

Lecture 4

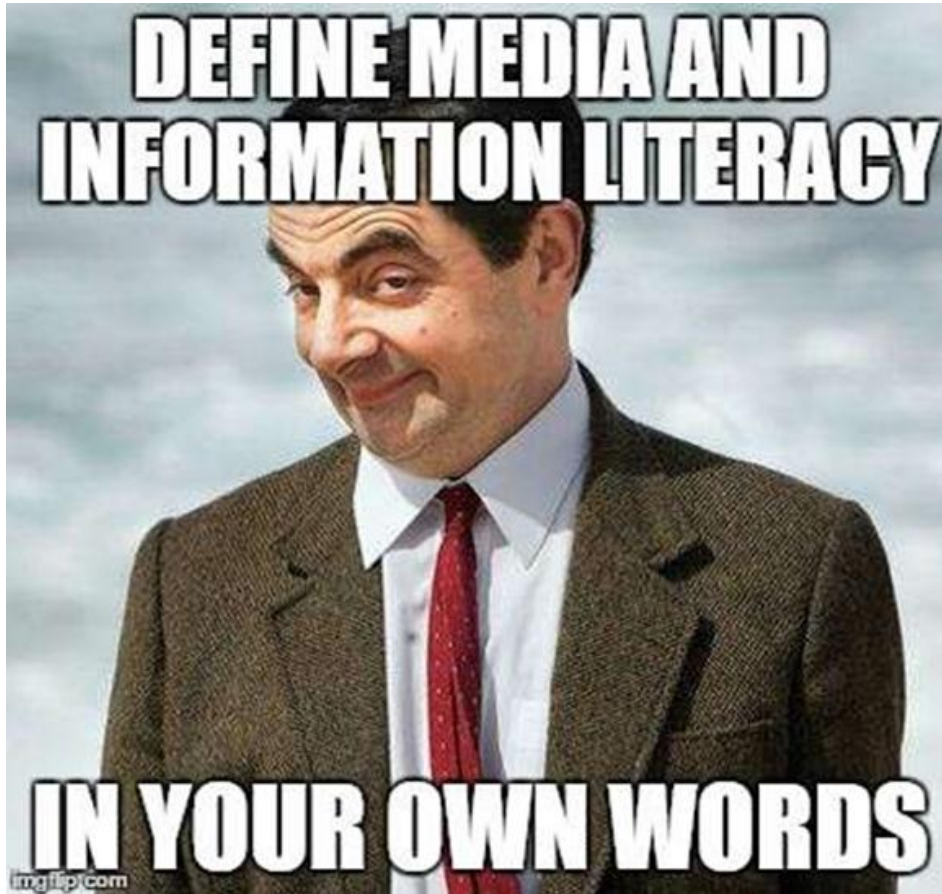
Media literacy. Manipulations in media: features and threats

Outline

1. Key concepts of media literacy.
2. What is manipulation? Manipulations in media.
3. Manipulation techniques and how to detect them.
4. Fakes as a means of manipulation



Media literacy



The ability to:

- **ACCESS**
- **ANALYSE**
- **EVALUATE**
- **CREATE**
- **ACT**

using all forms
of mass communication

Key Concepts of Media Literacy



- ① All media messages are constructed.
- ② Each medium has different characteristics, strengths and a unique “language” of construction.
- ③ All media messages contain embedded values and points of view.
- ④ People use their individual skills, beliefs, and experiences to construct their own meanings from messages.
- ⑤ Media messages must be considered within a social, political and economic context.
- ⑥ Media and media messages can influence beliefs, attitudes, values, behaviors and the democratic process.



Video

- A film maker and writer Terry Jones discovered a colony of penguins, which are unlike any other penguins in the world.
- Watch the video from the BBC official web-site:
<https://www.youtube.com/watch?v=9dfWzp7rYR4&t=5s>



Your Brain Decides Without You

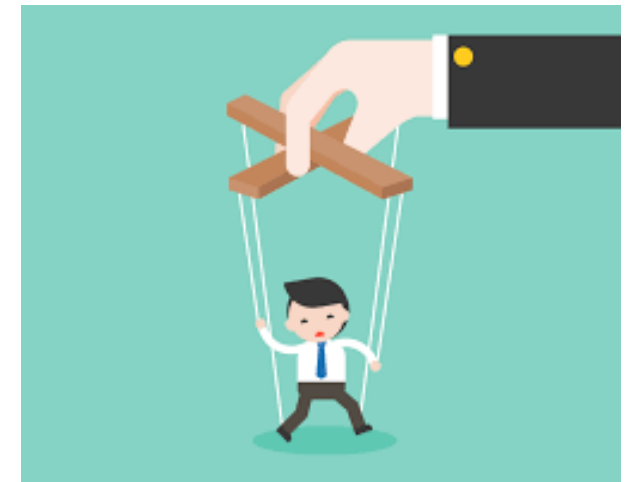
- In a world full of ambiguity, we see what we want to see.
...Or what others want us to see...



**The Duck/Rabbit Illusion
(by Joseph Jastrow)**

Manipulation

- How can you define the notion “MANIPULATION”?
- the action of influencing or controlling someone to your advantage, often without anyone knowing it (*Cambridge Dictionary*);
- intentional behavior driven by the goal of exploiting or controlling another person for your own personal gain (*psychcentral.com*).



Manipulations in media

- **Manipulation** – a series of techniques of creating an image, argument or text that favours smb's particular interests



MEDIA

It will choose which truth you should know



Manipulation techniques

1. **“Sandwich” technique**. Overlapping between materials of different kind, juxtaposition of positive and negative images.
2. Referring to **anonymous authority**. No source is a bad source!
3. **Emotional appeal**. Creating a certain emotional mood with simultaneous transfer of information.
4. Using **false witnesses and experts** adherent to some ideas.



False experts and witnesses

AND THE OSCAR GOES TO...

THIS LADY WITH MULTIPLE PERSONALITIES



Manipulation techniques

5. **Underreporting** of undesirable facts.
6. Using **euphemisms/disphemisms**.
7. Taking things **out of context**.
8. Manipulations with **numbers and images**.



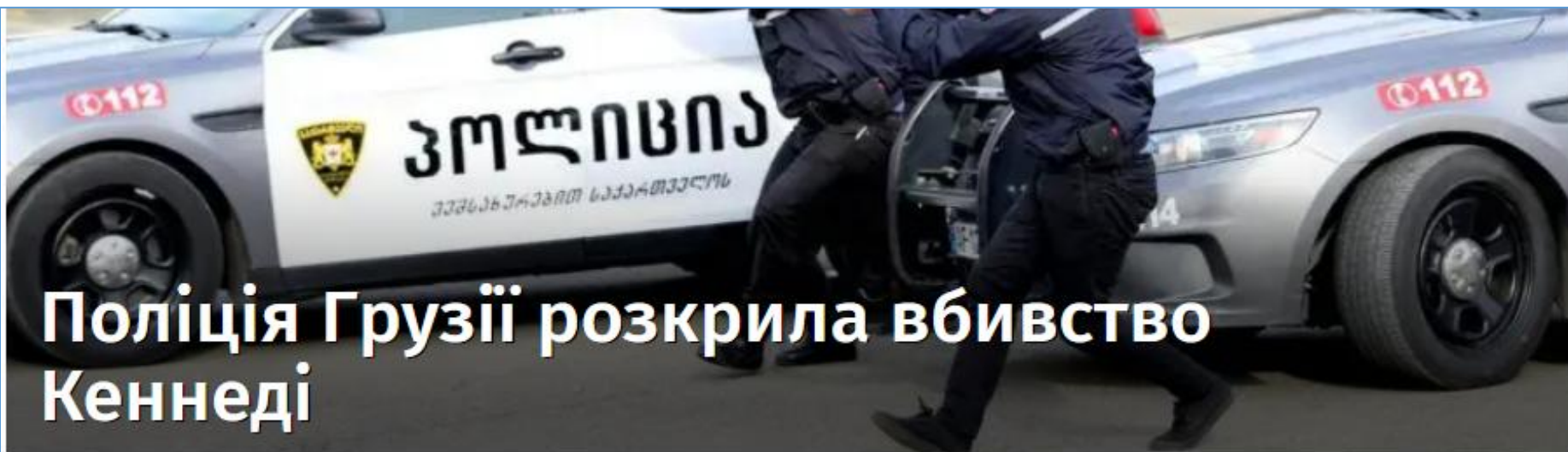
What media shows us



The actual truth



Manipulation techniques



InfoResist

Читати матеріал російською



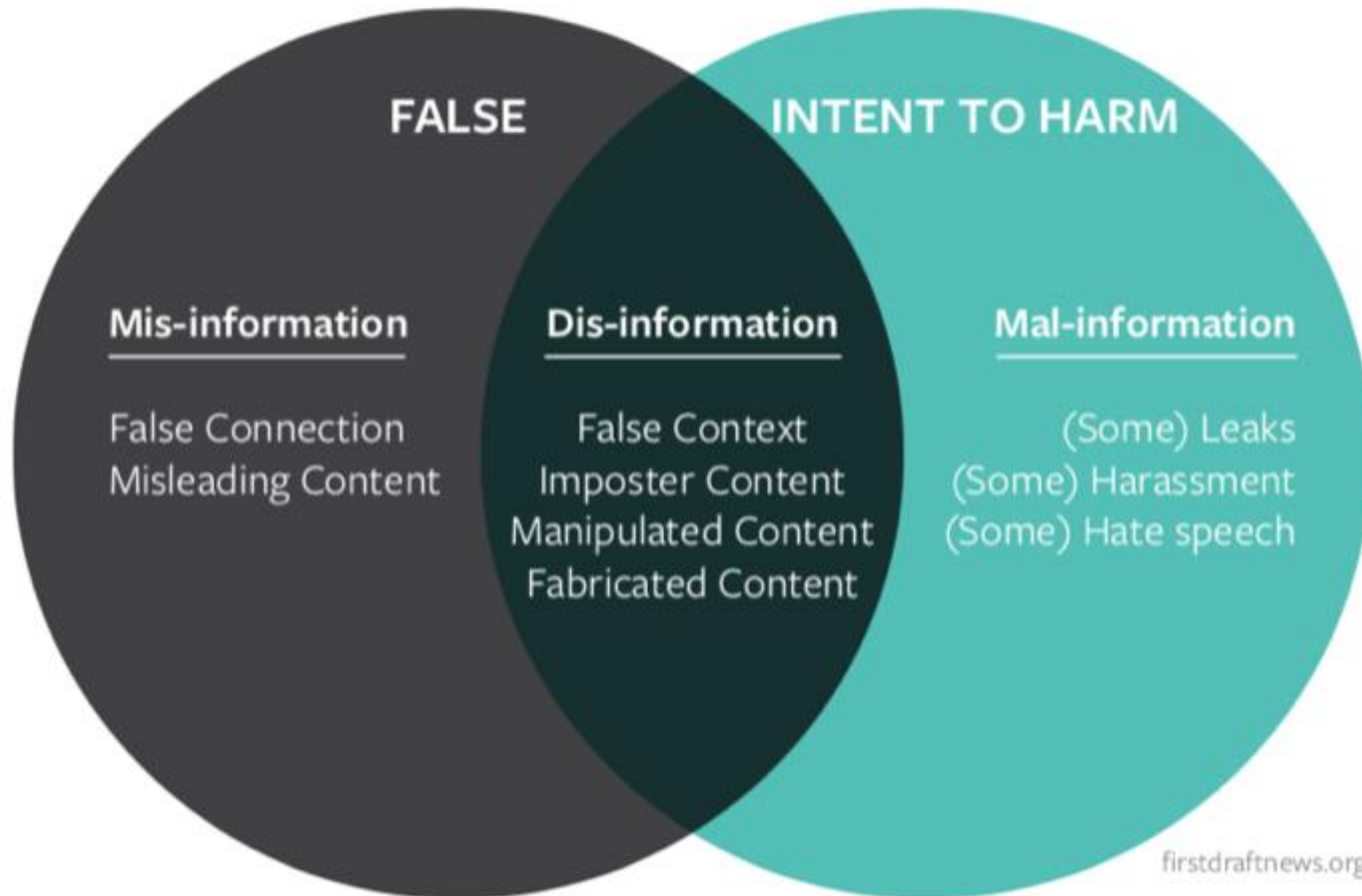
ПОБАЧИЛИ
ПОМИЛКУ?

Грузинські правоохоронці розкрили справу про вбивство 28-річного громадянина Великої Британії Томаса Кеннеді, тіло якого виявили 8 жовтня в грузинському селі Квахврелі. Про це повідомляє "Грузія Online".

Тіло іноземця виявив пастух у річці поблизу села Квахврелі Горійського муніципалітету. Він повідомив про це службі невідкладної допомоги. Незабаром тіло британця дістали з води рятувальники.

Особу загиблого було встановлено. Виявилося, що студент музичного коледжу Томас Кеннеді перетнув кордон Грузії 30 серпня .

Manipulating information





Manipulating information

- **Misinformation** – false information, but the person or media disseminating it believes that it is true and does not want to cause harm.
- **Malinformation** – information based on reality, but used to inflict harm on a person, organization or country.
- **Disinformation** – deliberate creation and spread of deceitful information aimed at doing harm to smb.

Dis-

**SATIRE OR PARODY**

No intention to cause harm but has potential to fool

**MISLEADING CONTENT**

Misleading use of information to frame an issue or individual

**IMPOSTER CONTENT**

When genuine sources are impersonated

**FABRICATED CONTENT**

New content is 100% false, designed to deceive and do harm

Mis-

**FALSE CONNECTION**

When headlines, visuals or captions don't support the content

**FALSE CONTEXT**

When genuine content is shared with false contextual information

**MANIPULATED CONTENT**

When genuine information or imagery is manipulated to deceive

Fake

- deliberate distribution of completely false, fabricated or distorted information through media to influence public opinion.



Fake

SIGNS

- shocking nature of the news, a powerful and emotional message;
- absence of a link to any source;
- generalized reference / appealing to opinion leaders, important sources (all British scientists, UN experts);
- use of ready, axiomatic, indisputable allegations without providing arguments ("Ukrainians are always dissatisfied with the government");
- conspiracy theories ("the worldwide conspiracy", "you won't read about it anywhere", "they are hiding information from us");
- calls for the obvious (it is clear, obviously);
- "Blurring" of interpretations, assessments (to a greater extent, indeed, as a rule).



THREATS

- ! imposition of event perception matrix, a model of reactions to the event;
- ! formation of stereotype - "I know everything about the event" (In fact, I only know what is fragmentarily learned from other sources);
- ! devaluation of critical thinking - "why I should analyze the fact – when others can do it for me";
- ! perception of scandalous information, facts, events by consumers as an element of "entertainment", not as a factor for motivation to think critically;
- ! devaluation of "experts" as carriers of reliable, exclusive information;
- ! destruction of constant moral and ethical norms by consumers of information in connection with the radical changes to percept significant events / people.

Real news vs. fake news

- Watch the video “Can You Tell Real News From Fake News?”: https://www.youtube.com/watch?v=Ic7AyzKjl_4
- Try to differentiate between real news and fake news. Count how many you have guessed correctly.



Types of fakes

- Propaganda
- Clickbait
- Infomercial
- Satire and Hoax
- Conspiracy Theory
- Pseudoscience
- Bogus



Propaganda

- Information that is spread to damage a cause or idea. It is not objective and appeals to the audience's emotions.
- **Informing** – informs and explains, BUT it does not offer solutions. Objective and unbiased.
- **Propaganda** – informs, explains, BUT also convinces, discredits, blames and manipulates. Evaluative, judgmental and persuasive.



Anti-migrant propaganda in the 2016 UK Referendum

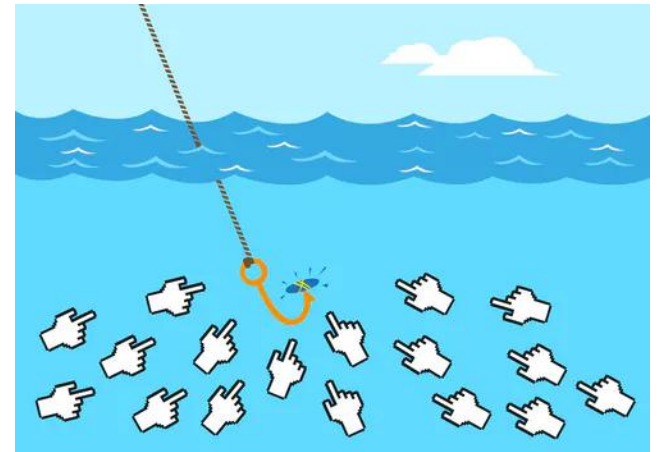


Clickbait

- online content whose purpose is to attract attention and encourage visitors to click on a link to a web page to foster rapid spread of rumor and misinformation online.

(Rubin V. Deception, Detection & Rumour Debunking for Social Media. *The SAGE Handbook of Social Media Research Methods*, London: SAGE, 2017. P. 19)

- Can be identified through certain **linguistic patterns**: the use of suspenseful language, unresolved pronouns, a reversal narrative style, forward referencing, image placement



(Chen Y., Conroy N. J., Rubin V. L. *Misleading Online Content: Recognizing Clickbait as "False News"*. Proceedings of the 2015 ACM on Multimodal Deception Detection, 2015. P. 15-19).

Clickbait

Man Tries to Hug a Wild Lion, You Won't Believe What Happens Next!

9 Out Of 10 Americans Are Completely Wrong About This Mind-Blowing Fact

This pretty much speaks for itself.

A Brave Buffalo Took On Five Lions, But You Won't Believe What Happened Next

Man Gets His Pulsing 35-Year-Old Head Cyst Popped, You Won't Believe What Happens Next

This Cop Went Undercover, What Happened Next Will Restore Your Faith in Humanity

I seriously can't believe what I just saw. This is UNREAL!



When You Find Out What These Kids Are Jumping Into, Your Jaw Will Drop!

This is unbelievable! I have NEVER seen anything like THIS in my entire life! Wow.

SFGLOBE.COM

Infomercial

- ✓ only one trademark (political party, surname of the candidate) is mentioned or another is exhibited as no-win; the material is entirely focused on economic or political achievements of the brand;
- ✓ the material has no explicit informational reason;
- ✓ identical repetition of material in several sources;
- ✓ the material is devoted to the conflict, the stand point of only one side of the conflict is reflected;
- ✓ the problem is outlined, and its solution is related to a certain brand;
- ✓ doubtful experts are in the picture of materials; representative of the enterprise (brand) acts as an expert, often off topic;
- ✓ most often placed in the sections: "Opinion", "Company's news", "Viewpoint", "Relevant news", etc.;
- ✓ the material is published without the author's signature or under a pseudonym (Stepan Lisovy, Petro Stepovy, Maryna Luhova, etc.);
- ✓ the style and even the language of the material does not match the style and language of the current media.

- political

- commercial



Infomercial



ITEM 48-226

Makeup Set

Special package
22 Piece Set
Case Included

BEST QUALITY

NEW OFFER

Original Price ~~£39.99~~

SPECIAL PRICE BREAK

SET PRICE £24.99

DON'T MISS OUT
INTRODUCTORY PRICE

INTRODUCTORY PRICE
DON'T MISS OUT

iPOTV



Healthy lifestyle
Multivitamin

Feel Well
Healthy Appearance
And More Energy

Askorbin Vita
Strong Immune
System And
Cell Protection

Living Long
Essential
Daily Nutrients

Exclusive 995
Plus \$4.99
TV offer

ORDER NOW!

OrderHealthyLifestyle.com
1-800-290-3197

RISK FREE
30-Day Money Back
Guarantee (Less \$4.99)

Infomercial

/news/178365-lyshe-tymoshenko-ta-batkivschyna-realno-dbayut-pro-lyudej-ta-proponuyut-re

«Лише Тимошенко та «Батьківщина» реально дбають про людей та пропонують рецепти вирішення головних проблем», – експерт

09 вересня, 15:24

1



Тимошенко єдина б'є на сполох, попереджаючи про загрози енергетичної кризи та пропонуючи реалістичні шляхи її розв'язання й пом'якшення наслідків для населення.

Новини, Політичні новини

Юлія Тимошенко домоглася системних змін у лікуванні поранених захисників і захисниць України



04.09.2024 14:07

f 0


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in


Поранені українські воїни, які отримують медичну допомогу у будь-якому медичному закладі, зможуть харчуватися за стандартами НАТО. Це стало можливим завдяки зусиллям і роботі очолюваної Юлією Тимошенко ТСК щодо лікування та

Infomercial

[f](#) [y](#) [x](#) [ukr](#) [eng](#) [RSS](#) [Q](#)

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(050) 447-70-63

 ПІДТРИМАТИ ІМІ

ПОДАЙ СКАРГУ

ПРОФЕСІЙНІ СТАНДАРТИ	ДЖИНСА	БАРОМЕТР СВОБОДИ СЛОВА	ГЕНДЕРНИЙ БАЛАНС	ФЕЙКИ І ДЕЗА	АНАЛІЗ КОНТЕНТУ	МЕДІАПРАВО	КАРТА ПОРУШЕНЬ	АНТИКОВІД	
✗ МЕДІЙНІ ЗЛОЧИНИ РОСІЇ	ДОСЛІДЖЕННЯ	НОВИНИ	МЕДІА ЛАЙФХАКИ	ІМІ В РЕГІОНАХ	ЗАЯВИ ТА РЕЛІЗИ	ПОСІБНИКИ ДЛЯ МЕДІА	АНОНСИ	ІНФОГРАФІКА	ЗАХИСНЕ ОБЛАДНАННЯ

[Головна](#) > [Дослідження](#) > [Дослідження джинси](#)

ДОСЛІДЖЕННЯ ДЖИНСИ

ВСІ

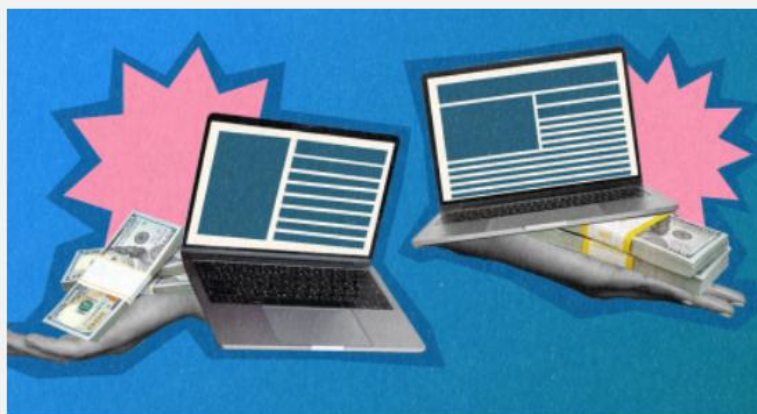
БАРОМЕТР СВОБОДИ СЛОВА

ДОСЛІДЖЕННЯ ПРОФЕСІЙНИХ
СТАНДАРТІВ

ДОСЛІДЖЕННЯ ДЖИНСИ

ДОСЛІДЖЕННЯ КОНТЕНТУ

ГЕНДЕРНИЙ БАЛАНС



27.09.2024, 14:52

**Місцева влада замовляє 60% політичної
джинси в регіональних медіа – ІМІ**



25.09.2024, 10:24 **ДМИТРО БАРКАР**

**Джинса в онлайн-медіа. Моніторинговий
звіт за третій квартал 2024 року**

Satire and hoax



Conspiracy

19:57

🔕 ⌚ VPN H+ 📶 57

DISINFO: CORONAVIRUS COULD HAVE BEEN CREATED IN A UKRAINIAN LABORATORY

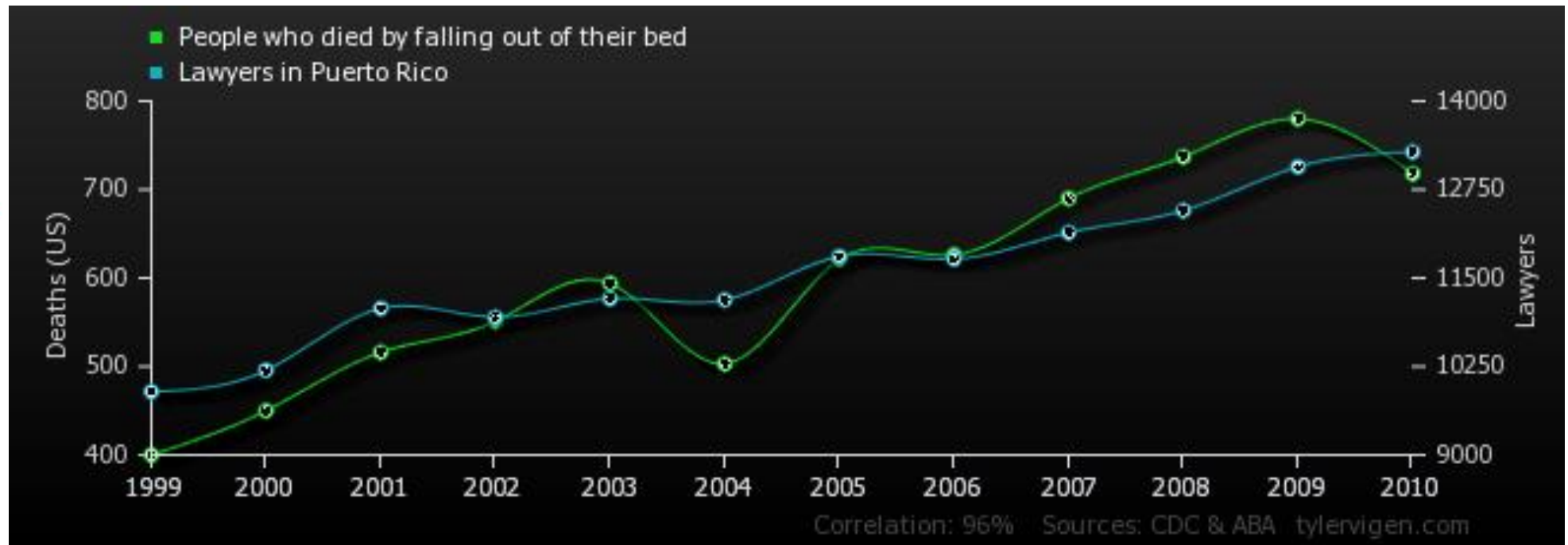
SUMMARY

While the world community is trying to find the origins of coronavirus, fifteen American biological laboratories are functioning in Ukraine, their work is supervised by the CIA officers. Therefore, we do not exclude that coronavirus infection "Covid-19" could have been developed in one of the biological laboratories in Ukraine.

Source: www.rusvesna.su

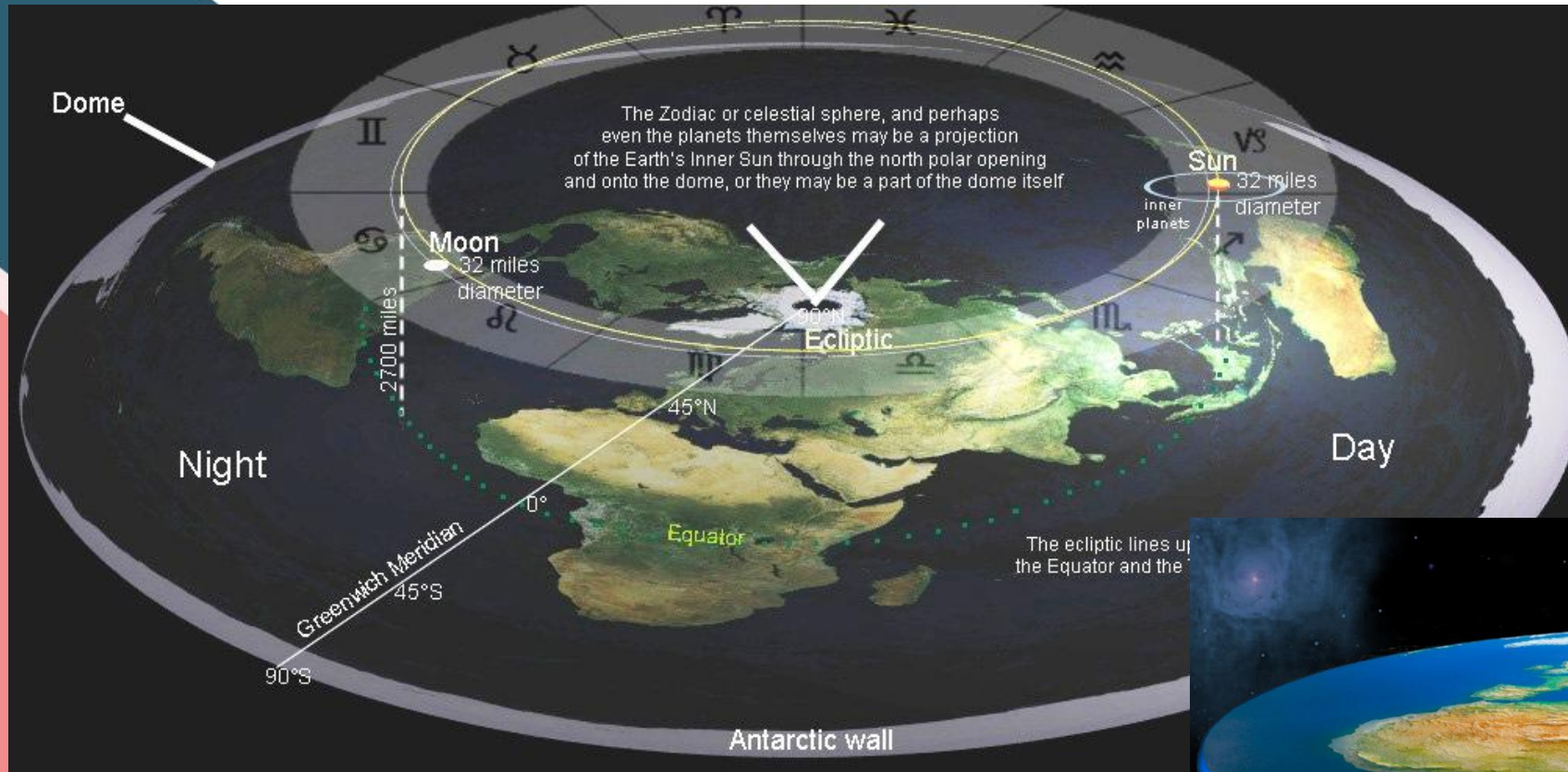
Pseudoscience

- statements, beliefs, or practices that claim to be both scientific and factual, but are incompatible with the scientific method.
- alchemy, astrology, anti-vaccination, chemtrails, flat-earth theories



(Source: Tyler Vigen, *Spurious Correlations*)

Pseudoscience



Bogus

- news that is completely fabricated both in form and content
- **deep fake/cheap fake**



Key issues to analyze

1. Who is the author?
2. Who paid for it?
3. Who might benefit from this message? Who may it harm?
4. What would someone learn from this?
5. When and how was it released?
7. Is this a fact or an opinion?
8. Does the message appeal to emotions?
9. Is the source credible, or do I need to seek another source?
10. Are additional effects applied? (suspense music, camera angle, lighting, correlation of the visual and textual information, etc.)

Thank you for attention!



- Based on materials developed by IREX, Academy of Ukrainian Press (AUP) and StopFake.