

## **The Influence of the Media on Political Opinion**

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Every day we are affected by mass media, we can't live without it. This is our routine – we watch TV while eating, check the news in queues and so force. Billions news and shows make our minds dirty. After a month of this life we start to think like the government or some social groups expect us to think. This is a problem.

Surely, we can ignore all the advertisements in the streets, not read the articles in the papers or journals. Despite that, our eyes catch headlines, which unconsciously are stamped on our memory. After a time, such things, seen even once, influence deeply the choice of the goods we buy and our attitude to this or that event. We become «programmed» by all this media stuff.

Some people claim, that there is nothing bad in the influence of mass media. They just let us know about different events in the world and provide us with useful information.

However, let's consider the impact of the Media on the political sphere of life. Currently, one of the main places in political processes is occupied by the mass media. Their interaction with politics, its subjects is daily felt in various forms and manifestations. The media is a strong powerful tool that influences our subconscious mind and hence shape our behavior. The media, especially the electronic ones, have become weapons of mass psycho-programming. It is not the method of persuasion and logic, based on the law of free will, that is applied, but total hypnosis, the effect on the subconscious, i.e. suggestion.

Belief in the omnipotence of television is so great that other politicians believe: he who controls TV, controls the whole country. Indeed, modern politics cannot be imagined without the press, radio and television. Without a doubt, the media play an important role in the tremendous changes that our country is currently experiencing.

At the moment, the greatest danger to citizens and a democratic government is the use of the media for political manipulation - the hidden control of the political consciousness and behavior of people with the aim of forcing them to act (or inactive) against their own interests. Manipulation is based on lies and deception. And this is not a white lie, but selfish actions. Manipulation can become the main function of the media and nullify the officially declared state democratic principles if there is no fight against it.

Demanding greater policy flexibility, manipulation as a method of social management has a number of advantages for its subjects as compared with the power and economical methods of domination. It is carried out imperceptibly for the governed, does not entail direct sacrifices and

blood, and does not require the high material costs that are necessary to bribe or pacify numerous political opponents.

In the modern world, the theory and practice of political manipulation has received quite a deep scientific development and practical application. General technology of global, nation-wide manipulation is usually based on the systematic introduction of social and political myths into the mass consciousness - illusory ideas that assert certain values and norms and are perceived mainly on faith, without rational, critical thinking [1].

Thus, for example, surreptitious methods pioneered in Moscow and Beijing to use the internet to drown out dissent and undermine free elections were broken Washington, we can find an interesting information into view during the 2016 presidential campaign in the United States.[2]

Online manipulations tactics played a valuable role in at least 17 other elections over the past year. From all over the world, governing parties used to paid commentators and bots, false news sites and propaganda outlets to inflate their popular support and essentially maintain themselves.[2]

The reporter of the New York Times said: «In the Philippines, members of a “keyboard army” said they could earn \$10 a day operating social media accounts that supported Rodrigo Duterte or attacked his detractors in the run-up to his May 2016 election as president. Many of those social media fabricators have remained active under his administration, amplifying the impression of widespread support for his brutal crackdown on the drug trade.

During the 2017 election season in Kenya, political camps set up teams of paid bloggers, social media influencers and bots to shape public opinion online. Overt disinformation, propaganda and hate speech targeted individuals and organizations affiliated with the opposite political camp via Twitter hashtags, Google Ads and Facebook sponsored posts.”[2].

Mass media information can influence both the current political process and promises during the election campaign. Thus, during the 2001 elections in Thailand, the Thai Rak Thai Party promised to provide universal low-cost healthcare through the 30-Bath Gold Card program; in the 2002 Brazilian elections, Luiz Inacio Lula da Silva promised to launch a program to fight hunger. Promises of this kind fulfill their political task only if those who benefit from such initiatives learn about them. Politicians have no incentive to make such promises to the electorate if the mass of poor voters does not have access to the media, or if the media do not highlight these promises, since attracting a poor audience hardly increases advertising revenue. Similarly, politicians have less incentive to stick to a political course in the interests of voters after the elections if they do not have access to the media. Such voters have fewer opportunities to evaluate what is happening and to pay tribute to politicians who are sensitive to their needs. In other words, such voters have fewer opportunities to bring politicians to justice for their chosen course [3].

This information-oriented model of the influence of media accessibility and their content on politics was developed by Strömberg (Stromberg, 1999). This model is more convenient from an empirical point of view, since it is easier to obtain data on media accessibility than data on their content. Accessibility data makes it easy to link the distribution of media — for example, from censuses — to political results in specific geographic areas [3].

The depth of changes in both society and the type of power can be seen from the fact that the problem of political choice itself has been eliminated from public life through the clash of ideas. If earlier the policy assumed existence of the program, statement of problems, statement of alternatives of their decision and the appeal to interests and reason of citizens, now all this is replaced by the competition of images, images of politicians. And these images are created according to the laws of the advertising business. So in 1960, J. Kennedy hired an advertising Agency for his campaign. The formula is, "If you don't accept me for who I really am, I will become who you want me to be." [4].

No wonder the media is called the “fourth estate”; the media is an instrument of enormous power, a tool with which it became possible to change the old mental structures, the values of entire nations, the formation of an atomized and easily manipulated society, a society of message consumers. This goal would be unattainable if the media and their school owners did not have it.

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