**MEDIA MANIPULATION INSTRUMENTS - presentation**

<https://view.genial.ly/603bd56dd0bbb40d2ce07525/presentation-media-manipulation-instruments>

**What is manipulation?**

* Manipulation is the act in which someone (person, group, community) is influenced to think and act in accordance with the interests of the initiator and not in his/her own interests
* Manipulation uses techniques that purposely distort the truth, leaving the impression of free thinking and deciding
* Most often expressed in countries with the authoritative political regime or fragile democracies where people interested in politics or business use media which they own to manipulate public opinion on their own behalf

**All media is designed**

* Media is a representation of reality and not the reality on its own
* Media uses certain creative techniques to attract the attention of the message receiver
* Media messages are not valued neutral

**Manipulation techniques depend on:**

* The targeted audience  <https://www.youtube.com/watch?v=4UNSoW1Epyg&feature=youtu.be>

(differences in experience, education, worldwide, intelligence, political commitment, ethnicity)

* Why is the certain message created

**Some manipulation techniques**

**Selectivity**

* Media decide about which topics or people are they going to talk about. (For example, a meeting such as a parliamentary session can last for a couple of hours and have 20 different topics, but the reporter decides about which topics is he going to report to the public)

* They determine the importance and order in which are they going to present the chosen content. (The order of reportages in the news or front page of the newspaper's layout is a way to influence judgment about what is important. Sometimes, some important news is intentionally broadcasted by the end of the daily news programme or after the front pages

* They decide the context in which are they going to report about a certain topic. (sometimes the context can be influenced by the camera angle) <https://youtu.be/hzPLT8cbQRs>
* Leaving out some information. (In the news report about a woman who sells vegetables and whose goods were taken by the police there are no false information, but the key information about the place of this event is missing. In the photo, the description editor has deliberately left out the information that this happened in Albania. The goal was to amplify the audience's empathy and engagement to share and comment. (clicks =money)

**Redirection of attention**

* Placement of worthless information. (Forcing the news about a meaningless celebrity love affair and similar news on the same day when there was a big corruptive political affair.)

**Manipulation by a change of media genres**

* Informative media report can be used for promotional purposes or promotional messages can be inserted between informative reports without warning about promotional content

* Entertainment shows can also serve for the promotion of certain ideas or opinions

**Use of stereotypes**

A stereotype is a widely held but fixed and oversimplified image or idea of a particular group of people, a generalization that doesn't count individualities (e.g. stereotypes can show all mothers-in-law as nagging or all poor people as dirty…)

For example, the media's ideal standard of beauty can have a big impact on young people and their perception of how they look compared to it

**Why does the media use manipulation techniques?**

Gaining followers for support of certain ideas or people

Distracting society's attention from important questions and changes which are in deciding power of politic and economic elite

Discouraging citizens to participate in actions that can bring changes in their communities

**How to avoid manipulation?**

* Critical attitude towards every information
* Sources of information (verified sources or sources with suspicious reputation)
* Check alternative sources
* Pay attention to the headlines and the content
* Nurture the ability to make own conclusions
* MEDIA LITERACY

**SOURCES**

Abeceda medijske pismenosti. 2014.. 10 Jun. 2020 <<https://www.youtube.com/watch?v=VJ-kSNComXw>>.

Boban, Marija and Ines Vrbat. ZBORNIK RADOVA Etika u medijima i poslovanju . Banjaluka: Banjaluka College, 2016.. 7-26. 10 Jun 2020 <<https://www.blc.edu.ba/wp-content/uploads/2015/05/160912_Zbornik.pdf>>.

"Manipulacija činjenicama." [Medijskapismenost.raskrinkavanje.ba](http://medijskapismenost.raskrinkavanje.ba/). 2019. 10 Jun. 2020. <<https://medijskapismenost.raskrinkavanje.ba/oblici-manipulacija-i-kome-se-obratiti-ako-ih-uocite/koji-sve-oblici-medijskih-manipulacija-postoje/manipulacija-cinjenicama/>>.