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**COMMUNICATION MANIPULATIONS IN THE INTERNET THROUGH THE MEANS OF LINGUISTIC EXPRESSION**

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**Abstract:** The function of everyone, and especially the professional types of communication, among others, must be to establish closer connections between interlocutors and listeners. Sometimes this happens in the interests of the communicating countries, and there are occasions when one of the communicators - the manipulator takes power and control over the person who manipulates. Manipulation is the basis of communication. Manipulation is defined as a behavioral model in which a person uses interpersonal relationships to conceal or receive certain information, to distort facts or truth, with the intention of winning someone's love or benefiting himself. The means of manipulation are numerous - from insult, through labeling, lie, threats and harassment, to deception and the induction of feelings with which to obey the manipulator. The degree of manipulation depends on the manipulator's skill, the susceptibility of the manipulation, the specific situation and the possibilities for counter-manipulation. At the time of the new information and communication technologies, manipulation gains strength and even manipulates the Internet through linguistic means.

**Keywords:** communication, manipulation, internet, stylistic shapes.

**1. MANIPULATION ON THE INTERNET**

Man is born, surrounded by information technology, in a world where the prestigious world media Time, 1982, announces the computer as a person of the year.<sup>51</sup> The cooperative interaction of man and information technology shows a completely different world of the future that begins with the construction of the first computer machines in the middle of the last century. And while the computer in the first stages of its development was primarily a machine to work, with the emergence of the Internet and especially on the global networks without losing its function, it developed a new feature even more popular for most people - it became a portal for entry in "escape" and manipulation. The virtual machine offers the capabilities of an entire galaxy. The ability of a person to change their identity, the ability to live in parallel and a new life, the ability to communicate with many people at once, the ability to stay anywhere, to be in their "personal" time.

Internet communication allows the mediation of different data between individuals, but at the same time allows the dissemination of information to the general public.<sup>52</sup> According to Johnson, the various aspects and contradictions that arise due to the emergence of new media and computer-mediated communication can be operationalized through three processes: interactivity, mobility and convergence.<sup>53</sup>

There are various possibilities for manipulation on the Internet and they are related to:

- *shaping the information* and how this affects on the choice of users. It can be said that there are two types of manipulation: manipulation of images and manipulation of the text. Enhanced digital imaging capabilities have made it virtually all in one image can change and users are aware of it. Manipulation is at the subconscious level. The manipulation of the text is also everyday. In all types of print media, including text on web sites and online articles, text and language serve as a powerful tool for manipulating readers. Manipulation can be accomplished in many ways: through the organization of the text, the colors, the graphic design and the use of the language (eg the use of words with meaning or emotionally loaded expressions instead of the use of objective factual language).

- *the use of unfair techniques* that manipulate users. Among the most commonly used are: Behavior Targeting that allows publishers and advertisers to reach potential customers by tracking the history of individual user's Internet activity and showing ads that are more likely to interest him / her; semantic targeting that allows a semantic analysis of the webpage (analysis of its meaning), determining which ads are appropriate and which does not thereby limit the choice of the user; spamming, which allows manipulation of search engine indexes (indexes

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<sup>51</sup> Subotic, 2012: 25.

<sup>52</sup> Cardon, 2013: 9.

<sup>53</sup> Johnson, 2005: [www.ep.liu.se/ecp/015/](http://www.ep.liu.se/ecp/015/)

store information to be searched quickly without having to search for any document); the manipulation of emails, the purpose of which in most cases is human fraud and illegal money acquisition.

- *use of monopoly on the Internet*. The possibilities for manipulation in this case are modest, as the monopoly on the Internet is infinite.<sup>54</sup>

It is not far off the time announced in literature and science fiction that civilization will be represented by people and machines, as well as hybrid "entities" created by their combination. It was no accident that Plato claimed that all the major frauds began with illusions. The illusion of reality, the illusion of the place, the illusion of identity, the illusion of the person, the illusion ...

Logic is a process to draw a conclusion based on one or more prerequisites. The statement itself is neither logical nor illogical (although it may be true or false). An average citizen is not understood in the rhetorical finesse and technical capabilities of communication, so he naively believes in what online social networks offer him.

An example of how logic can be manipulated can be taken from the following practice: *First premise: Aristotle bears a beard. Another prerequisite: Aristotle is Greek. Conclusion: All Greeks carry a beard. Consequently, preconditions may be correct, but the conclusion is wrong.*

*Manipulation*<sup>55</sup> comes from the Latin word "manus" - a hand, obviously; you, bravery; struggle, struggle; violence; power; work, activity; handwriting; art work; elephant shomot; crowd, squad, etc. - is intended to cause some emotional reaction to the person and to do something in accordance with him, using the manipulator. Most often the manipulator wants to convince the interlocutor to feel vain. This is a very powerful manipulative, because the nature of this feeling is such that it motivates a person to repent for something he has done, and the manipulator tries to misrepresent it.

The means of manipulation are numerous. One of the most powerful means of manipulation is *emotional extortion*.

In practice, it may seem like this - *the mother manipulates her growing daughter by continually highlighting how much she sacrificed for her when she was a child that makes her feel grateful for comfort, and therefore her mother's behavior*. Or a woman who, with tears, "pulls out" from her husband always what she wants.

In this way, the manipulators feel protected, because with emotional extortion they always achieve the desired. The effect is even greater if it is done through social networks.

Emotional blackmail is often unconscious, the manipulators face a challenge without a clear desire to achieve the goal.

Manipulation may not be effective when it comes to people who have a sufficient degree of personality autonomy. Mature individuals with a high level of autonomy, self-confidence and self-responsibility are very difficult to manipulate and vice versa.

Manipulation is used in all spheres of life, but this practice is particularly widespread in the field of politics and business, and may facilitate the approval or disapproval process, or may lead to indifference to a particular individual or product. For the so-called *mass manipulation*, various techniques based on the principles of mass psychology are used to attract, control or influence on masses and their desires to direct their behavior to a particular action.

The phenomenon of manipulation is in the focus of numerous sociologists, psychologists, communications scientists, philosophers and other researchers in the field of social sciences.

According to J. Kirchner, "manipulating or convincing, selling or approving, or as you call it, is a skill that can be learned, like accounting, foreign language or sport."<sup>56</sup>

Manipulation, according to I. Zorin, is a process of hidden management of one person by another by "touching the strings of his soul" in order to obtain the necessary reaction (execution of actions, information, expression of certain emotions) needed by the manipulator for realizing his own plans. This is the case, the author continues, the addressee of the manipulation is slightly misled about "his choice" and does not realize that this choice is not free and conscious. In the soul of each of us there are enough "strings". ... We should not think that such are just our weaknesses, vices complexes. Strings can also be the strengths of the personality, her dignity, personality and identity. Among the most commonly used by the manipulators "strings of the human soul" are the

<sup>54</sup>[http://www.media-youth.org/index.php?option=com\\_content&view=article&id=15&Itemid=15&lang](http://www.media-youth.org/index.php?option=com_content&view=article&id=15&Itemid=15&lang)

<sup>55</sup> Manipulation can also be defined as a type of social impact; a process of converting consecutive code symbols; social zombie.

<sup>56</sup> Kirchner, 1995: 15-16.

fear, the pride, the greed, the desire to be meaningful. In addition to them, the guilt, orderliness, patriotism, justice, health, masculinity in men and women's femininity, the desire for revenge come to the fore.<sup>57</sup>

Renowned Serbian sociologist Djuro Shunic stressed that "the manipulator aims to persuade people to accept the rationalization of their interest as the only truth," and the Russian psychologist E. Dozenko said that "manipulation is a kind of psychological impact used to achieve a unilateral advantage, by implicitly instigating the other to perform certain actions."<sup>58</sup>

Erich From analyzes the mechanisms of manipulation and specifically mentions "defense aggression" by pointing out that "the people to feel threatened is an undesirable social structure that provides a sufficient basis for brainwashing", while for the Bulgarian psychologist Vl. Iliev "Manipulation is a form of secret forcing a person to do something for the benefit of others, using a wide variety of forms, ranging from all sorts of affairs, machinations, swindles, bluffs, psychological reflexes, and ending with disinformation the action."<sup>59</sup>

## 2. MEANS OF LINGUISTIC EXPRESSION

Manipulation can be wrapped in "beautiful words" and a smiling face. The provocation of intense feelings of compliments and exaggerated outbursts of love create an unrealistic sense of belonging and closeness. Particular role in this direction is played by stylistic figures such as words and phrases that enrich the literary work, create living and memorable images, give new, broad and transmitted meanings.

The means of linguistic expression are artistic means of expression, which are based on a certain set of formal or meaningful relations between expressions for multi-or multiple occurrence of some specific structural sense or ornamentation model. Speaking ornaments, words, sentences, thoughts, constructions, or discourses refer to ideas, thoughts or attitudes, and the goal is always the same - a more effective lure of the audience. One of the main features is to move the speaker away from the direct way of expression. They represent a certain way of expression and can be distinguished by a deviation from the daily way of speaking. These are figures with which the speaker points out his own ideas and attitudes, or reduces the value of testimony on the other side. In theory, the classification and typology of the stylistic figures has never been balanced, but the goal has always been the desired impression - preparing the audience for easier acceptance of the ideas presented.

Emotional, concrete, and vivid style in images created using words in their meaning, or in a particular order, or in particular invented constructs, is called a figurative style, and the expressions used are called stylistic or linguistic expressions.

There are different classifications of means of linguistic expression. According to the ancient Greeks, there were two groups of stylistic figures:

- *verborum* figures<sup>60</sup>
- *sententiarum* figures.<sup>61</sup>

Contemporary theory is characterized by a considerably more complex categorical structure. According to Jiro, the rhetorical figures classify in four groups:

- the figures of the diction related to the apology, and whose meaning is that words and sentences are transmitted by voices,
- figures of the structure that refer to syntax, position and line in the sentences,
- figures of words or tropes<sup>62</sup> in which there is a change in the meaning of the words
- figures of thoughts that are related to the formulation of ideas expressed in the sentences.<sup>63</sup>

Udin is approaching a more complex classification by using the classic antique scheme. Rhetoric decorations in this categorization are classified into four groups:

- speech decorations in special conditions - tropes;
- speech ornaments, group words - sentences that distinguish two subgroups:
  - Speech figures

<sup>57</sup> Zorin, I. 2009: 19-21.

<sup>58</sup> Dotsenko, E. 1993: 173.

<sup>59</sup> Iliev, Vl. 2004: 158.

<sup>60</sup> word form.

<sup>61</sup> a figure of thought.

<sup>62</sup> Jiro, P., 1964: 78

<sup>63</sup> Tropics are units (words, phrases, sentences) that represent an expression that translates into meaning; - e.g. metaphor, metonymy, irony, allegory, hyperbole and others.

- shapes of thought
- widening or narrowing meaning;
- sentiment.<sup>64</sup>

The most common division of stylistic figures is:

- dictionaries;
- figures of speech;
- structural shapes;
- shapes of thought.

*Dictionaries* represent voice or sound figures whose actions are based on the effect of certain voices and sounds in speech. These stylistic figures imply the repetition of certain voices or groups of related voices, the imitation of the sounds of nature, or the repetition of whole words. Repeating, as a basic characteristic of the figure of the dictation, serves to enhance or significantly reduce the definition of the meaning of the word. The most prominent figures of the dictionaries are: alliteration, anaplasia, anaphora, anananza, epiphore, onomatopoeia and symposium.

*Speech shapes* are generated by the change of the basic meaning of the individual words. In everyday speech, these stylistic shapes are often used, but they are not perceived as transmitting meaning because they become commonplace over time. The group belongs to: the allegory, the epithet, the euphemism, the metaphor, the metonymy, the personification, the symbol, and the synecdoche.

*Structure shapes* are created with a special line in the sentence or in most of the literary part. They are actually the layout of the word, because any deviation from the natural order leaves a special impression to the reader, ie. enhances his experience of a particular part. The group includes: the aspidate, the ellipse, the inversion, the polysyndeton and the rhetorical question.

*The figures of thought* are related to the broader meaning of what has been said. In this group, stylistic figures include: antithesis, gradation, hyperbola, oxymoron, paradox, comparison, litotes, and Slovenian antithesis.

#### *Metaphor*<sup>65</sup>

Metaphor is an expression created by transmitting meaning or, conditionally, by comparing it in abridged form. It is a stylistic figure of change, the transfer of names or words from one concept to another based on an obvious or hidden analogy. Metaphor is actually a comparison that misses what needs to be compared and emphasizes what it shares. "Metaphor is one of the most effective means of expanding the space of meaning and placing it in the movement of the meaning it receives."<sup>66</sup>

In practice, it may seem like this - *parents, for example, say to the child, sun, candy, treasure, my gold, my love*. These words, besides their basic, have a metaphorical meaning. Changing one word to another with a similar meaning is called metaphora.

Aristotle<sup>67</sup> distinguishes four types of metaphors, and for the true one he considers only created by analogy.<sup>68</sup> Ancient rhetorical thought, in a metaphorical expression, reveals a metaphor that generates transcendental meaning based on similarities of similarity to other forms, such as metonymy and a syndrome whose transcendent meaning is achieved through an ideological link.

The metaphor, as well as all tropes, is a deviation from the proper use of words. Besides decorating enriches speech, according to Aristotle's interpretation, it also reveals new connections between the different phenomena.

Metaphor is more colorful and sensitive when there is a logical relationship between what is being compared and what it is being compared. If this is the case, then it is more effective, impressing and creating new consciousness and feelings. In addition to native creativity (riddles, proverbs, proverbs, fables, aphorisms), metaphor is often used in everyday speech, print, radio and television, and new media.

#### *Absolute metaphor*

The German philologist and historian Hans Bloemberg in the metaphor does not see only a style or a simple figure, but a "fundamental philosophical request for the final outpouring of Plato's cave, which, combined with its

<sup>64</sup>Udin, G., 1976: 51.

<sup>65</sup> Metaphor (from the Greek μεταφορά - metaphor) - transfer the transfer, transmit ...

<sup>66</sup> Kajzer V., 1973: 143-144.

<sup>67</sup> Aristotle, 1987: 237.

<sup>68</sup> Analogy (ἀναλογία) - similarity, similarity between objects, phenomena, concepts.

own senses, only see shadows of ideas."<sup>69</sup> Bloomberg's metaphysics as a postulate favors the content hidden in metaphor and linguistic modality because it is closest to truth and farthest from ideology. In later works, it seems that Bloomberg has turned the essentials into essay ideas. From metaphor, anecdote, inappropriate statements, he creates a map of examples that were the cornerstone of the functional perspective.

*Allegory*<sup>70</sup>

When metaphor deprives the concept of an entire picture or even a book, the stylistic figure is called allegory. In this metaphor, the notion of the moral quality of a person is expressed by an object, a phenomenon, an animal.

This is stylistic figure in which the thoughts and concepts are expressed in different way by object, phenomenon, animal. The colorful speech, the pictorial explanation of the term or the thought in the word or letter are invariable rhetorical elements. Allegory can take the form of complex and multiple characters, personification, extended metaphors and more. Allegory can also be defined as a functional set of more metaphors. One of the main features is retrieval or metaphorical meaning realized in relation to the whole representation, actions and parts. The allegory is generated by expanding the metaphor as a whole or all parts of the expression when the meaning of the word has not changed.

In the fables and the proverbs through animal images are presented the positive and negative qualities of the human being: fox - cunning, lion - courage, ant - hard work, crusader - negligence, bear - rudeness, rabbit - fear, wolf - greed, donkey - treachery and others.

For example, in the Serbian folk song "*Love separation*" (Two flowers in the botanic tree grew: blue hyacinth and green vagina / narcissus ...) in which the blue hyacinth and the green narcissus are actually a boy and a girl who are separated.

It's likewise in the old urban Bulgarian song "*Impossible*" (You are stoned to the seashore, you on the secluded shoreline, a crumbly maple you cling to its green bunches ... he hugs me in branches, I am in him a bit hot, for the hearts I love and death does not separate ..."). And in this song the caly and the choir are actually a boy and a girl for whom "death has not separated".

*The signegoge*<sup>71</sup>

For the signegoge is the substitution of the meanings of one word with another, in volume and quantity, where from the whole is taken part or *pars pro toto* and vice versa, the celery instead of the work - *totum pro parte*.

Quintillian<sup>72</sup> believed that the synagogue created diversity in language, so that "through the expression of a subject we understand a lot, from the work we understand everything, from the kind of family, from the previous to the next or everything in the reverse order".

Sinagdha is often used in everyday speech.

Examples are also known:

*You will not miss a hair from your head. (nothing will happen to you)*

*Can I get another glass? (can I get another cup of coffee, tea)*

*Pole loves and sheds its blood on everything that is Polish ...*

*Bread instead of food.*

He is present, for example, in Tin Ujevich's poem "*Glances in the Dawn*" (When I saw these countless hands doing business when I saw this will, tense to reordered the anthill).

*The metonymy*<sup>73</sup>

The metonymy replaces the expression with a new one if it is in a special temporal, spatial or causal relationship, unlike the syndrome, which is the characteristic quantitative link between the whole and the part, the

<sup>69</sup>Hans Bloemberg (1920-1996) is a German philosopher and historian, one of the most famous names of the German philosophy of the twentieth century. Bloomberg's interpretations are unpredictable, personal and abundant with signs, indications, and suggestions, not rarely and completely ironic. In his deeds, he warns of "the power of revealed truth," and fights for the "world of hopelessness in confusion".

<sup>70</sup> From the Greek word to *ἄλλος* (another), *ἀγορεύειν* (I speak publicly) - a way of expressing meaning, different or complementary to the literal one.

<sup>71</sup> From the Greek word *συνεκδοχή*, the word *syn*-means *s*, while the word *ekdoche* means interpretation, meaning or understanding.

<sup>72</sup>Mark Fabius Quintillian is a famous Roman rhetoric. He is the author of the extensive rhetorical book „*The Institutio oratoria*“ (*Institutio oratoria*) in Rome has received an annual salary of one hundred thousand Sesters.

<sup>73</sup> From the Greek word *metonymia*; meaning of the word: substitution of one name with another name, one word with another word.

gender and the species, the singular and the plural. It is applicable to designating objects or properties that exist in existential relation to a common reference.

Metonymy is a figure in which one term is replaced by another, and both are in a closer relationship. Metonymies are, for example, the community of the place, the community of action, the object's belonging, the ratio of material to product, the ratio of vessel to content.

Examples:

"Thousands of guns" instead of many soldiers ...

"Iron meets their iron chest - instead of" iron weapons ";

"White Head", not an experienced man ";

"She became a dowry and counted the old man's cups instead of the quantity wine in the cups ";

"Heaven and earth are joined together";

"That's Alcohol Speaking" ...

*Hyperbola*<sup>74</sup>

For hyperbole as a stylistic figure there is a strong exaggeration of quantity and quality. Exaggeration may be negative and positive even if the values are negative or positive. According to Schverb, "hyperbole refers mainly to a special vocabulary in which manifestations and events are represented to an extremely high degree, and objects are idealized in positive or negative terms."<sup>75</sup> Certain authors describe the subject as a quantitative increase in one of the properties of the subject or condition.

For example, "unfortunate crying, to heaven is heard", "a heavier as a mountain".

Rhetoric is also known as *aukesis* (growth). In poetry and public speaking, hyperbole provokes strong feelings and creates impressions.

Hyperbolts can be banal, illogical, mischievous (lose their expressive power), for example: "I have told you a million times that you do not."

*The rhetorical question*

The rhetorical question involves a question and a response in the same form. The question is asked not to get a response but to focus the attention of the recipient on a particular problem. The classic question differs in the obviousness of the content, which is mastered and in a form of doubtful form, does not require an answer and an excuse. Communication that abounds in rhetorical questions is more impressive and softer than classical argumentation.

The sacrament abounds with rhetorical questions with more impressive and softer expression than classical argumentation. In specific situations, the rhetorical question disarms the colliding countries, it easily brings an argument, and the spokesperson gets easier points.

For example, "Can a lie be true?", "Is there a right to a decent life?", "Is the world perfect?"

*Irony*<sup>76</sup>

Irony is a well-hidden contempt that speaks the opposite of what we mean or want to say. The term used as a stylistic figure in the antiquity with which the speaker's thoughts of the opposite meaning were expressed. According to Mark Quintilian, irony is a specific type of allegory in which the sense contradicts what is said in words. Socrates also used the irony especially in conversation with those who overestimated their knowledge.

Irony as a stylistic and pictorial technique is used in all genre variations of humorously-satirical literature.

Example: "when the willow gives birth to grapes".

Sarcasm<sup>77</sup> is also a kind of irony. It is a mockery or malicious scratch note. Sarcasm is always in a negative connotation and refers to the deficiency of a person, subject or phenomenon.

Example: "very ugly jewel" (envy of precious jewel, jewel).

Sarcasm is a mockery that can be found in a positive assessment, but in general there is always a negative connotation and refers to the deficiency of a person, subject or phenomenon.

*Peripheral*<sup>78</sup>

<sup>74</sup>From the Greek word *ὑπερβολή*, the word means exaggeration.

<sup>75</sup>Skerbn, Z., 1986: 249.

<sup>76</sup>From the Greek word *εἰρωνεία*, the word means false ignorance

<sup>77</sup>From the Greek word *σαρκασμός*, the word means mocking, tearing the flesh.

<sup>78</sup>From the Greek word *περίφρασις*, the word means speech, expression.

Rhetorical, the periphery is a descriptive term for a better understanding, ie. re-description or description. As a rhetorical figure it is characteristic to play a game or concept not in words, but in more words that clearly reveal the elementary properties or link the commonly accepted values to give the term. In other words, by means of another expression or a descriptive way, what is already said or known is expressed.

With the paraphrasis we also mean the use of multiple words to describe if one or more words are sufficient for the same expression. According to Quintillian, it is

According to Quintillian, this is also a circle of expression when the speaker wants to conceal something.

Example: Accumulation of descriptive elements, functions, names of institutions, ie. full names when it is not necessary if the speaker needs time or discussing the debate.

#### *Epithet*<sup>79</sup>

The epithet is characteristic of poetic expression and commendable oratory, but less for factual testimony or for judicial and parliamentary oratory. On the other hand, style without epithet is ephemeral, and epithets in speech reveal rhetorical skills. The epithet not only clarifies, but also enhances the imagery and expression of the word, by challenging ideas and feelings. However, the importance of the measure is particularly important, according to: the quantum, the opportunity and the position. As far as the possibilities allow the poetic expression, the contribution that comes with the main word as help makes the play more vivid, more fulfilled, more picturesque, better ... Epithets can also be nouns, adjectives and verbs

Epithets can also be nouns or to verb attachments.

Literary images with original epithets produce powerful artistic impressions. Epithets can be: realistic, metaphorical, ie. banal, stereotyped and unfit.

#### *Rhetorical exclamation*

Exclamation is a specific word that expresses a call, a sense or a sound. Rhetorical exclamation expresses a mental state or personal attitude in the form of exclamation. It is a burst of strong feeling - delight, deep excitement, anger, suffering, compassion, surprise.

Exclamation can be a functional addition to one of the manipulative techniques, such as: ad rem<sup>80</sup> or argumentation: in vi.<sup>81</sup> It occurs through intonation, intercession and circulation.

#### *Personalization*

Personalization, according to Quintilian, reveals the enemy's thoughts in communication, where it is permitted to "call the gods from heaven and revive those from the underworld." With this, cities and peoples can get speech, and inanimate things and abstract concepts can be represented as living beings. When we show things as living things or revive something without identity, in this kind of metaphor, conventionally speaking, the inanimate things and concepts of the imaginary objects are depicted as beings with all the elements, the signs of human life that not only work, think and feel like people but also speak.

Personification, although an archaic model, exists in communication as an artistic technique that attributes human traits to objects, animals or natural qualities.

#### *Apostrophe*<sup>82</sup>

Apostrophe in speech, answer or conversation is turning to someone with a lively or sharp tone. In a figurative sense, this can mean a reproof or reprimand. The apostrophe is used in professional oratoria in order to deflect speech, to pay attention, to deliberately move away from the essence.

The apostrophe is also used as a punctual mark indicating missed sounds, letters or numbers. Marked as a single top or short straight line.

#### *Assonance*

Anonance is a figure of the dictation that occurs through the repetition of vowel sounds in verse, mainly hit, which creates a sense of inner rhyme within the poem.

In the older French poetry, the last accented vocal in a series of sequential verses: "assonira". When some of the verses began to rhyme in new poetry, the finances began to disappear. In combination with rhyme, the Assonance is referred to as "impure" rhyme. It is characteristic of poetry when the desired effect is: eufonija, and functional in the proverbs. For English, French, Spanish and Celtic poetry, the asonas is almost a trademark.

#### *Antitheses*<sup>83</sup>

<sup>79</sup>Epithet - an artistic definition of subject for greater expression.

<sup>80</sup>For example: Hey, what is this comedy, my dear!

<sup>81</sup>Situations when someone should be scared

<sup>82</sup>*aposiopedia* - Greek term - silent, concealment, lack of thought, interruption of speech ...

<sup>83</sup>From the Greek words *anti* = vs and *theses* = position

Antitheses is generated by opposing two or more concepts, i. E. words or phrases that are characterized by inverse features.

Immune categories of the antithesis are as follows:

- contradiction of two terms or two courts,
- opposing two symbols, the method or two aspiration,
- contrast to the thesis,
- speaking through two contradictory terms.

And the other stylistic figures have certain characteristics and are often used for manipulation on the Internet through new media.

### **3. CHOMSKY FOR MANIPULATION THROUGH THE MEDIA**

According to the famous American philosopher Avram Noam Chomsky<sup>84</sup>, there are 10 techniques for manipulation with the help of the media.

#### *1. Distraction*

The main element of social control is the distraction of important issues for people. This happens through the continuous saturation of the media with insignificant messages sent by the ruling country political and economic circle. Distraction is an essential opportunity for citizens to be deprived of important knowledge in the fields of science, economics, psychology, neurobiology and cybernetics.

The constant distraction of people from real social problems, the transition to topics that do not really matter, ensure that citizens are always busy with something and have no time to think.

#### *2. Creating a problem and proposing its solution*

This method is called a "problem-reaction-solution." A problem, a kind of "situation" that should trigger a reaction in the population, is created, and in itself requires the adoption of measures to overcome it. growing violence in urban areas or the organization of bloody attacks that led citizens to demand stricter security measures and policies restricting civil liberties Or reliance on the economic crisis to violate social rights and curtail the city services.

#### *3. Gradual imposition process*

To impose an unpopular measure, you must do it gradually - day after day, year after year. In this way, principle, new socio-economic conditions (neoliberalism) were imposed in the 1980s and 90s of the last century. Declining state functions, privatization, uncertainty, instability, mass unemployment, wages that no longer provide a decent life-if all of this happens at the same time-is likely to lead to a revolution.

#### *4. Postponement*

Another way to push an unpopular solution is to present it as "painful and necessary" and to achieve the citizens' consent to its implementation in the future. It is much easier for people to agree with the state and the business for people who have suffered in the future than in the present. First, because the situation will not happen right away. And secondly, because people around the world are always willing to sneer on the naive hope that "tomorrow will be better" and that the victims asked by them will be avoided. This allows citizens more time to get used to the idea of change and to accept it humbly when the time comes.

#### *5. Treat people as young children*

Some promotional appearances for the general public use such arguments, symbols, words and tones as if the people in the front are school-aged children with developmental delays or are mentally ill.

Because of the profit, someone tries to deceive the listener using infantile turns of speech. Why? If someone treats a person as a child of no more than 12 years, there is a strong likelihood that man's reaction is not a critical assessment that is uncharacteristic for 12-year-olds.

#### *6. Focusing on emotions much more than offering food for reflection*

The impact of emotion is the classical technique that attempts to block people's ability to make rational analysis, and ultimately largely deprives them of the ability of critical thinking. In addition, the use of an emotional factor allows the door of the subconscious to be opened in order to impose thoughts, desires, fears, coercion, or a constant pattern of behavior there.

<sup>84</sup>Chomsky (1928-) is an American linguist, philosopher, writer, professor, dissident and anarchist. Author of over 150 books translated into many languages including: "Global Discontents," "Who Keeps the World?," "Occupy", "Requiem for the American Dream", "Studying Language and the Philosophy of the Mind," " become ", " Failed Countries ", " Imperial Ambitions ", " Pirates and Emperors, Old and New ", " Illusions Necessary ", " Hegemony or Survival ", " Class Struggle ".

*7. Maintaining ignorance among the population. Cultivating mediocrity*

The goal is to ensure that people are not able to understand the techniques and methods used to control and bend the will of others. The quality of education for the lower layers of society is diminishing. The masses have been made poor and mediocre, so ignorance that separates lower than higher social classes remains at a level that the low classes can not overcome.

*8. Encourage people to admire mediocrity*

Introducing the population into thinking that it is good or right to be stupid, vulgar and uneducated.

*9. Reinforce the sense of guilt*

Inspiring man to believe that he alone is guilty of his own misfortunes that occur because of his lack of mental abilities, skills or efforts. As a result, instead of revolting against the economic system, one begins to embark on self-destruction, blaming itself, causing a depression that leads, among other things, to stagnation. Without action, no revolution can come to any speech!

*10. Know about people more than they know about themselves*

Over the last 50 years, progress in science has led to the formation of a widening gap between the knowledge of ordinary people and the information that is enjoyed and exercised by the ruling classes.

Thanks to neurobiology and applied psychology, the "system" has at its disposal extensive human knowledge, both in physiology and in psychology. She is able to learn about the average person more than he knows about himself. This means that in most cases the system has more power and more people under its control.<sup>85</sup>

**4. RECAPITULATION**

Manipulation is the basis of communication. The degree of manipulation depends on the manipulator's skill, the susceptibility of the manipulation, the specific situation and the possibilities for counter-manipulation. With the development of information technology, the opportunities for manipulation are increasing.

The fight against manipulation requires a constant reduction of the distance between the manipulators and the manipulated ones. This implies, on the one hand, the institutional limitation of the power of the manipulators and, on the other hand, the strengthening of the resistance of the manipulated ones. The balance can be restored only by the accumulation of knowledge in the sphere of manipulation.

Manipulation is so "absorbed" by communication that it is impossible to protect or get rid of it. To protect at least in part, the first step is to believe in ourselves and in our qualities, to realize our emotions, to understand them and to accept them, to know objectively to look at ourselves and to give a clear view of our attitudes and desires.

The new features of ICT also require new approaches to managing innovation, based on information and computer literacy and oriented towards effective communication with consumers. "Computer literacy is achieved through the use and operation of computer systems, networks and programs. It is often used as a synonym for information literacy, but these are two fundamentally different phenomena. Information literacy deals with content, and computer literacy is related to the use of technology, infrastructure and technological know-how. However, the two concepts are directly related - if he wants to be literate, considering the amount of information available in electronic form, today's person must be computer literate and, on the contrary, may have perfect computer skills and be technologically competent, but need advice on assessing the quality and validity of the sources or the significance of the information."<sup>86</sup>

Open and direct communication, whether direct or through new information and communication technology, is crucial in every respect, so it is very important to understand the ways in which we manipulate with others. There are different ways to choose our attitudes and desires, manipulation should not be the only one.

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<sup>85</sup> [http://www.spekulanti.com/analizi-mnenie/23928-10\\_nachina\\_da\\_vi\\_manipulirat](http://www.spekulanti.com/analizi-mnenie/23928-10_nachina_da_vi_manipulirat), reported 26. 2. 2019.

<sup>86</sup> Boykov, V., Boikov, D. *Multimedia technologies as a "breath of fresh air" in education*, MBBU, 2019, p. 72

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