including printed media, social media and broadcast. Female beauty magazines use many linguistic and visual tools for manipulation.

⁹⁷ Josh Smith (2020, February). The new faces of beauty: Meet the 11 inspirational cover stars of GLAMOUR's self-love issue. Media post. Retrieved from <https://www.glamourmagazine.co.uk/article/self-love-digital-cover>

3.3.Beautification as a part of manipulation on the Instagram

This study examined how Instagram manifests unrealistic standards of beauty that cause some identity problems. In the modern world, Instagram is the most influencing and popular social media among women with over 500 million active users. To elaborate, Instagram is an image-oriented medium that allows users to upload different images.

Scholars conducted the research concerning the time spent on Instagram per day. It was revealed that among 350 examined women every second woman spends more than 30 minutes a day just scrolling images. It is equally important to point out that many women stated that they feel negative about their bodies after looking at fitspiration photos and standardized beauty icons. Subsequently, it affects the mental and physical health of a person as people tend to compare themselves with others who are perceived as a role model and internalize some beauty icons. Social media usage may have a detrimental effect on women's self-presentation.

According to Festinger (1954) women compare themselves with others to supervise their progress in different spheres of life.⁹⁸ Instagram fosters upward and downward comparisons. It is important to highlight that both kinds of comparison are deteriorative for a human's psyche. In addition, the social activity on Instagram may be not fair as users edit their pictures to a brand new image.

Instagram differs from conventional media such as TV, newspapers, magazines because this social medium fosters comparison among people of different relational intimacy. People compare themselves with their relatives and close friends based on a visual material that not often is reliable. Another essential point is that Instagram is a platform for celebrities and influencers to share their products, art and philosophy. Women follow celebrities and unconsciously consume their content becoming unaware of some consequences that come up later. It transforms very often into self-dissatisfaction, downward comparison and depression. Notwithstanding, Instagram may bring a reverse effect into society, for instance, be

⁹⁸ Festinger L (1954) A theory of social comparison processes. *Human Relations* 7: 117–140.

a medium for self-educating, inspiration for creating art, embracing cultural differences and finding like-minded people.

In this analysis, we concentrate on Instagram face filters/masks that help women to look more beautiful and flawless. Statistics has shown that an enormous amount of Instagram users have downloaded some additional applications to artificially enhance their images (Figure 15).

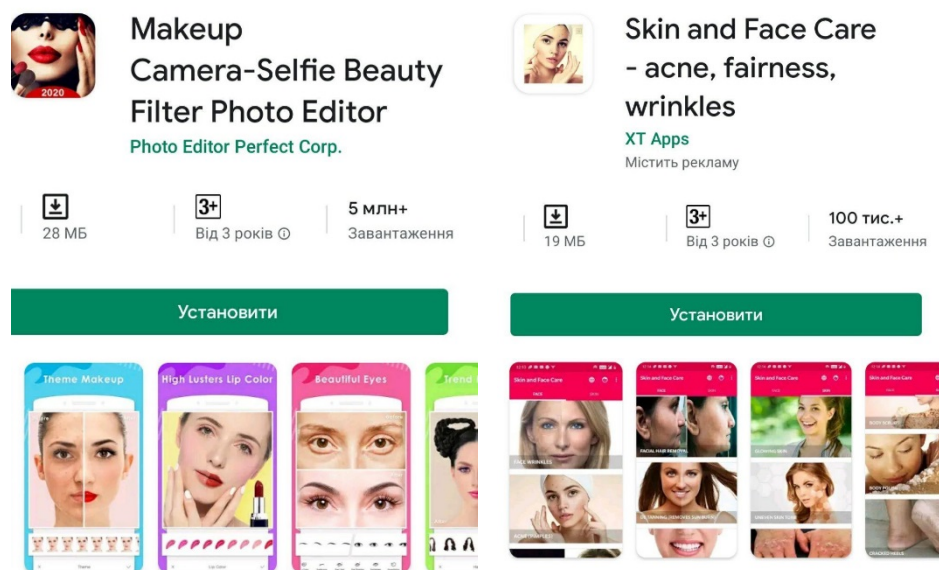


Figure 15. [PMFBE].

Apart from that Instagram has inbuilt face filters for documenting something in Stories. Women show their lifestyles, daily routines and add artificial ‘body distortions’ to look socially accepted. Influencers transformed into supermodels with the help of apps, masks and filters (Figure 16).



Figure 16. [IM].

It shows that Instagram has created standards of beauty for every user. However, women cope with identity issues because of unrealistic standards of beauty depicted in social media. It is a reality we live in, social media being a part of mass communication delivers a message to women across the globe to modify themselves and search for new enhancing tools. To illustrate, let us have a look at these pictures (Figures 17,18).

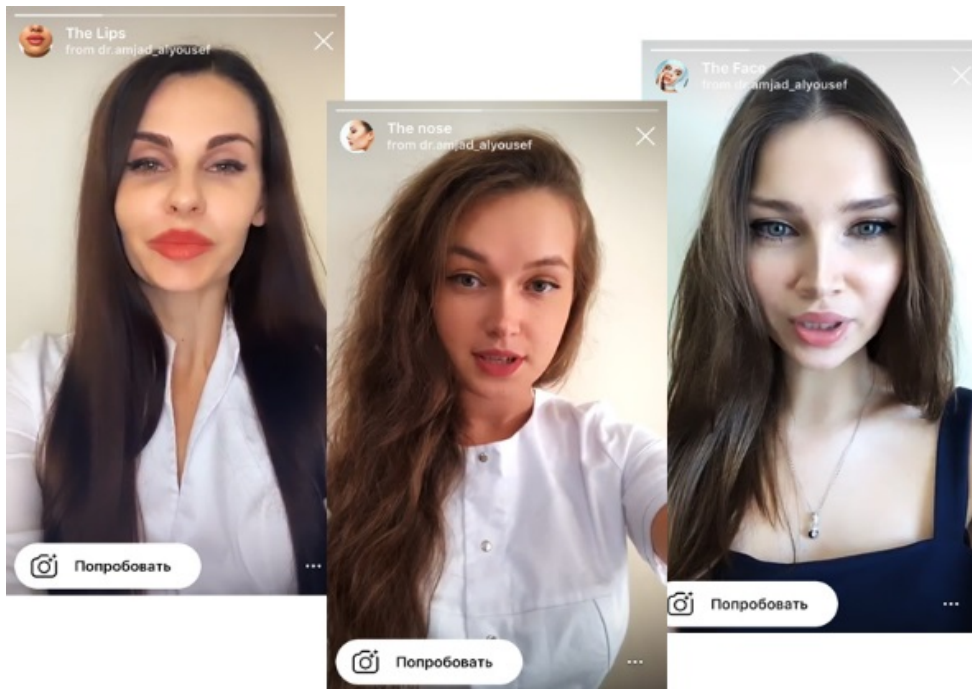


Figure 17. [TFF].

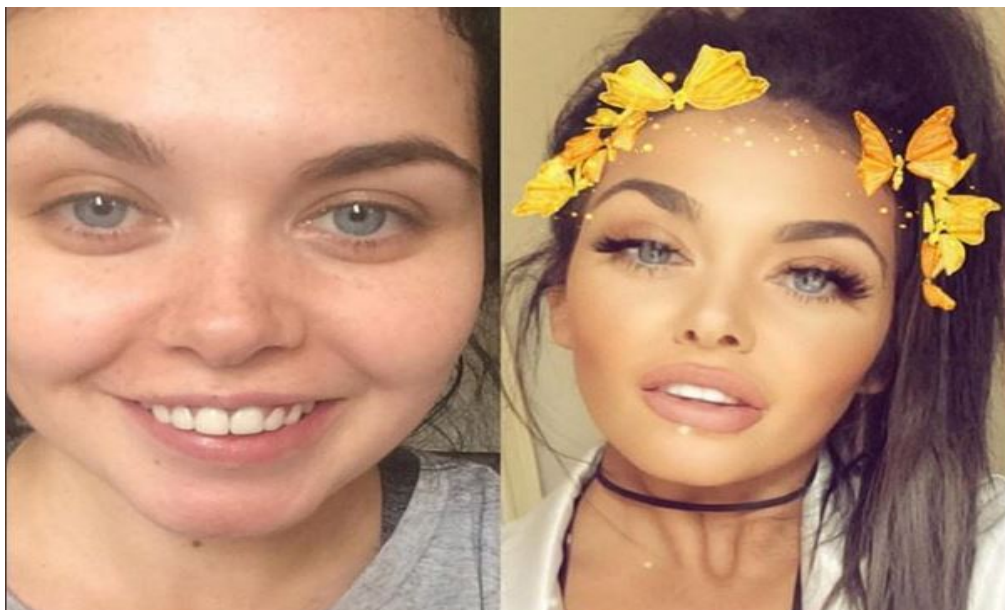


Figure 18. [MF].

As we can see, these masks influence woman's appearance-related standards of beauty. Seeing these pictures, a person may think that there a plastic intervention has taken place, but they are real women with natural looks wearing these virtual masks to look brighter, tanned and modern. Figure 17. represents three kinds of face masks used on Instagram such as "The Lips, "The Nose" and "The Face". All these masks equalize women to certain norms that influence their actions in real life. It looks like Instagram propagates the sameness and belittles uniqueness and diversity of a human being. Cassey Ho is a body-positive fitness blogger who has studied top most followed women on Instagram and categorized some physical attributes that the majority of Influencers manifest in their blogs. Instagram beauty is associated with plump lips, fillers, luxury, flat abs and tanned body. Being an influencer herself she encourages others to think critically while scrolling some images on Instagram. Mass media and social media impose certain standards of beauty that force women to become artificial and over enhanced.



Figure 19.[HHI].



Figure 20. [CHSE].

In addition, women get lost in a virtual world that imposes plastic surgery, excessive use of makeup, fillers and lip injections. It reinforces mental health problems and distorts reality. Instagram has become a new form of influence using such strategies of manipulation as labelling, stereotyping, appeal to emotions, graduality, reinforcing self-blame and ignorance.

To summarise, influencers on Instagram set unattainable beauty standards and media support some ideas of artificial beauty. Being imposed to social media, women more and more rely on images presented there. Media exposure cultivates a new mainstream perception of reality. According to cultivation theory, idealized beauty images that are repeatedly shown on Instagram influence women greatly. According to a platform Spark, a billion women have already used these filters and masks.

Women should think critically, spot manipulation and choose media content deliberately to make their online experience an educational, useful and enriching activity. There are lots of beauty life hacks presented on the Internet that may help women to simplify some aspects of life. In addition, there are many great personalities on Instagram who encourage women to perceive their bodies unconditionally, develop inner strength and power, teach their philosophy, inspire to be elegant and fulfilled.

3.4. Advertising a new Woman: positive advocacy of beauty in mass media

This study considers the positive role of mass media in women's body size perception and standards of beauty. Traditional media and online social media foster and endorse some thin-framed beauty standards. However, starting from 2017 Instagram and Twitter gathered more than 4 million hashtags with a new term "Body positivism" and "Selfloveissue". These hashtags help to create a sense mutuality and togetherness and promote body images that encourage women to accept any body size, colour, disability, gender and transwomen. It is important to note that this movement arose from a huge psychological problem of women concerning the acceptance of their bodies. Women expose themselves to idealized, photoshopped body images and as a result engage in self-starvation, depression, anxiety and total unacceptance of their nature. Having analyzed a lot of resources we may confirm that these days media started to support diverse beauty, overweight, disability and natural uniqueness.

It is also important to add that supporting and revealing body positivism may help teenagers to accept some of their physical drawbacks and experience a period of formative years healthier. Psychologists have investigated that body positivity content make women feel better about their beauty. Knowledge of body positivity topic may be controversial by its nature but it helps women to avoid influences of a manifestation of perfect body that magically leads to everlasting success.

Digital media created an opportunity for women of all body sizes to share their imperfect bodies, represent themselves, create and support their original content that may serve as a source of inspiration for other women. Nowadays, we can see many photos of overweight women who are happy with their bodies, women who maintain self-life and focus on body functions rather than visual looks. Global campaigns and traditional media launched new projects to support healthy attitude and body positivity to make a society a body-neutral community. Mass media, advertisements campaigns and activists help people to form new standards by reframing the idea of one-sided beauty.

To illustrate, recently Victoria's Secret has launched a new campaign named The Perfect "Body" to showcase a new lingerie collection and demonstrate a linguistic play on words. However, this campaign was bombarded with negative responses from women, media and influencers across the globe as this advertisement influences the minds of women, distorts real beauty standards and promotes unhealthy body image for women. In addition, this advertisement targets women's insecurities and can foster an unhealthy social comparison. Mass media illuminated a response made by another lingerie brand Dear Kate presenting their understanding of a "Perfect body" that is different and unique. It shows that often advertisements bring a detrimental effect on society (Figure 21).



Figure 21. [TPB].

These two images are perfect illustrations of a double-nature phenomenon of mass communication. Mass media may spotlight aesthetic, educational and healthy

material but at the same time manipulate people and make them ignorant, mediocre and anxious.

Another interesting and important campaign for analysis is a campaign launched by Dove “The Real Beauty” featuring diverse women in support of body positivity and brand new female beauty standards. The project aims at empowering women to embrace their uniqueness. “The Real Beauty” campaign helps women to boost self-esteem and confidence (Figure 22).



Figure 22. [DRB]. Dove Real beauty



Figure 23. [DBP] Dove Body Positivity

Advertising in mass media helps in promoting body positivism and ideas of healthy self-esteem concerning body attributes. Another revolutionary campaign was launched by a famous toy company “Mattel” that manufactures Barbies. Barbie constructs a certain body image for girls advertising unrealistic, artificial standards of beauty. Girls all over the world grow up being surrounded by Barbie’s image of beauty. It serves as a certain visual role model that inspires girls to look the same. There are many cases in history when women underwent plastic surgeries to look like the Barbie body image of the thin, slim, stereotypical, model-like, long-haired, blonde doll. However, in 2016 Mattel announced a brand new Barbie. Newly introduced Barbies with diverse body types, sizes, skin tones, hair colours encourage parents all over the world to teach girls to celebrate diversity and accept the uniqueness of every person. Advertisements of new body types support a new movement that propagates body acceptance and self-love.



Figure 24. [NBT].

Barbie creates empowering messages to small girls and women to look on beauty from another angle (Figure 25).

Mass media spotlight these advertisements in newspapers, digital magazines and TV to create a reverse manipulation and inspire women to widen their understanding of conventional beauty stereotypes (Figure 20). Evelyn Mazzocco in one of her interviews said: *"We are excited to literally be changing the face of the brand – these new dolls represent a line that is more reflective of the world girls see around them – the variety in body type, skin tones and style allows girls to find a doll that speaks to them."*⁹⁹



Figure 25. [BBP].

⁹⁹ Eliana Dockterman. Barbies got a new body. Time USA. Retrieved from: <https://time.com/barbie-new-body-cover-story/>

Equally important in reconstructing standards of beauty is a project created by Lammily called “Normal” and popularized in social media. It portrays a doll with all temporal skin flaws: warts, acne, stretch marks that may occur with a teenage girl. This doll may help girls to overcome some psychological problems and inspire them to feel confident about body and appearance. In addition, this doll has flexible body parts that allow girls to involve the doll in sports (Figure 26). It underpins the idea that body positivism is not about passive lifestyle and destructive thoughts but about gradual changes and self-love in spite of all conditions.



Figure 26. [NB].

Mass media communicate information in the form of advertising to persuade people to accept some ideas or products through linguistic and psychological manipulation. Mass media spread awareness of the public via advertising as media have a power to reach millions of women. All brands mentioned above support and popularize the ideas of body positivity and self-love.

Advertising a brand new woman means acceptance of something unconventional and at the same time pivotal and extraordinary. A new beauty paradigm was launched by gender non-conformist Alok Vaid-Menon who demonstrates by his appearance that being a transgender is creative, true and natural. As explained by Alok Vaid-Menon, society constraints do not allow people to embrace their true nature. Society and mass media create an illusion that beauty is a one-directional way but he manifests the idea that beauty is multifaceted and challenging.¹⁰⁰ Beauty is everything but conformity (Figure 27).



Figure 27. [AVM].

¹⁰⁰ Alok Vaid-Menon (2020). Beauty: It's time for a new beauty paradigm. CNN style. Retrieved from: <https://edition.cnn.com/style/article/alok-vaid-menon-beauty-thinkpiece/index.html>

While analyzing gender non-conformists it is important to mention the usage of neutral pronouns they/them/their in addressing these people. Some studies have shown that using gender-neutral singular pronouns may decrease some prejudices and biases concerning transgender people. According to Merriam-Webster dictionary the pronoun “they” was the most popular word in 2019, “he” stands for a man, “she” for a woman and “they” is neutral. The pronoun “they” is not associated with a particular gender. Mass media should raise the awareness of people of this question to reduce some gender stereotypes and change some social constraints towards people who differ. Alan Vaid-Menon encourages people to ask trans people about the pronoun they are comfortable with and respect their choices. The English language is flexible and open to reducing some social labels. Using gender-neutral pronouns helps to avoid offending people’s feelings and promote society free concepts in the perception of beauty.

The goal of this analysis was to demonstrate and highlight that contemporary mass media and standards of beauty are multifaceted and diverse. Manipulation in mass media may be a positive experience. It has been shown that these days, mass media spotlight fully different ideas and beauty movements. Mass media and advertisements are connected because of the enormous influence illuminated on women.

It is important to point out that contemporary advertisements carry a lot of different decoded symbols and images that convey verbal meaning as well.

Conclusions

In the third part, we have pragmatically analyzed the techniques and strategies of manipulation in mass media. The analysis of these strategies leads to the following conclusions:

1. Firstly, the standards of beauty are formed based on the physical characteristics of a woman and portrayals of beautiful icons in mass media. Thus, mass media and advertisements play visible roles in dictating contemporary standards of beauty by strategic manipulation techniques. Influencers on Instagram set unattainable beauty standards and media support ideas of artificial beauty such as filters, photoshop and masks. Media exposure cultivates a new mainstream perception of reality. Instagram has become a new form of influence using such strategies of manipulation as labelling, stereotyping, appeal to emotions, reinforcing self-blame and ignorance.
2. Secondly, body positivity content makes women feel better about their beauty. Knowledge of body positivity topic may be controversial by its nature but it helps women to avoid influence. Society and mass media create an illusion that beauty is a one-directional way but we investigated that beauty is a multifaceted and positive experience.
2. Thirdly, this chapter concludes that contemporary mass media and standards of beauty are multifaceted and diverse. Advertising a brand new woman means acceptance of something unconventional and at the same time pivotal and extraordinary. Advertising in mass media helps in promoting body positivism and ideas of healthy self-esteem concerning body attributes.

In conclusion, we may confirm that manipulation in mass media may be a positive experience. It has been shown that the mass media spotlight fully different ideas and beauty movements.

SUMMARY

Having analyzed numerous research findings concerning linguistic and psychological means of media manipulation, we concluded that mass media manipulate the body image and create certain standards of beauty by deliberately chosen manipulations. We have made a holistic analysis and concluded the following ideas.

Manipulation is a psychological influence when mental structures of individuality are on target. It demands the target audience, intentionality, covertness and speaker's interest. An effective manipulation demands considerable specialist knowledge.

Mass media imply such manipulative weapons as repetition, virtual reality, one-sided presentation, simplification, standardization, information and coverage asymmetry, professional terms, isolation, glittering generalities, propaganda, etc. In addition, we have investigated such techniques as a distortion of information, factual production, the urgency of information, sensationalism, repetition, silence, a shift in the semantic area and more.

According to Cultivation theory, people are likely to think that realities portrayed on television do not differ from real-life situations. According to Uses-and-Gratifications theory, people use media to gratify certain desires and needs. Media are more user/audience-centred. According to, Third-Person effect media theory, people assume that media affect others but not them. Framing theory suggests that the form is more important than the meaning such as wording, setting, colour or situation.

Propaganda differs from manipulation. The most popular techniques of propaganda used in mass media are testimonial technique, card stacking, glittering generalities, the bandwagon effect, name calling, plain folks. Propaganda simplifies evidence, diverts a person from a logical analysis of some issues, conceals the truth and appeals to emotions instead of critical thinking. Mass media spread some gender stereotypes and controversial points of view on femininity and masculinity.

Mass media foster unrealistic and idealized beauty images or products that help women to become better versions of themselves and manipulate the standard of female beauty. The concept of beauty is always associated with visual representation of reality.

Beauty magazines, advertisements of beauty products foster social comparison for women that leads to self-destruction and a weak psyche. Women perceive offline reality as something valid and reliable and as a result become unsatisfied with their bodies, clothes and appearance. Body stereotypes force women with the weak psyche to rush to extremes such as plastic surgeries, botox injections, excessive use of makeup, weight loss etc. Mass media project and reconstruct beauty images in a deceitful manner. There is a difference between a real woman and constructed one.

Instagram has become a new form of influence. Influencers on Instagram set unattainable beauty standards and media support some ideas of artificial beauty. Being exposed to social media, women more and more rely on images presented there. Media exposure cultivates a new mainstream perception of reality.

Further research reveals that mass media help to extend inner boundaries of women concerning the standards of beauty. Advertising in mass media helps in promoting body positivism and ideas of healthy self-esteem concerning body attributes. Advertisements of new body types support a new movement that propagates body acceptance and self-love.

Using a gender-neutral pronoun “they” helps to avoid offending people’s feelings and promote society free concepts in the perception of beauty. The pronoun “they” is not associated with a particular gender. It helps to reduce gender stereotypes towards trans people. Women should think critically, spot manipulation and choose media content deliberately to make their online experience an educational, useful and enriching activity.

In this research, we have revealed and specified main manipulation strategies used in mass media regarding standards of beauty. We have investigated numerous research findings of linguistic and extra-linguistic means of mass media

manipulation. It has been shown that manipulation forces people to accept socially unjust decisions. Due to mass media mind manipulations, people can resign to the current state of things without critical thinking.

Having analyzed the depiction of beauty in women's magazines and portrayal of the beauty in the context of mass media we have proved that mass media form the standards of beauty and manipulate the body image. The outcome of the study informs about the explicit and implicit social influence that mass media make on the public through manipulation strategies. We have encouraged new ways of thinking about the role of mass media manipulations.

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LIST OF SUPPORTING MATERIALS

1. [BLTS] – Be a Lady they say. URL: <https://vimeo.com/393253445>
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APPENDIX

Appendix 1. Be a lady they said. URL: <https://vimeo.com/393253445>

“Be a lady they said. Your skirt is too short. Your shirt is too low. Your pants are too tight. Don’t show so much skin. Don’t show your thighs. Don’t show your breasts. Don’t show your midriff. Don’t show your cleavage. Don’t show your underwear. Don’t show your shoulders. Cover up. Leave something to the imagination. Dress modestly. Don’t be a temptress. Men can’t control themselves. Men have needs. You look frumpy. Loosen up. Show some skin. Look sexy. Look hot. Don’t be so provocative. You’re asking for it. Wear black. Wear heels. You’re too dressed up. You’re too dressed down. Don’t wear those sweatpants; you look like you’ve let yourself go....”

Be a lady they said. Don’t be too fat. Don’t be too thin. Don’t be too large. Don’t be too small. Eat up. Slim down. Stop eating so much. Don’t eat too fast. Order a salad. Don’t eat carbs. Skip dessert. You need to lose weight. Fit into that dress. Go on a diet. Watch what you eat. Eat celery. Chew gum. Drink lots of water. You have to fit into those jeans. God, you look like a skeleton. Why don’t you just eat? You look emaciated. You look sick. Eat a burger. Men like women with some meat on their bones. Be small. Be light. Be little. Be petite. Be feminine. Be a size zero. Be a double zero. Be nothing. Be less than nothing.

Be a lady they said. Remove your body hair. Shave your legs. Shave your armpits. Shave your bikini line. Wax your face. Wax your arms. Wax your eyebrows. Get rid of your mustache. Bleach this. Bleach that. Lighten your skin. Tan your skin. Eradicate your scars. Cover your stretch marks. Tighten your abs. Plump your lips. Botox your wrinkles. Lift your face. Tuck your tummy. Thin your thighs. Tone your calves. Perk up your boobs. Look natural. Be yourself. Be genuine. Be confident. You’re trying too hard. You look overdone. Men don’t like girls who try too hard.

Be a lady they said. Wear makeup. Prime your face. Conceal your blemishes. Contour your nose. Highlight your cheekbones. Line your lids. Fill in your brows. Lengthen your lashes. Color your lips. Powder, blush, bronze, highlight. Your hair is too short. Your hair is too long. Your ends are split. Highlight your hair. Your

roots are showing. Dye your hair. Not blue, that looks unnatural. You're going grey. You look so old. Look young. Look youthful. Look ageless. Don't get old. Women don't get old. Old is ugly. Men don't like ugly.

Be a lady they said. Save yourself. Be pure. Be virginal. Don't talk about sex. Don't flirt. Don't be a skank. Don't be a whore. Don't sleep around. Don't lose your dignity. Don't have sex with too many men. Don't give yourself away. Men don't like sluts. Don't be a prude. Don't be so up tight. Have a little fun. Smile more. Pleasure men. Be experienced. Be sexual. Be innocent. Be dirty. Be virginal. Be sexy. Be the cool girl. Don't be like the other girls.

Be a lady they said. Don't talk too loud. Don't talk too much. Don't take up space. Don't sit like that. Don't stand like that. Don't be intimidating. Why are you so miserable? Don't be a bitch. Don't be so bossy. Don't be assertive. Don't overact. Don't be so emotional. Don't cry. Don't yell. Don't swear. Be passive. Be obedient. Endure the pain. Be pleasing. Don't complain. Let him down easy. Boost his ego. Make him fall for you. Men want what they can't have. Don't give yourself away. Make him work for it. Men love the chase. Fold his clothes. Cook his dinner. Keep him happy. That's a woman's job. You'll make a good wife some day. Take his last name. You hyphenated your name? Crazy feminist. Give him children. You don't want children? You will some day. You'll change your mind.

Be a lady they said. Don't get raped. Protect yourself. Don't drink too much. Don't walk alone. Don't go out too late. Don't dress like that. Don't show too much. Don't get drunk. Don't leave your drink. Have a buddy. Walk where it is well lit. Stay in the safe neighborhoods. Tell someone where you're going. Bring pepper spray. Buy a rape whistle. Hold your keys like a weapon. Take a self-defense course. Check your trunk. Lock your doors. Don't go out alone. Don't make eye contact. Don't bat your eyelashes. Don't look easy. Don't attract attention. Don't work late. Don't crack dirty jokes. Don't smile at strangers. Don't go out at night. Don't trust anyone. Don't say yes. Don't say no. Just "be a lady" they said."