

MANIPULATIVE MEDIA

MANIPULATION TOOLS

- Media manipulation is an aspect of public relations work in which certain individuals seek to create an image or argument that is conducive to their specific interests.





FAKE NEWS

- Methods of media manipulation involve the use of delusion and propaganda and often involve suppression of information or suppression of point of view.
 - It may involve methods of manipulating people to stop listening to certain arguments, or simply diverting their attention elsewhere.
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Division of manipulative media



TRADITIONAL



Film
Radio
Photo

VIRTUAL / DIGITAL



Youtube
Facebook
Commercials
Sensational news



Dangers of a one sided story

MASS MEDIA

- Includes film, radio, photos, print (books, newspaper..), mobile phones...
- Influences a large crowd of people via mass communication.



Social media



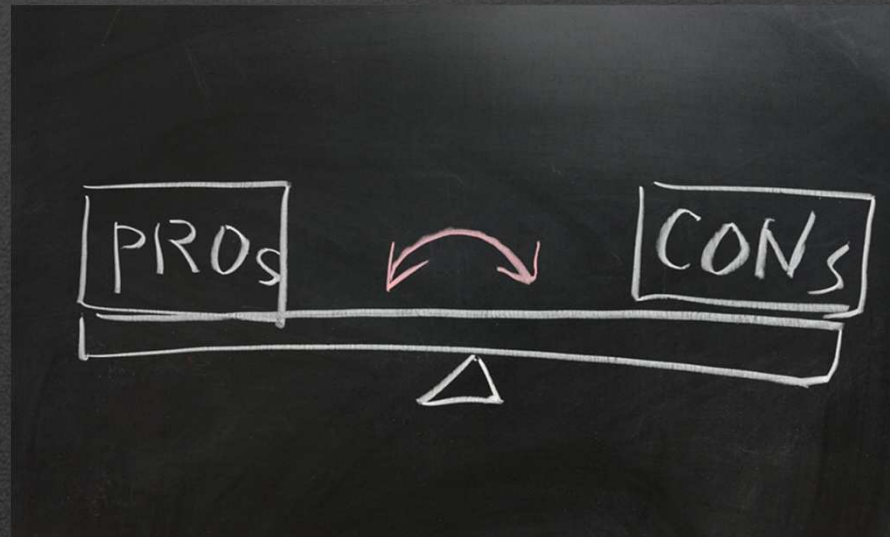
- Most of us follow someone famous on Instagram, Facebook, Youtube...
- These people not only influence our opinion, but our lifestyle as well.





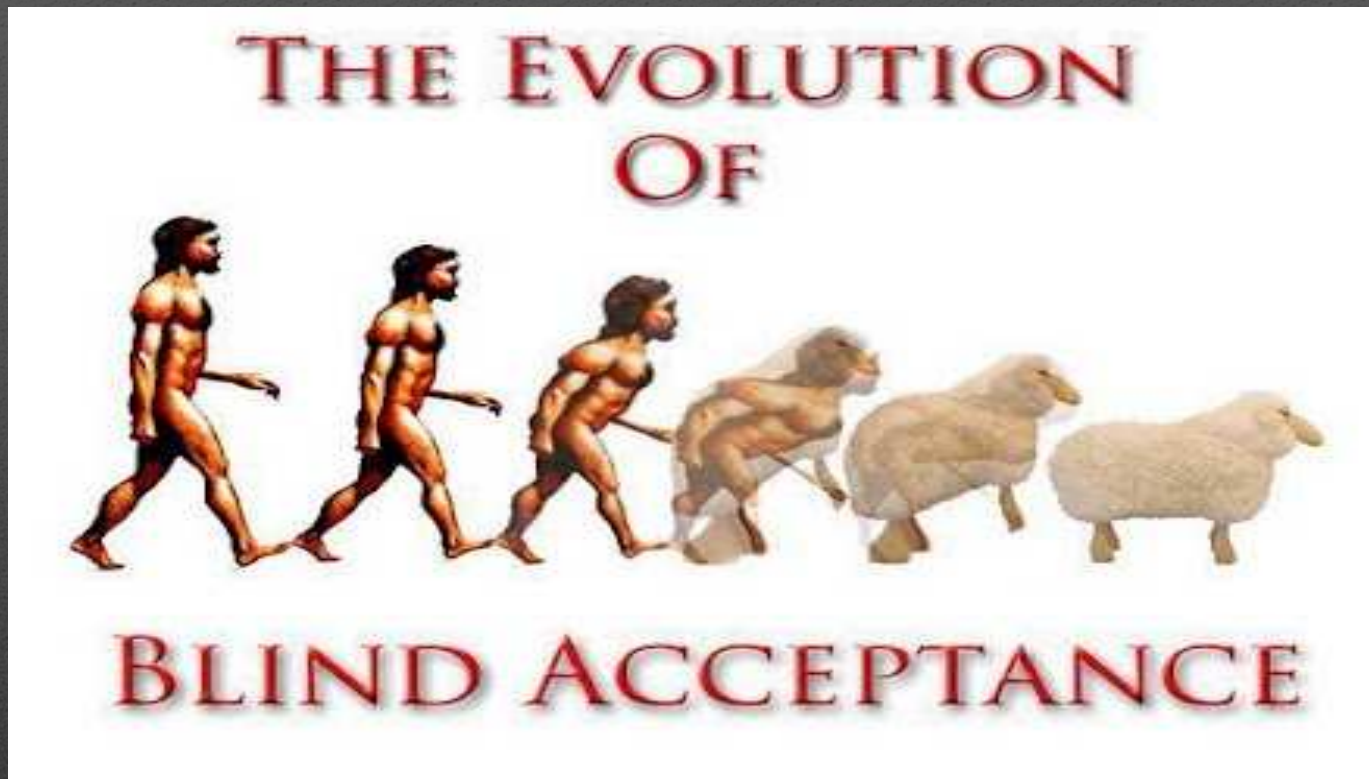
PROs & CONs

- Many companies advertise themselves through media and it helps their business a lot.
- Helps us stay informed - this can be both good and bad because, as we said, they tell us what they want us to know.



- Many cartoons and movies try to fight drugs, alcohol..but some of them even encourage their use.
- We can easily be influenced by music, and most artists, may not be aware, but are in one way or another supporting various drugs, especially in Hip-Hop culture.





- Media can be used in a bad way, to make us believe in something that may not be true.
 - We become „sheep in a herd” , without our own personal opinion.
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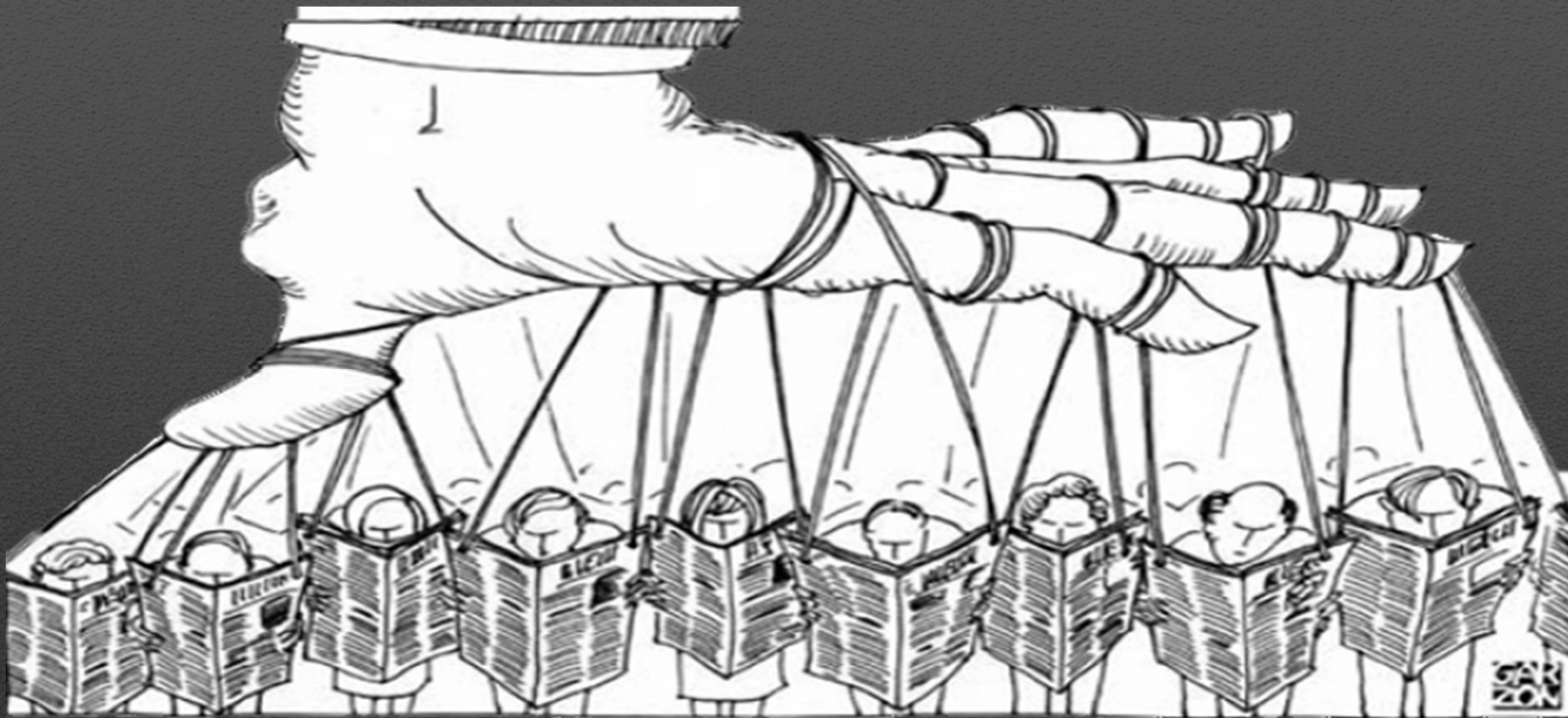
That's all Folks!



- WE SHOULDN'T TAKE ANYTHING FOR GRANTED!



THE REAL END!



**p.s. think with your own head.

Emanuelle Cvek
