

PHILOSOPHY

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On the role of the media in the manipulation of public consciousness

It is considered the problems associated with the steady development of scientific and technological progress, as well as with the information integration of the world community leading to the change in the political and social realities in the 21st century, which contributes to the rapid and effective development of means of influence on the public consciousness, the most important of which by right are considered mass media because they create public opinion and construct the reality. Thus, the influence of the media on the mass consciousness can be both positive and negative, depending on the target setting.

Key words: control over information, impact, mass consciousness, hidden censorship, manipulative technologies, euphemism.

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