

Manipulation of consciousness in the context of Internet communication

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Abstract – It is noted that, although the Internet technologies contribute to the formation of public opinion, provide information and guidance on human values, they create new opportunities for manipulation of consciousness. This is due to the socio-cultural reference points that define certain groups of society, active in the Internet environment; sugestivnim nature of the information that appears in the selection of evidence psihologichnom pressure, the use of emotional and logical reasoning, audio-visual effects, effects on the mind. Argues that a person falling under the influence of information technology, does not differentiate rumors versions, views and facts.

Key words – Internet-technology, information, manipulation, network culture, political communication, political consciousness.

I. Introduction

The research is relevant due to the need of studying the communication aspects of the formation of political consciousness in the information / network society, when the role of communication, as one of the main instruments of influence on the political consciousness of citizens and society, highly increases.

The interactive communications, among which Internet communications have particular value, play particularly important role in the formation of young people's political orientations. Internet communications make it possible not only to obtain the latest knowledge beyond the local context, but also become a source of efficient information, personal media and public communication, labour, social and political activities.

Although the Internet-based technologies are now actively contribute to the formation of public opinion, provide complete and accessible information about the world, and focus on human values, they give rise to such phenomena, which actually destroy their contents and increase the possibilities for manipulation of consciousness.

II. Essential characteristics of the Internet manipulations

Manipulation of consciousness in the context of Internet communication can be considered as making a message by modifying information about events or facts, using such methods as the fabrication of facts, propaganda, creating panic or mass hysteria [4].

It gradually replaced the violence, which was considered as the one possible instrument of government for a long time. However, we agree with the opinion that the Internet itself is solely a tool for manipulation of

consciousness, it is a technical means of consciousness manipulation, that transmits information flows. Though it can not change the essence of public relations' integrity, as the manipulators are the same forces that control the world-wide network, or those who create certain online resources.

Pruzhinin indicates that today the Internet has become not only a tool of communication but also a sphere of communication, which is not controlled by society, because it is an anonymous and virtual. In addition the philosopher reckons that new information technologies destroy social and cultural regulations on the basis of which they were built [5].

Scientists claim that manipulation of the individual consciousness is as follows:

1. The Internet makes it impossible for a person to analyze the events independently by providing a variety of information about the world. The Internet is a medium that is both means and environment of society virtualization, the transformation of social institutions into a kind of virtual reality.

2. Intensification of information flow causes the control of complex high-tech means of processing information, which being unavailable for everyone, are bound to create some social and cultural groups to filter the information that leads to the cessation of the free circulation of information in society.

3. The Internet opens up new possibilities to manipulate consciousness, creating the necessary social and cultural landmarks, which are dictated by some narrow society group. [4].

4. As a rule the information presented in the worldwide web has convincing character, that is, in a certain way suggestive. [1] This means that a person's believes are formed by selecting the evidence of psychological pressure, the alteration of emotional and logical reasoning, the use of relevant examples and analogies. No one can mark and analyze all of this during the intercourse, especially a person without special training. [4].

5. A special role in the manipulation of the Internet users' consciousness play audio-visual effects, since the combination of the visual image with text and sound enhances the effect on the mind. "We often think we see with our own eyes, but we do not think about the fact that the presented audio-visual material is made by a certain person and defined with the help of another position. There is already a known fact that a person who is affected by information technology can truly differentiate where the rumors are, where is the version, where is the point of view, and where is the fact" [1].

III. Means of preventing the Internet manipulation

The means of preventing the Internet manipulation include:

Firstly, the development of manipulative skills to identify the impact of using the Internet technology, because early detection and prevention of manipulation will protect against the negative effects of the hidden

mind control. The researchers believe that the protection against manipulation or minimizing its impact is possible when we know its weaknesses (feelings, beliefs, etc.). Even if the information had very strong influence on the senses, do not lose your temper and resist feelings.

Secondly, experts advise always to keep in mind your own desires, interests and priorities. By placing them on the first place and not departing from them we can reduce manipulative influence to a minimum. It is important to choose only main arguments from the received information without mentioning beautiful phrases.

Thirdly, if the manipulator starts to use manipulative activities, you should try to stop such contact. It is much easier to do it using social networking and blogging for the development of political orientations than using real contacts with carriers of manipulative influences - not to respond to messages that are doubtful, to check the information without leaving the network, blog or forum, to "take" time for the interpretation of problematic posts.

Fourthly, it is possible to resist the manipulation only when you know the features of manipulative techniques and distinguish them in the communicative process. That is why you need to have some knowledge of manipulative technologies and to understand their specific features and applications in the Internet space, to understand the mechanisms of implementation with the help of their political influence and achieve political objectives.

Fifthly, floods become one of the manipulative tools in today's interactive online communication. They are active productions by the communicators of messages and do not carry any new or useful information, but at the same time have a certain emotional effect [3].

Scientists mark that also studies require other common phenomena of the Internet communication, that still remain outside the purview of researchers. In particular, it is trolling, memes, virtual identity, virtual culture etc. Despite the rather dismissive attitude of scientists to these forms, the experts of the Internet communications have already started their wide use. [3]

Sixthly, when it comes to manipulation through the traditional media, the researchers say about the indisputable fact that journalists need to prevent the manipulation of people's minds with the help of media, too. They believe that the profession's etization is one of the conditions of caution from the "manipulative contamination". It is the development of "professionally right" set of shop-tricks for the most of mediaworkers[2].

In our opinion, the political manipulation of information is realized through the social networks, blogs

and forums is a serious threat to personal information and psychological security of citizens. Therefore in order to improve the situation with such form of manipulation, it is needed, above all, to fill the new information environment of moral and ethical principles, to organize their existing content, to use them as a library, which should be clearly oriented in order to achieve their goals [4].

Conclusions

Thus the formation of political consciousness in the development of interactive forms of political communication requires mastering the basics of network culture, which in particular will resist manipulation on the Internet. Namely: it will form the ability to identify manipulative effects of the Internet technologies, it will teach to select only basic arguments from a lot of information, not to pay attention on the beautiful words, if the manipulator starts manipulative activities, will help to stop such contacts. It is necessary to supplement the knowledge of manipulative technologies and understand their specific features and applications in the Internet space, to follow the principles of the Internet ethics.

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