

# Covert Conviction: Sweet Despotism of the Media

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## ABSTRACT

*What do you want them to think? What do you want them to feel? What do you want them to believe?*

*Postmodernism opens the doors of opportunities for Semitic-analytic code reading of the modern civilization as well as the analysis of the entire social culture through deconstruction of its phenomena, institutions, the sense of social values and the meaning of expedited technical-technological development.*

*This research focuses on the relation between the mass and media that is the influence of the media propaganda on people. The research starts with the point of Ignacio Ramonet - "quite propaganda transforms human being into a mass condition and prevents the development of emancipated individuals capable of making decisions and differences" (Ramone, 2004, p. 12) which leads to repressive conformism and even to "sweet despotism" provoking passivity and a short-term oblivion for the cruel world they live in. In that way, the submission and control of mass's core is not achieved by force but with attraction and not by order but of their own free will and not by threat but through their own thirst for pleasure.*

*Therefore it derives the question- if and how much man in the democratic societies is really free? Since the free man is not exposed to order, force or threat from the other. What is quite propaganda? Precisely that, the subtle force, order or threat in which direction one should think, whose idea should be supported or whose attitude to defend. For that matter, media has a great role. It's starting to get more obvious that they do not address us in order to pass objective information but to conquer our mind. Or as Gables puts it: "Now the purpose of talking is not to say something but to achieve certain effect." In that way propaganda and media together create a general consensus with systematic domination against which we don't know how to defend.*

*Not all is lost. It's because we learn very fast to question the repeating images (Ramone, 2004, p. 56).*

## Key words:

*Media; propaganda; domination; control; quite propaganda*

## INTRODUCTION

Communication in modern societies is getting down to political communication, which involves the exchange of different content in the area of political activities. In this exchange the main in-between activities takes place among three key factors: government-media-public opinion or politicians - journalists - citizens. One of the important functions of political communication, in addition to the functions of the media, political education, socialization and political persuasion, is the political propaganda.

The language of communication is rich with verbs that express different forms of persuasive activities "to compel", "to assure", "to urge", "plot", "advocate" to "recommend" to "preach" "lure" to "advocate", "to suggest" to "prove" ..... All these terms refer to their use as a form or shape that you need to perform some impact on human consciousness.

These different forms of persuasive activities are the essence of communication: impact of an entity to another entity, which means that the first causes changes in the behavior of the second. Propaganda, especially the political one, is present everywhere in the world from totalitarian to the democratic societies. Of course, it has the sole purpose of achieving its own goals and interests.

Propaganda as a mean of "appropriation" of public opinion is likely a phenomenon that follows the course of modern technological advancements in the world. It seems that with the development of techniques

and technologies are being developed and more advanced modules of propaganda implementing. Other than the available modern means of communication over time it has transformed itself and undergone modification adjusting to and following the step of intellectual awakening of the individual and social development.

The silent influence, as a most sophisticated mechanism for imposing effect, become part of the global politics, but is more present locally. There are number of examples which show that the silent propaganda becomes a necessary mean for imposing and dissemination of certain ideas, primarily by the government. To achieve that goal, as a necessary precondition is the control on the media and if successful, means to control the public opinion.

So far in Republic of Macedonia a case was not released in which is clearly presented the relationship between the government and the media.

## FINDINGS AND ANALYSIS

### 1. MEDIA IN GLOBAL ESTABLISHMENT

The development of information technology and telecommunications provided a relatively easy access to a huge amount of information. The world is increasingly becoming a "global village" as Marshall Mac Luan predicted in the 60's of the last century.

Today, the conditions and rules of globalization in the world set multinationals

that allow free transfer of information and capital across borders, but not the free passage of people across borders.

The newly appointed media system dominated approximately 30 to 40 large transnational corporations. Of these, 10 are conglomerates based in the United States. It refers to the finding of a large central media power controlled by a small number of transnational corporations, where the main feature of the global media order is its total commercialization, a significant decline in the importance of public emitters and the decline in the standard of public services.

Media in today's world plays a significant role in the democratization of society, creating public opinion and well-informed citizens who are able to make political choices. On the other hand, the media offer entertainment, relaxation and relaxation, but also they inform or misinform the past and present to help the formation of a common system of values, traditions and worldview.

The main instruments that built the collective life and culture of the nation were radio, and then TV. They "created a culture that has become common in the general population and shared public life of a totally new kind" (Scannell, 1989, p. 138). By coming to the fore the double role of electronic media: to serve the political public sphere of the nation state and to focus on national and cultural identity.

Thus, the electronic media was one of the key institutions through which the audience began to think of themselves as

members of the national community. Satellite television and other technical achievements and unremitting commercialization led to increasingly greater globalization which caused strong changes in regulatory policy and technological spheres. Also, the second important event that led to drastic changes in the media landscape in Europe are the democratic revolutions that swept the former Eastern Europe in the late 1980s and early 1990s and are often associated with the free flow of communication and dissolution of centralized moves of monopoly media systems. When state media in the former socialist countries extinguished, that has encouraged integrative socialist culture, "the specific national cultures rushed to assess and renew their cultural heritage and to systematize their values" (Shiller, 1991, p. 86).

Reviewing the world's regions through the prism of global media companies, the U.S. is the most important media market. Western Europe also plays great role in the media market and because of the wealth and great opportunity for market expansion in order to reach the U.S. level of advertising and media consumption per capita. The situation in Eastern Europe is a little different.

Historically, 20 years ago, broadcasting systems were major national broadcasting systems. Both Western and former Eastern systems, models of public service broadcasters in the UK and Western Europe, the monopolistic national and state broadcasting systems of the former Eastern Europe, had great control over the material

displayed that was externally derived. National and local media in the 90's, still plays a great role. The socio-political system that existed in this area 25 years ago meant that the economy and the media were under state control. In the process of transition that they had to pass through, state funding was eliminated, and the means to work, providing media advertising and subscription. The media that were spreading through national borders become stronger and had more and more impact on domestic systems. The abrupt increase in cross-border advertising, international trade and investment, and demand for media and other communications services, at the time, was clearly decisive.

Internet emerges as a global medium of modern times with great potential to impact on the global media. With the emergence and development of the Internet, the computer ways of communicating weakens monopoly of media giants and opens a new era of equal and democratic communication. Big media companies tend to incorporate the Internet network into their empires and thus seek to reduce or decrease the potential of this medium and technology.

Particularly negative impact on small countries has the modern trends of global media concentration, which include expansion of media companies in different countries. This new effect is called "conglomerated concentration" which in itself includes vertical (concentration of the whole process of production and distribution of media and the control of these types of media, different

spatial areas, from local, to national and international) and horizontal (control over the media of the same type that are otherwise in competition with each other in a single market, and the ownership of some concern over different media, which has not been established for this activity) concentration. The globalization of cultural industries, which are manifested mainly by penetration of U.S. products (music, movies, series) market and the culture of other countries that are politically and culturally diverse, often have a negative impact on the countries that receive them.

However, the newly appointed media system in the future can be much more sensitive than it looks now and yet not immune to changes, but if it is changing it should change in a positive direction.

## 2. DEFINITION OF PROPAGANDA

Besides all the benefits offered by information technology and the possibility of more people having access to information leads to a conclusion that never happened that so few people held in isolation a large mass around the world. Twentieth century as "epoch of belief" (Breton, 2000, p. 60) among else, is characterized by fantastic progress in the techniques of manipulation used where rational methods of thought, such as discussion, have no success. These techniques are increasingly replaced with the term propaganda.

Communication Science has paid particular attention to the definition of the term

propaganda. The word originates from the Latin word "propagare" which means distribution, reproduction, propagation of influence. In the broadest sense of the word propaganda means under organized, meaningful activity, and the technique of operation and influence public opinion, groups and individuals, primarily because of his winning hand.

The aim of all propaganda is to maximize power, discreetly subjecting groups and individuals. Or as the American political scientist Lasswell said:

*"Propaganda is the expression of opinions or actions carried out deliberately by individuals or groups to influence the opinions or actions of other individuals or groups for predetermined goals and mediated by psychological manipulation."*

(Lasvel in Ramone, 2004, p. 25)

The persuasive function of propaganda is very reminiscent of what Habermas (Habermas, 1969:69) calls "strategic interaction" as a form of imperative impact on people's consciousness. Moreover, according to number of authors the term "conviction" is closer to the notion of marketing, and the term "psychological coercion" which is characteristic manipulation, closer to the term propaganda. Matelar, sees propaganda as:

*"The only means to encourage compliance with the masses"*

(Matelar, 2003, p. 27)

Historically speaking, the first type of organized propaganda conducted Catholic Church which in 1623 formed the company in

order to spread the Catholic faith among the people (Vujaklija, 1988, p. 754). Since then, with the development of technology, more modern propaganda is constantly gaining more modern forms of expression, so that in a modern society at propaganda's disposal are all modern communication devices.

With these funds, depending on the type of society its practice, it may be, relatively speaking, visible or invisible.

Visible propaganda is typical for totalitarian societies and it is characterized by its obviousness. Unlike totalitarian systems, liberal democracies cannot rely on force to prevent anti-systematic action, because in order not to occur "crisis of democracy" they must pay more attention to the control of thought. In democratic societies, where everyone is free to express his opinion without incurring any sanctions by the government, it is very difficult to impose obvious propaganda or persuasion recognizable. In these societies propaganda tries to be as subtle, silent and imperceptible because obviousness means weaker effect.

Regardless if it's obvious or subtle, regardless of the features and kind of society is practiced, the main purpose of propaganda is - thought control. Propaganda implements its aim and objectives through the oral and written word, through various meetings organized actions and campaigns, press releases, various publications, radio, television, film, photography and music.

## 2.1 What is a silent propaganda?

What does silent propaganda make of our ideas, attitudes and behaviors? How much it prevents or encourages social change and whose interests suppress the interests of others?

In developed democracies, for complete freedom in thinking and acting, is very difficult to maintain control. Therefore, the control is most efficiently implemented with "thought control." One of the techniques of propaganda most suitable for implementation of this kind of control is the more subtle approach and indirect convince. The main principle of which leads indirect, silent propaganda is the convincing. It features quiet, subtle conducting propaganda activities, which, above all, insist on the suggestive form of propaganda, fulfilling the propaganda objectives indirectly by concealing the propaganda itself.

The need for indirect level of manipulation in liberal democracies occurs because of the knowledge that the time when dominance was based solely on the strength and superiority is long past. Therefore, sophisticated psychological manipulation derives from the main principle:

*“Reaching out to individuals, to the masses, to subdue and control the mind and spirit, but not by force, but by attraction, not by order, but customization of the individual, to the masses.”*

(Ramone 2004, p. 17)

In this context is necessary to quote Oldus Huxley, who in the 40s felt it that "a totalitarian state would be truly effective when the most powerful executive would have control over a population of slaves, unnecessary to force, because population itself would like the slavery" (Huxles in Ramone 2004, p. 25). So, to make the population to love slavery - that is the task of the ministers of propaganda, or the centers of power, from which the propaganda has originated.

## 2.2 Propaganda and democracy

The main direction in which the silent propaganda moves the action is the influence, persuasion and "manufacture consent" for a certain action or occurrence. Therefore, public opinion turns into "dazed herd of passive observers." That is, the main target group here is "uneducated mass", which is the majority of the population. It has to be neutralized by the "emotionally potent simplifications." This means that the ideal society unit is preoccupied with individual something meaningless, while the modern communication means is supplied with ideology, especially the media, television, radio, print media, the Internet. Thus, training for obedience is a continuous and uninterrupted process.

Walter Lipman, doyen of American journalists, chief critic on issues of domestic and foreign policy, developed a very interesting theory about the so-called progressive democracy. This theory stipulates

that only small elite, an intellectual generality can understand the general interest, which concerns us all and that these things escape the attention of a wide audience. According to him, in a properly functioning democracy there're classes of citizens. There is a class of citizens which should take an active role in the management of common parts. That is called the "special class." These are the people who analyze, meet, make decisions and manage the political, economic and ideological spheres. This class constitutes of a small percentage of the population interested in the question- how to take care of the others. They others are those outside the group, that the vast bulk of the population that Lipman calls the "confused herd." Of course, the confused herd holds function in a democracy. The function, according to Lipman, is being a spectator and not a participant in the action. But since, it is a question of democracy, the herd as yet another role. Namely, from time to time, they, one way or another, are allowed to express their preferences to "special class." This opportunity is called elections. But once they say their preference of "special class", they should be left alone, and become fans of the action, not its participants. The need for "taming" of the "herd" is satisfied with what Lipman calls revolutionized the experience of democracy and that is the production of consent (Herman&Chomsky, 2002, p. 5).

The root of this theory dates centuries far back. Plato discusses different forms of polity and proves the justification of social organization that is based on elitist social

management work. But when we speak of "manufacturing consent" and the centers of power we cannot omit and not to mention the biggest superpower in the world, the United States. Their impact and necessity of complete supremacy and superiority over the whole social trends, implies the need the use of various mechanisms for effective implementation of the propaganda and achievement of the objective. In this context, the media become the most attractive mechanism. Relying just on the power of information, knowledge and technology, the United States spread the "good word" and passive participation of the dominated they establish what might be called a "kindly submission" or "sweet despotism."

The newly appointed system of media reality holds a few transnational corporations that control the production, selection and distribution of the news around the world (the largest is US-based). The centralization of news suggests the problem of anti-democratic nature of the global media power. Addicted to social structure, media, more or less, become susceptible to various influences, in the service of representing the various interests. Many factors "encourage the media to comply with the requirements of state-corporate nexus" (Chomsky, 2003, p. 18).

Secret Propaganda in the age of advanced technology, in fact, has thousands ultra-sophisticated means to influence people. For the purposes of propaganda, media presents the reality in such a manner that the subjective, critical attitude towards the events

disappears. But conversely, when to mobilize public opinion, then again the media shape the desired sensitivity and not our free will and reason.

Today, public opinion and consent is necessary for the legitimacy of those who have the political and financial power. Hence, journalists are required as a functional addition to the media to confirm the authority of power. Liberal-democratic regimes intentionally paid special attention to the journalists because they are the ones that carry information the citizens rely on. The notion which is strongly discussed in journalism is objectivity. But the question arises as to what limits should be placed objectivity and under what's the criteria of objectivity one need to lead the journalist? If ownership of the media is a source of power, then of what professionalism, independence and objectivity we're talking about? Besides meeting the owner's interest, journalists are often subjected to strong pressures and influences by experts PR and skilful manipulation of the so-called spin doctor (spin doctors). It leads to the conclusion that journalists place to "watchdog's door" that the public interest is increasingly becoming "obedient dogs" placed in the lap of the centers of power.

### **3. MEDIA AND SILENT PROPAGANDA-THEORY**

The propaganda gets its broadest application politically using methods and techniques for propagation and popularization

of view, the ideology and program of a particular social, political organization, interpretation and explanation of its goals and objectives for gaining public opinion and mobilizing possible greater mass. But the abuse by Hitler and Mussolini and the fascist general and similar movements, the word "propaganda" everything gets more negative meaning, and becomes almost identical to the new term "in-doctrination" or "brainwashing".

There is no doubt that modern man is reading, listening and watching more than before but also its quite obvious that he's less doubtful, which is especially advantageous for the effective implementation of the propaganda. Thus, if the presented information easily satisfies the individual he/she becomes passive, without critical attitudes and building their own position. Chomsky considers this phenomenon particularly alarming and suggests that the fact whether it is right or wrong in what the individual believes is not as important for establishing the fundamental principles by which things operate, but he needs to find "something" that would simplify the whole thing so that these fundamental principles will become obvious (Chomsky, 2001, p. 86). That "something" can occur only if the person critically approaches the presented information (Chomsky, 2001, p. 89).

In this context, Chomsky recommends the individuals who are trying to decode reality to emphasize their skepticism especially in cases where a certain activity meets unison and unanimity. That is, if something is given with full unanimity, we



should ask ourselves whether the presented thing is true or not? Nothing in the world is traveling straight and so clearly (ibid.).

It should be taken into account the fact that, starting from different criteria (content, nature, purpose, relationship to society, etc.) various media use different kind of propaganda (visible or silent) in the realization of its goal - the establishment views or provocation of certain behavior that would contribute to a change in people's attitudes.

Silent propaganda puts special emphasis on the method of processing and marketing of the primary facts: the facts are placed in specially adapted context, explains the motive, the causes and consequences of the action, uses logical arguments credible, but also it gives "mild" emotional note. It tends to indicate man to come with a concluded which would be in function of propaganda, to pay attention to the aesthetics and attractiveness of the content and the method of placing the message, concentrate on fostering positive emotions, etc. (Slavujevic, 2002, p. 98). Usually propaganda achieves its goal through the mass media, especially due to the fact that they support the creation of empathy. Thus it creates a cellular sensitivity preceding the actual mobility.

It all implies a good knowledge of the human being, his desires, tendencies, needs, psychological mechanisms and deep psychology. Not a single aspect of intellectual, emotional and sentimental life is being neglected.

Certainly, during the analysis of the origin of the impact, it is important to see the distribution of power in society and the impact of policy and shaping the information on the distribution of power. Mass media participate in the distribution of public power and are therefore important for the establishment of power. The mass media creates a receptive audience ready to receive news from the wider environment. Hence derives the conclusion that the media are not excluded from the complex process of influence and create public opinion, on the contrary, they are an integral part of this process and tool for propaganda. The resulting system creates an illusion that the media follow the needs of the audience and gives them what they want, and they actually helped serve up what in favor of propaganda. That is the essence of silent propaganda.

In this whole setup, it is important to isolate people from each other and focus them on the activities that do not affect power. In fact, Chomsky believes that the main objective of the people working on "shaping the minds" and attitudes is keeping the population isolated and in small groups. When people are alone they won't be able to remember what happens. If they are together, then they start to think, to exchange opinions, to revive (Chomsky, 2001, p. 107). Here, the mass media have a major role. Since critically oriented programs could jeopardize the ultimate goal and unconventional ideas upset the majority of voters.

The question that arises is: Is the public aware of the everyday attempts to

manipulate? Conductors of propaganda, highly skilled master the techniques of manipulation whose influence in democratic societies, perceived as communicational, democratic, transparent and rational, is not declining but also constantly accelerating. Not only these techniques conquer the world of politics, advertising, public relations, unfortunately they are pushed deeper into the emotions and other interpersonal relationships.

#### **4. MEDIA AND SILENT PROPAGANDA - PRACTICE**

Silent propaganda centers of power are becoming part of the global policy. Manipulation lingers anywhere. Accepting it we practically accept many more lies. Thus we create a suitable mass that easily accepts the silent propaganda that shapes the destiny of many nations and countries. All that, depending on the interest, needs and desires of the center where she placed.

Back in the 50s and 60s in the United States for the first time in a free democratic society, were merged all modern technical means mental intimidation: television, radio, print, film, advertising, ads ... All the available media were at disposal, or in the service of large and smaller centers of power, taking a key role in the spread of their ideas. No aspect of the intellectual, emotional and sentimental life was neglected. The man was surrounded from all sides. They penetrated in human intimacy in its deepest and innermost feelings and mercilessly playing with the love, family,

community, friendship, secrets of joy and happiness, dreams, while not neglecting the most intimate moments and passion with its erotic dimensions. Precisely for that purpose in the preparation of certain propaganda, whether it is through informative emissions, ads or through working teams staffed with sociologists, psychologists, semiologist and linguists etc a whole machinery of thousands of analysts and experts who engage in "market for mind control" work.

The system of oppression and silent propaganda is undoubtedly connected to the biggest superpower in the world. Preponderance of military, diplomatic, political, economic, scientific, technological field, USA's geopolitically is in a hegemonic situation, unknown to any other country. To be what it is, the United States had to establish a control over the masses, which will enable sustainability of its supremacy before the eyes of its own public, but also worldwide. We will be a little wonky concluded that if the United States aspire to install peacefully in the minds of those who are not Americans. One may wonder that this imperial move meets very weak resistance in Western Europe, but it is easily explained - the United States has always been friendly country to the European countries, and no state opposed US in bilateral conflicts, it accept millions of refugees during the two world Wars and behave "friendly" to the old continent. Such behavior, of course, allowed America much easier to spread its influence as a superpower and have a decisive influence inside the multilateral institutions,

whose decisions determine the world. So, the American superpower manages the world market, and its policies have a decisive impact on every continent's international crises policy. Since each country has its own interest, US is the only one acting on the whole planet: from the Middle East to Kosovo, the Philippines to Taiwan, Afghanistan to the Caucasus etc..

Relying on the power of information, knowledge and technologies, the United States spread the "good word" and with passive participation of the dominated countries establishes what might be called a "kindly submission" or "sweet despotism." Their action increases by the control of cultural industries and domination over our imaginary world. Ignacio Ramone says: "America inhabits our dreams mediating many heroes, becoming the Trojan horse in the service of the subordination of our mind." Given that American TV-visual model becomes dominant in the world - the United States yearly broadcast 200,000 hours of programming which is about 75 percent of total world exports of television shows, the impact of American propaganda is so great that the world faces a chronic Americanization.

America makes its biggest influence through the movie. (According to Marshall McLuhan "When the movie emerged, the American way of life has become endless display advertising"), while Upton Sinclair once said that thanks to the film world are unified, in other words Americanized.

The secret propaganda actually, in the age of advanced technology, has a thousand ultra-sophisticated means to affect us, for the simple reason that the biggest threat to the ideas, culture and the mind is more likely to come from a gentle enemy with a smiling face than from an opponent suggesting terror and hatred.

However, the successful control of thought doesn't not only come from the sophistication of manipulative techniques, but also from susceptibility to manipulation of a huge portion of the population. It is perhaps understandable when you consider that the primary influence on human emotions and illusions that are heightened by what is advertised reaches a certain condition, which is always positive - love, happiness, togetherness, trust.

Just to illustrate, here are some examples that confirm the impact of silent propaganda aimed at persuasion and production line, and thus accomplish the intended purpose. The public has witnessed months of use by the biggest television tycoons from the United States to "prepare the ground" before the attacks on Iraq, although until today one of the main reasons for the attacks - possession of nuclear weapons has not been confirmed. But with pre-programmed propaganda, the United States have reached their goal.

Or the case of the bombing of Serbia, i.e. the creation of negative mood and paving the way, solely by the interests of the United States and its European counterparts for this

part of the Balkans, followed by events in Kosovo and later conflict in Macedonia. What was happening in our immediate neighborhood, in Serbia, was so monstrously presented that even Macedonians had animosity towards the Serbs. The desired and negative attitude towards this country opened the door to America's bombing and everything that followed like Kosovo and the conflict in Macedonia. The interest of the United States for this part of the Balkans controlled beliefs and events. Terrorists overnight become freedom fighters and US made Kosovo the largest military base in the Balkans.

## RECOMMENDATIONS

### 5. NECESSITY OF MEDIA CULTURE

Why to oppose manipulation? It should be done for at least two reasons: (1) manipulation is a threat to democratic society. Manipulation cut the essential factor of democracy - freedom of speech and (2) it reaches the very foundations of human dignity. It is an obvious lack of respect for what is most important to us: being who we truly are. Manipulation deprives man of his essence; it makes the toy, secretly ruins his consciousness and replaces with another that no longer looks like him (brain wash).

Why manipulation takes such place in our society? Why are we in a way so vulnerable? That is, how the manipulators can work so easy to operate in an environment that is eventually inclined? What is this

"environment" that makes each of us saint and without encroaching upon others' freedom at some point becomes a manipulator? Why the resistance to the use of such speech, which can have unforeseeable consequences, is so mild?

The answer to these questions is: more suspicion and criticism on what we listen and see, ethical thinking, skill of deciphering, greater resistance, expressing personal responsibility, freedom of speech.

#### 5.1. Increased doubtfulness and criticism

Applying ontological method in the study of human beings and promoting the thesis on the basis of the terms it can easily be concluded that the existence of what they represent concepts, contradictions and illogical things that we put on, are regarded as least indifferent, without a hint of criticism. Here is a simple example: like advertising Coke Light. The beautiful girl's attraction is drawn by the sound of bottle opening, she comes close to the boy presenting the allure of sexual tension, but does not attract love and its beauty, but the interest cupidity, acting to get what he wants - in this case potion or sip of Coke. Finally, without a word, turns and leaves! Where is criticality then? It appears that the silent propaganda aimed at creating the uncritical mass? If we easily receive and respond to a series of lies, falsehoods, contradictions and small, is not that a kind of training that makes bigger and illogical things that happen in the world, both on local and global level not to be perceived? It is frightening, but it seems that

the majority of citizens already are modeled in order to not to be critical i.e. to act as one wishes.

Untruth lingers everywhere – and thus accepting it we, in fact, we accept many more untruths. Becoming a suitable mass that easily accepts the silent propaganda that affect and shape the destiny of many nations, in many countries depends on the interest. Globally, it is the interest of the United States.

Building personality through lies and illusions, the created person is illusion and untruth prepared to accept as truth, personally, locally and globally.

The main point of the man is to listen carefully, but also assess and evaluate and creates its own system of belief. We are surrounded by religious, political, social, psychological influences, but in order not to forget our beliefs.

After all, as the goldsmith melts, measures, cut and sanded gold, separating the real from the fake, in that way we should be able to determine the percentage of actual values or actual gold like filters which thousands of quiet propaganda passes through. If you become proficient at it, you have a critical attitude which will enable us to preserve their national identity. That is the only way to escape turning into modeled and controlled mass for a fantastic reception "sweet despotism" and silent propaganda!

## 5.2. Ethical thinking

Everyday life is an example for all pervasive decay of ethics and the highlighted absence of ethical thinking, especially among the young generation. To avoid manipulation, it is necessary for the individual to be deprived of everyday theories of persuasion placed through the media, the Internet, advertisements, "trends" and similar life. A large contribution to this can be adjusted using the educational process neuro-linguistic programming as one of the many ways to change the old patterns of behavior. All of this combined with subjects of ethics and ethical deliberation.

## 5.3. Skill of decoding

The skill of decoding presents an improvement of human and civil ability of each person to decode and uncover manipulation statements. This skill originates from technical improvement and power analysis. The art of technical recognition through statement analysis which involves coercion provides decoding and taking a stance of outright rejection, if necessary. It means to be immune to the effects, while being open towards others, which is a necessary step in the world. If the skill of decoding is introduced as a subject in education, then there's an opportunity for the younger generation to be analytical and therefore critical and suspicious to not allow themselves to be manipulated.

#### 5.4. Insufficient resistance

Neither our culture nor the educational system make preparations of considering the means used to persuade. Increasingly, the language of persuasion evolves out of the culture and especially in education. Rhetoric as "the art of persuasion", created its kingdom that lasted more than 2.5 thousand years. The classical rhetoric presented subject and in education and in research for theories of persuasion. Rhetoric disappeared from the structure of formal education and the basics of contemporary culture in favor of teaching natural sciences that aggressively took the central place that belongs to them even today. Rhetoric is significantly impaired as a discipline. This injustice arises from trends that relate to the "up speaking ability" and classical rhetorical culture, since the Aristotle era, presented arguably more a culture of judgment, than speeches forms.

There is no instruction in the art of persuasion. The rules of argumentation, debate, the ability to decode the speech and warning of manipulation are not part of any subject.

#### 5.5. Expressing of personal responsibility

Introspective analysis search the manipulation procedures to which we would unconsciously resorted or if no thought for the consequences. Our social being is created with the techniques of manipulation that are largely unnoticed. What should be the ethics of a speaker? The one, who tends towards

conviction, is responsible for the way his message is received by the audience. He must do everything in his power while the other remains fully open in accepting the proffered opinion. The speaker has the responsibility and guarantees the freedom of the audience. Exhibiting responsibility means, more than ever, ethics of not accepting the application of force, of power that can have words, the effectiveness of the procedures offered by the manipulation. In turn social relationships are created in which every person becomes the freedom creator of the other.

#### 5.6. Freedom of speech

It is necessary to respect the rule: personal attitude is a personal matter. It concerns mainly the inner being; our consciousness by its nature is a social act. In turn the desire to share that attitude with someone gets inside the social relationships and implies the existence of accountability in the use of research techniques and persuasion. In a democratic society, opinion is sacred and not only that each opinion is allowed but it is an integral part of our being. So in theory, but also in practice, we should be able to say whatever we want. Everything but not in any manner.

There must be certain rules:

- Restrictive norms and opening - expelling some manipulation messages from the democratic public space or restriction is not always a close. It can be opening and accepting, which opens

another way. Not allowing does not mean that there is censorship.

- Making norms internal: one should bear in mind that speech is made of norms. The liberal illusion of completely free speech does not fit into the social nature of language. The development of modern civilization consists mainly of refraining from using force in social relations.
- Freedom of expression and freedom of reception: norm which would guarantee freedom of reception means real freedom of speech that would have to be based, to the insufficiently examined differences between argumentation as an acceptable technique of persuasion and manipulation.

## CONCLUSION

One thing is certain - we must be able to make a distinction between social reality, on the one hand, and the impact of the media on the reality on the other. In times when people are not aware of the power of propaganda and its daily consumption, it is very easy propaganda, especially the subtle one, to sustain.

Practically, until someone is aware that certain words that come to him/her should make some impact, so it is more open to influence and make it happen. Building a person through illusion, untruths and half-truths, creates people without a system of real values and without critical attitude towards things that are served. But to be able to reach

that level, it is necessary to have a certain individual, at least basic knowledge of propaganda and its power, to be able to build its own defense mechanism of what is marketed daily.

Hence emerges the need to introduce compulsory content of this field in the education of young people as a way to contribute to the development of critical thinking and shaping individuals as filters that would permeate only the essential by separating the real from the fake. It is the only defense to not allow them to turn in modeled and controlled table, ready for a fantastic reception "sweet despotism" and silent propaganda that will enable preservation of individual and national identity.

Or maybe propaganda has played his position here and influence so that it does not happen, because this situation goes in its favor, which, in addition running the centers of power, and that they are one of the factors that affect shaping the educational content that person is built around.

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