**Genre manipulation – readers got an ad instead of an informative article about celebrity actor**

Replecment of journalistic genres is one of the possibilities to manipulate readers. In my opinion, that type of manipulation was used in the article " [American celebrity](https://www.jutarnji.hr/life/zdravlje/americka-zvijezda-operirana-u-hrvatskoj-prva-gospoda-trump-mi-je-rekla-da-imate-vrhunskog-strucnjaka-vec-vidim-bolje-nego-u-zadnjih-10-godina-7948849)  had surgery in Croatia! First Mrs. Trump told me that you have an excellent expert. I already see much better than in the last 10 years!"

The article was published on the news portal "Jutarnji list" on the 10th of October 2018 in life/health column. That article is in fact manipulative in two ways because the title is also a sort of manipulation. It has the characteristics of a clickbait headline. Instead of some dramatic information that was suggested in the title about celebrity surgery in Croatia, this article is in fact an ad for the clinic Svjetlost (Light).

In that clinic, they have performed eye surgery on the well-known actor **Armand Assante**. That was not any kind of life-saving surgery, but the procedure of dioptre removal. The article mentions the clinic where he had the procedure several times and besides the photo of the actor, there are two photos of the clinic owner **Nikica Gabrić**.The article also quotes the statement from the clinic owner. He said that the mentioned actor could operate on his eyes anywhere in the world. In the following sentence, he added: ‘That fact helps us to attract many other foreign patients because his pleasure with us is taken as validation of the quality and top level of service that we provide’.

I would say that this article was written for the same reason, to attract more new patients, and not to inform someone about the famous actor. I also think that Assante hasn’t heard for the clinic Svjetlost until the owner has offered him a collaboration. I also assume that the owner himself called journalists from the Jutarnji list. The editor of this article had to mark the article as PROMO if he meant to follow the journalistic codex. The way this article is written manipulates the readers because instead of the informative text about the famous actor they have read an ad for clinic Svjetlost. /**Ivona Siladi**, 7 B/