**MANIPULATION INSTRUMENTS IN MASS MEDIA**

**Covert advertising in videos**

Elements of manipulation can be found in many films, TV shows, even cartoons but they often go unnoticed. Manipulation is defined as the action of influencing someone to our advantage, without them knowing it.

There are various types of manipulation in the media such as covert advertising, omission of information, use of stereotypes, etc. Manipulation can cause many problems, especially with the young audience. Due to stereotypical portrayal, young people often think that their life is boring. Imaginary needs for certain things or products are created in their minds because they have seen their role models / idols having / using those things or products. In the music video for the song *Wake Me Up* (<https://youtu.be/IcrbM1l_BoI>) a Sony Xperia mobile phone can be seen in several frames. The video also promotes the fashion brand Denim & Supply founded by Ralph Lauren, one of the most famous American designers.

This is only one of many examples of covert advertising on YouTube, the most popular video-sharing platform among young people.

**Music videos often advertise speakers and headphones brands**

The messages we find in the media affect our opinion. Covert advertising is often used as a way of influencing attitudes and actions of potential recipients of the messages that appear in the media. Covert advertising enables advertisers to create images they want us to have in our heads. They hire celebrities who advertise their products and in this way they affect subconscious mind of the viewers.

Another example of covert advertising is the music video for the song *Bang Bang* (<https://youtu.be/0HDdjwpPM3Y>) by Jessie J, Ariane Grande and Nickie Minaj which shows Beats speakers, a brand owned by Dr. Dre.It is a brand of headphones and speakers founded by hip hop musician Dr. Dre and Jimmy Iovine, the president of Interscope-Geffen-A&M record label. There are six types of headphones that are all manufactured and distributed by Monster Cable Products under a special license. As part of marketing strategy known as covert advertising, headphones often appear in music videos, films, commercials, and other media.

Marketing experts know that the viewers, mostly children and young people, copy their idols, so they use them in order to sell as many products as possible.

**An example of covert advertising in a TV show**

Manipulation is an action of influencing someone in a way that their opinion and actions are not in accordance with their personal interests but the interests and goals of the initiator. Covert advertising, as an example of manipulation in the media, is commonly used in music videos, light-hearted TV shows, influencers' posts and similar.

In *Tri, dva, jedan kuhaj!* (<https://www.youtube.com/watch?v=mqlvez7pcNY>) TV show, which is shown on RTL on Mondays and Thursdays at 8:45 p.m., one can notice that the host, the contestants and the judges do not sponsor anything or anyone. However, in the studio, where the meals are prepared and rated, one can see a logo of the Konzum retail chain and Gorenje company logo on the walls and aprons of the contestants. Their products and services are promoted in this way. Their advertisement is not specifically labeled as an advertisement but it is shown in a light-hearted TV show in a way that indirectly influences the behaviour of potential groceries and household appliances buyers.

The wisest way to avoid manipulation in the media is to develop our own critical thinking. We should evaluate all information we encounter, check the sources of information and critically evaluate all the content given in the media.

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