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DEVELOPING CRITICAL CONSCIOUSNESS TO ASSIGNING QUESTIONS- ALWAYS EXAMINE'S ALL IN LIFE. - WHY?

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ABSTRACT

Why are the media important? The role of the media is to send messages; they are those who have taken on a public role to provide information to citizens, to explain, analyze, interpret in various ways, however, the problem is that critical thinking is lost to events and information, but it is news they only make it without any analysis, but always so that the citizen has the minimal basis for something to conclude about the quality and objectivity of this information. Whether it's a marketing or media industry, this paper aims to present subtle and non-so-subtle tactics of mass manipulation that affect our conscious and unconscious mind that affects our thinking and behavior.

Keywords: media, critical approach, objectivity of information, mass manipulation tactics

1. INTRODUCTION

Manipulation is a form of influence on the thinking and behavior of people, in the form in which the man who is manipulated believes that he has made a certain decision on his own or has completely independently formed an opinion on a topic. There is a lot of definition of manipulation, but in this paper, the focus is on manipulation that is most often played through the media, whether it is placed by the media or the medium is used as a means of placing manipulation.

- The most important are the indications of media manipulation:
 1. Superficiality is lighter than the depth of content;
 2. Shorter topics are easier to convey than deeper and more complex information;
 3. Bizarre attracts more attention than "ordinary";
 4. Consumer messages as the primary human need are sent through the media.

Most manipulation does not happen consciously, but occurs because of ignorance, negligence, speed, because the information provided by the media is not objective enough

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and that the background of the information that is being distributed to them is unknown to the citizens. However, this can not be an excuse.

- The basic elements of the concept of manipulation are:
- Manipulator (message source, emitter, message sender);
- Messages that are sent to the public (content, weather, form);
- The public or the mass manipulated (the recipient of the message);
- Psychosocial conditions in which the message is communicated;
- The technical means through which the message is transmitted;
- The public problem to which the message relates;
- Public interest (motivation);
- The consequences of the message.

2. MEDIA AS MANIPULATORS

Adaptive manipulation is based on the fact that people do not function only on a rational basis, but also on emotional and conative (willing). Manipulation techniques can be grouped into those that are based on the form and those based on the content of the message. These forms of manipulation are most commonly seen in television shows, because through visual media it is much easier to influence the emotions of the audience. When it comes to the formal aspect, the methods are: demagoguery, seduction, manipulation by clarity and aesthetization.

Demagoguery is a form of speech whose characteristics are uncertainty, lack of argumentation and flattery to others' opinions. This technique is often represented in debated political shows.

Undeterminedness is reflected in the blurring of the meaning of the message, so that the audience can not know with certainty what the source is talking about.

The lack of argumentation is most often followed by the indeterminacy, because it is rare to prove the statements in the statement.

Flattery involves the representation of another's opinion, in order to gain affection.

Styling is a form of manipulation in which the lack of argumentation is compensated by the formal decorating of the message.

Manipulation by clarity is a technique of manipulation that has a special significance from the moment the television takes the primacy over the free time of the audience. The attachments in the central newscasts last very briefly, enabling the source to simplify the message to the extent that confuses the audience. This method is based on "short message" because social processes are often complex and it is impossible to explain them in a few sentences.

Manipulation with aesthetization is achieved by a specific fact-finding and the determination of facts. In the first case, it is a situation where the facts are used, but they are used in such a way that they make an incorrect claim. An example of "empty stories", that is, experientially proven facts are used - but nothing new is said.

In the book by Nikola Polasen, "Designed Man - the Political Formation of Man" in the part about the language allocation of consciousness, there is a table that perfectly describes esthetization, or "empty story" [1]. A set of words from each column can be combined with another, and the sentence seems meaningful.

I	II	III	IV
Starting from the significance of the problem	we achieve exceptional successes	but there are some weaknesses	so we need to get more engaged
And besides what	at this complex moment, we are all committed	although some underestimate our activity	we can not allow other forces to crawl you
Thanks to the support of the masses	we all know about the complexity of the difficulty	but we should not allow anyone to bother us	that's why we all have to fight for legality

Table 1. Phases of media passing through process manipulation

Another case of aesthetization is much more difficult to see, because the man who manipulates tries to determine what falls into the facts and what not. For example, the source of the information says: "The fact is that we have reduced debts" or "The fact is that it is a matter of great social interest". At first glance it seems that the source uses logically based arguments, but it is less visible that the recipient of information most often does not question the initial "facts".

The substantive aspect of affective manipulation is not about the stylization of the message, but on what is said in the message, and works primarily on the emotional level. These are: argument of fear, more affective connection, fusion impression and repetition.

The fear argument - is a form of manipulation that is based on the use of emotionally colored words, which are expected to be accepted only because they come from some authority. The arguments of fear and authority in this regard should not be confused with the intonation and frequency of the source at source - it is about the content that "harbors" on the basis of authority. For example, influential public figures often play on the authority chart. Of course, this does not mean that such a person is automatically blamed for manipulating with emotional tinting, but assumes that this path is open to them - and whether they will use it, that is another matter.

Affective compound (amalgam) is most commonly used in the advertising industry. This technique of manipulation is based on a behavioral psychological theory of conditional reflexes, developed by Russian scientist Pavlov (experiment with dogs and food).

Responsible journalism does not allow the source of freedom to manipulate the audience: any artificial conditioning on an emotional basis is accompanied by additional questions, or the context is explained before the statement.

For example, a constant repetition in the media that "Putin is similar to Hitler" can lead to the audience receiving a negative reaction to the mere mention of Putin because of joining with a man who is an association of evil. So it is a conditional reflex, not a logical association.

The impression of the merging is a form of manipulation similar to the one above, but it is more about the artificial merging of the one who sends the message and the one who receives it.

The repetition takes place in the well-known Gebels utterance of "a thousand times repeated lie, sooner or later becoming the truth." The advertising industry has long recognized that the best way to influence the audience is to repeat, and therefore the most money

is invested in the number of repetitions of the advertisement. They are concerned with the effectiveness of learning, defining repetition as one of the most important principles of memory. Primarily, there should be a suspicion of statements that tirelessly contain the same message, the audience should be aware that it is necessary to further verify the authenticity of statements that are repeated as advertising slogans.

Manipulation by repetition is much easier to see in the periods in which such a type of message is expected, and that is pre-election campaigns.

Based on the work of one of the most influential world intellectuals, American linguist Noam Chomsky, a list of ten strategies of media manipulation is presented [2]:

1) REMOVAL OF ATTENTION

Remind the public to divert from important issues to irrelevant. To preoccupy the public with the flood of irrelevant information, that people would not think and gain basic knowledge in the understanding of the world.

2) CREATING THE PROBLEM

This method is also called “problem-response-solution”. A problem needs to be created so that part of the public will react to it. For example: to cause and transmit violence with intent, to make the public more easily accept a limitation of freedom, an economic crisis, or justify the collapse of a welfare state.

3) PROCEDURE OF CHANGE

In order for the public to agree on an unacceptable measure, it is introduced gradually, “on spoon”, months and years. Changes that could provoke resistance, if implemented quickly and in a short time frame, will be implemented by a small-step policy. So the world changes so that it does not become aware of the changes.

4) DISPOSAL

Another way to prepare the public for unpopular changes is to announce them much earlier, in advance. People do not feel all the weight of the changes at once, because they are getting used to the very idea of change. Moreover, “joint hope in a better future” facilitates their acceptance.

5) USE OF CHILDREN’S LANGUAGE

When adults turn to when they talk to children, we achieve two useful effects: the public suppresses its critical awareness and the message has a more powerful effect on people. This suggestive mechanism is also widely used in advertising.

6) BUILDING EMOTIONS

Abuse of emotions is a classic technique, which is used in causing a short circuit, in a reasonable judgment. Critical consciousness is replaced by emotional impulses (anger, fear, etc.). The use of the emotional registry allows access to the unconscious, so it is possible at the same time to implement ideas, wishes, worries, fears or coercions at the same level or to induce certain behaviors.

7) IGNORANCE

The poorer layers should prevent access to the mechanisms by understanding the manipulation by their landing. The quality of lower-level education should be as low or below average, so that the gap between higher and lower level education remains insurmountable.

8) GLOBALIZING

The public should be encouraged to accept the average. It is necessary to persuade people that (and, in fashion), it is desirable to be stupid, vulgar and ignorant. At the same time, there must be resistance to culture and science.

9) CREATING A CRIMINAL EFFECT

Every individual needs to be convinced that he alone and solely is responsible for his own misfortune, due to scarce knowledge, limited abilities, or insufficient effort. Such an insecure and underestimated individual, burdened with the sense of guilt, will give up the search for the real causes of his position and rebellion against the economic system.

10) THE ABUSE OF KNOWLEDGE

The rapid development of science in the last 50 years creates a growing breakthrough between knowledge of the public and those who possess and use it, the ruling elite. The "system", the merit of biology, neurobiology and practical psychology, has access to advanced knowledge of man both physically and psychologically [3].

3. MEDIA VIOLENCE IN REALITY SHOW

Today's society lives in front of cameras. In such a form of manipulation, selfishness, reluctance, voyeurism, success without pain arise. As the information became a commodity, so users do not care about the truth, today it is only important to sell the content. In addition to performing an important function of informing the public about all important events in our social environment, the media and the same events, especially if they are specific, unexpected, intriguing, and crisis-related, they use primarily to fill in their headlines and headlines, which are only "Spectacle doors" and are subject to different rules than those that are worth the "ordinary" news and events. Certain media are barely waiting, they just want such topics, but the question is, what is the real social responsibility of those media, if we ignore all the media's rules of respect and credible reporting to the public? A very important question that we should be interested in is how the responsibility of the media for misinformed information is treated, publishing unverified information, publishing photographs that impair the privacy of an individual, especially at the moment of suffering when an individual is a potential victim.

Of course, every event, especially crisis, arouses public interest, everyday events are "Boring", so the media increasingly exceed legal and ethical boundaries. According to the behavior of the media in this crisis situation, one could freely conclude that their desire was to reach information as soon as possible at all costs, exclusively and sensationalist manner, and thus impose itself as the leader in as much as possible a more competitive position of the global media Markets. There are many examples of false reporting from the world, news and reality shows.

Media, especially those we call massive, are increasingly being used in almost all aspects of our lives, as a means of communication, as mediators or very often as - manipulators.

We are increasingly noticing how many major changes are caused by almost every individual, social Group, and global civilization. Media manipulations tend to create misunderstandings and suspicions of different social groups, generations and peoples. We tend to become 'media stars' that someone will faithfully follow, and we are not even aware that we are deceived ourselves and are faithful to follow-manipulators [4].

4. BRAINWASHING. STAR TACTICS - NEW VICTIMS

Filling the brain is a process of everyday life. On today's media scene, it is not an advanced method because the target group is not so much a "tough nut". "Playing on the map of emotions" is still the most impressive in the Balkans in four spheres: true, nationalism, sexual rights, politics. The process of brainwashing begins with a person or group of people who systematically manipulates another person or group to take them to their side. The goal is achieved through the long-lasting manipulation of processes that the human mind uses in learning. The ultimate goal is to persuade people not to think and uncritically accept everything they need.

Marketing and media houses are the best examples of this kind of manipulation, they give us insight into the ideas and attitudes the shampoo is best for us, who are the enemies, why it is good that we do something and not something. Any decision or attitude made in this way makes us brainwashing. If we are periodically served by the media that a certain group represents a threat to our way of life, we certainly accepted it, but it is very unlikely that we have come to the conclusion of the question itself and how this group is endangered. election. It represents manipulation of options, which manipulator leaves some options, but at the same time tries to give those options the same results. Primera works, you will not ask someone what he wants for dinner, but ask him if he wants a pizza or spaghetti for dinner. This practice creates the illusion of choice and freedom.

Harvesting children for marketing purposes. The 2011 advertising resource for Erste Bank for housing loans from which a pre-schoolgirl with a cup of coffee in hand asks: "Do you have your own apartment?" A marketing campaign that caused a counter reaction of people, especially psychologists and pedagogues who set up Questions: - Who is she addressing? The other girl who does not have such a fine toys and has no parents who can afford it, let alone the apartment. The message that is sent in this way is the labeling of the poor who are classified into second-class citizens, exclusively is material value and is not adaptable to the psychological and social characteristics of the preschool age. The contemporary profit race is often used by children as a subject of manipulation.

Intensive damping. The education of the lower layers of society should be as weak or below average, so that the difference between higher and lower levels of education is insurmountable. When you find that information is given drop-in and include a larger number of issues, ADD (reduced attention disorder) is triggered and promotes short-term memory.

Method of control. Trust people that there is a threat. If people in such a situation offer protection, they will be even more frightened to accept the ideas of the manipulator and to consider them correct [5].

5. CONCLUSION

“Creating the Reality,” like this one today, has largely helped the activities of our most influential media. Any information serves an interest. This interest can be of greater or lesser importance but certainly has a strong influence as it connects people. This paper deals with great interests, factors influencing the mass of peoples. Clearly - the future belongs to online media. That is why we need to learn how to recognize manipulation and prevent it in all segments, otherwise it might have great social implications. At a time when reporting is not only for the transfer of information and events, but also the creation of a certain type of ideological manipulation, we must be careful wherever and especially “on the web”. Manipulation is inconspicuous and subtle. Therefore, think with your head and check the information. Do not argue with anything without thinking because manipulation exists where there is interest.

6. LITERATURE

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