

**PHILOSOPHY**  
**(specialty 09.00.14)**

***Zhukovets O.Yu. Methods and ways of manipulation of public opinion used by organizations of sect type***

Attention is paid to the fact that the branding strategy of most modern sects is to create a self-image as a completely safe. Predominant activity in this regard is the refutation of the NSD any negative information associated with them and disseminated through the media. Unscrupulousness, demonstrated leadership sects, combined with a willingness to support the rank and file sect lies guidelines allow sects to manipulate public opinion by means of introducing misled the public and the media own version of the state of affairs in the sect. Widely used sects reception manipulation of public opinion related to the prevention of unfavorable media coverage for their materials is presented. For the implementation of this sect, as a rule, use one of two methods: either to go to court, or an attempt to intimidate journalists and publishers, often accusing the latter of "slander". It is analyzed the specific examples of the use of methods and techniques of manipulating public opinion used by new religious movements that have received a negative reputation for creating a positive self-image in the eyes of the public.

Key words: new religious movements, sects, public opinion, methods and techniques of manipulation.

*North-Caucasus scientific center of high school*

*of SfedU. Rostov-on-Don, Russia*

*October, 10, 2013*

---