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**MANIPULATIVE TECHNIQUES IN NEWS CONTENT**

Graduate work  
ANNOTATION  
Specialty 1-23 01 15 Social communications

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## ANNOTATION

The object of research is news content, which is created and distributed in the media (television, radio, newspapers, online media) and is used to inform the public about ongoing events and phenomena.

Subject of study - manipulative techniques that are used in news content to influence the opinion and behavior of the audience.

The purpose of the work - identify and study relevant manipulative techniques, to establish their influence on the formation of the audience's opinion and people's behavior. The methodological basis of the thesis was the general scientific methods: method of analysis, synthesis, method of induction and deduction, as well as private scientific methods used in the humanities (semiotic analysis).

As a result of the study, specific features of the creation of manipulative content were identified. In the process of writing the thesis, the following results were obtained: the periodization of the history of news development was carried out, the features of news content and its future development were determined. As a result of the study, the specific features of manipulative content in the news were identified, which make it possible to effectively identify manipulative techniques in the news text.

The scientific novelty of the research lies in the demand for systematically organized data on the features of manipulative content in modern realities.

*Key words: manipulation, news, media, content, fake, internet.*