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JOURNALISTIC POWER IN THE AGE OF POST-TRUTH

Master's thesis

ABSTRACT

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ABSTRACT

The purpose of this research is to reveal the shifts in the ways and means how journalists exercise their power over the minds and hearts of their audiences in post-truth conditions. The object of research – journalists, other producers of news content for media industry. The subject of the research – regularities and tendencies in the ways the news media exercise their influence of audience's minds.

As an outcome of the research, the author obtained the following results:

Features of journalistic power are undergoing changes due to the changes in media space. Diversification of media space occurs due to the development of new media technologies. The influence of media on the audience minds is customizing. Receivers of news media products collect news from various sources and shape their images of current events that best meet their own psychological expectations. In the such public opinion ecology, multiple subjects should work together to fight against challenges such as news inaccuracy, false information, and public opinion reversal.

Adhering to professionalism at the media level and improving media literacy at the citizen level, rebuilding public trust, and rationally using new technologies are the means to curb the escalation of the crisis in journalism in the post-truth era, and to make news in the post-truth context.

The relevance of this topic is due to the dilemmas faced by the media industry, the mainstream media, news practitioners and the general audience have to deal with in the post-truth era.

Keywords: post-truth, journalistic power, news inaccuracy, communication subject, online media, media credibility.