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MANIPULATION AS A WAY OF INFLUENCING IN INFORMATION WARFARE

Television, the Internet and the media play an important role in our lives. Every day we receive and process a huge amount of information. News, newspapers, entertainment shows, TV shows and TV channels are constantly competing for our attention. This struggle is quite fierce and therefore for a long time developed and created a variety of tools and methods of influencing the recipient. Ratings are an important indicator of the success of a TV channel or program, the number of readers of a newspaper or blog determines its demand and relevance, so there are many ways in which media workers hold our attention.

Of course, it is necessary to distinguish techniques that help to interest the viewer, such as rhetorical questions or a good visual range from outright manipulation, which include suggestion, incorrect statistics, out-of-context and others.

Many domestic and foreign scholars have turned to the issue of media manipulation and communication as such. They tried in various respects to fully reveal and analyze these phenomena. In particular, M. McLuhan studied the impact of the media on man and society, Professor W. Lippman argued the existence of a "pseudo-environment", J. Baudrillard introduced the popular concepts of "structural revolution", "simulacrum" and "hyperreality", also to be considered. Other researchers, such as G. Lasswell, P. Lazarsfeld, E. Noel-Neumann, S. Ball-Rokesh, M. De Fleur, W. Lizanchuk, and others, also asked questions.

Of course, we cannot say that manipulation and influence are positive. In today's media space, we are increasingly dealing with what is called information warfare. Excessive, deliberate use of methods and means of manipulation leads to catastrophic

consequences, and in this case, the media are already dealing with real threats, which carries incorrect information.

Information warfare is biased intimidation, active influence on the consciousness of the recipient, which is achieved by presenting information in a way that forms the desired point of view in society. As with any war, information confrontation must also be carefully prepared. [15]

First of all, it is worth mentioning the biased intimidation. As an example we can take the well-known thesis about the second army of the world. The creation of such a myth in the media space is aimed at intimidating opponents and raising the fighting spirit of his army. Fear is one of the strongest emotions of a person, so if you do not have enough information about the problem, a person or group of people can take unjustified steps.

Also, one aspect of information warfare is active influence. Constant flow of information on political, social and economic issues. Repetition of agreed theses and banal production of fakes and constant use of manipulative means. All this helps to create a specific attitude of an unprepared recipient to almost any issue. This means that you can convince a person of anything if you have enough time, resources and desire.

Recipients must critically evaluate information to avoid the personal impact of television on consciousness. Society needs to know about the positive and negative aspects of this problem. People need to know about alternative sources of news, they need to check, comprehend and select information for themselves.

The issues of manipulation, and especially the means of influence in television communication, are still insufficiently studied. Given how fast technology is evolving in today's world, we can assume that this phenomenon will continue to evolve. Manipulations are used in politics, journalism, advertising, news, literature and simple communication.

Television is a very effective means of manipulation. It has more opportunities than the radio or the press, because it also uses the visual range. Many techniques and means of manipulation have been invented in television communication. Among them: the reception of a gradual change in the semantic meaning of the expression, slogans, neologisms, suggestions, titles, metaphors, ambiguous words, incorrect statistics, out of context, rhetorical questions, sensationalism, fabrication of facts, the effect of presence, assertion, use of authoritative opinion, statement fact, distraction from news that is less significant, and more.

Because the impact of television on society is enormous, we believe that recipients need to be able to recognize manipulation and think critically.

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ШЛЯХИ ФОРМУВАННЯ КРИТИЧНОГО МИСЛЕННЯ В УМОВАХ ІНФОРМАЦІЙНОЇ ВІЙНИ

Головною проблемою ХХІ століття вважається перенасиченість середовища інформацією. Її ми зустрічаємо повсюди – бігборди, листівки, газети, телебачення, інтернет та і просто розмови людей. І проблема скоріш не в її кількості, а в її якості. Нажаль, на сьогоднішній день більше половини інформації або неправдива, або подана в ключі, що вигідний її автору, відповідно викривлена. Врятувати від дезінформації може тільки критичне мислення кожного окремого індивіда.

Під поняттям критичного мислення мають на увазі мислення вищого порядку, яке спирається на інформацію, усвідомлене сприйняття власної інтелектуальної діяльності та діяльності інших, яке сприяє розвитку такої особистісної риси, як креативність, і формує творче мислення, а отже, творчу особистість. Сформовані навички критичного мислення забезпечують прийняття найбільш оптимальних рішень у будь-якій професійній сфері, відкритість новим ідеям і знанням. Критичне мислення необхідне під час розв'язання проблемних завдань, формування висновків, оцінювання та прийняття рішень. [1]

Говорячи про шляхи формування критичного мислення, завжди варто враховувати контекст. Контекст сучасної України – це низький рівень критичного мислення особливо в старшого покоління та дітей, і разом з тим активна