

## PHILOLOGY

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### **Fake news as an element of manipulating with public consciousness**

New information technologies have significantly changed the models of modern media, the speed of news transmission, allowed readers to perform part of the duties of journalists, which turned them into content producers. Fake, fake news, unreliable messages, have turned today into a widespread, replicable way of manipulative influence on public consciousness. Different goals are achieved with the help of this technique: diverting public attention from really important news, gaining popularity, illegitimate enrichment, discreditation of the opponent and many others. Often the addressee of the fake message is not able to see specially veiled intention of the author behind really told message, the base for manipulative influence is formed. By increasing the degree of inadequate perception of the information field, manipulative techniques expand the illusory subjective reality. Fakes can provoke "information attacks".

Key words: information, fake, verbal manipulation, media, fake news.

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