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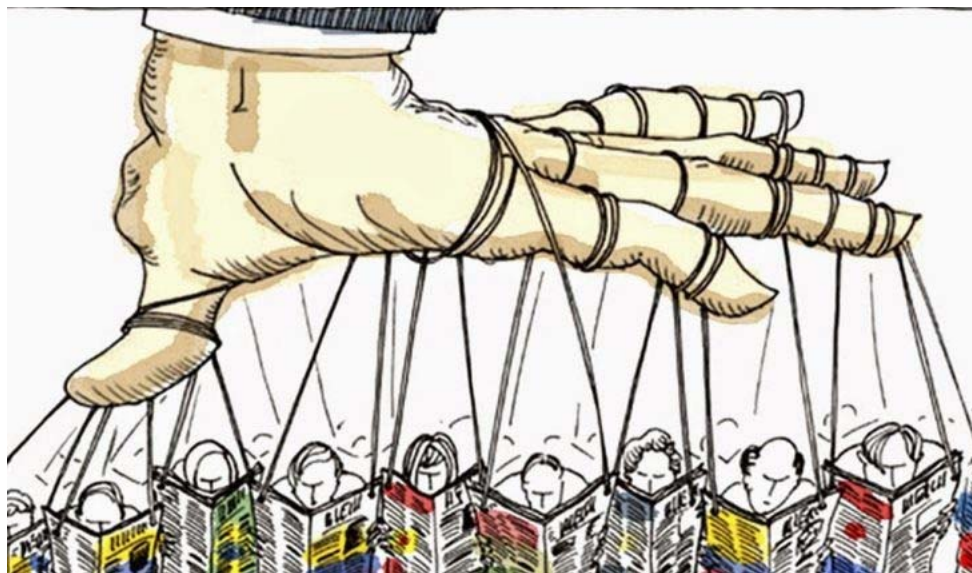
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The manipulation of the masses by the power of the media



Sources: Rebellion

The three of them sectors of the dissemination of ideas and their transformation at the arrival of the Digital Revolution

Since the appearance of the digital revolution, the power of the media and the media have become more and more united and with fewer differences between their three sectors of the dissemination of ideas:

1. Information, i.e.: the press, information on the radio, press agencies, television news, continuous information chains.
2. Communication, advertising, propaganda. Today, governments communicate, companies communicate, they have newspapers, radios, media spokespeople, etc.

Advertising, which is part of the world of communication, is the ideological apparatus of the system. It is overwhelming, the pervasiveness of commercial advertising in every corner of our lives. In politics, advertising is political propaganda.

3. "Entertainment", also called mass culture: soap operas, comics, mass literary publishing, *best sellers*, newsstand novels, mass cinema (the "box office", the action cinema), sports, etc.

The digital revolution is being carried out exclusively by instruments that offer us a mixture, almost inseparable from its three components: text, image and sound. A few decades ago, there were only communication tools exclusive to each of these components: for the text there was only the book; for the image we had painting, sculpture or photography and for the sound music, radio or landline; But these supports have already fallen into disuse. However, today the (mobile) phone has sound, but it also has image, and also text. In addition, with the television we can perform the functions of the computer, with the computer the functions of TV and with the mobile phone the functions of television and symmetrical broadcasting on the Internet, in which we can broadcast image, sound and text at choice or simultaneously, universally and multilaterally and reciprocally. The big drawback is that on the Internet there is more and more advertising, more hoaxes, more thought-emptying "entertainment" and more violence.

A few large mega-corporations monopolize the power of communication (the power of the media)

A few large mega-corporations monopolize the power of communication, for example, six Jewish companies own most of the world's media, there is an article that told us about this, it is titled: "[Six Jewish companies own 96% of the world's media](#)" [1]. It is often said that the first power is the economic-financial power and the second is the power of the media, which is the ideological apparatus of globalization. But the two powers are so interdependent that it's hard to discern which of them is the first. The power of the media influences not only the (manipulated) information we receive from the press, radio or TV, but also the type of model of life that we should all lead. As far as sport is concerned, for example, a football team today has no sporting interest, only entertainment interest that is broadcast on television. That is why football contracts are paid, as if footballers were the protagonists of a great spectacle and not as simple athletes.

Five Characteristics of Current Information

We can discern between five properties or characteristics of information that are also characteristics of media power.

A first feature of today's information in day is that it's something that's essentially *commercialized*. It's not a discourse that has the mission of informing or that the citizen has a criterion Not only is it true and accurate about life, but it has a primary perspective on the of a commercial nature. Information is bought and sold, in order to make a profit and business economic performance of information megacorporations, communication and entertainment.

A second characteristic of information, *its exorbitantly fast*, today communication is instantaneous, simultaneous, it's something which makes it impossible to reflect and to elaborate deeply into thought. The Today's extreme speed of information necessarily implies a brevity and atomicity of discourse (of the contraction of ideas) and imposes a quasi-telegraphic communication that often leads to impressions or sensations (sensationalist and violent expression is increasing); many sometimes only images are disseminated or communicated, or very short sequences such as They have long been practiced in entertainment action films American. It has also become very fashionable to write short stories about very few pages or a few lines.

A third feature to highlight is the *enormous capacity to disseminate* information, practically universal, and the fact that, instantaneously, we can know what is happening in any part of the Earth's surface live.

The fourth characteristic is that for the consumer of information "it turns out to be free", because what pays the informant is actually the advertising of the mega-companies. Today, a media company sells consumers to its advertisers (e.g., Nike, Adidas, Ford, Nestlé, General Motors, etc.) is the number of consumers (recipients of the advertising) it can offer to advertisers. This ease of gratuitousness attracts the manipulable consumerist and this information falls into the nets of mediatization.

And the last and fifth characteristic is that of *infantilizing discourse*, such as that which is generally addressed to children. The lie of the Magi or Santa Claus to please and attract him; or the fear of "the boogeyman is coming" to maintain submission and obedience. And there is a difference between enlightening those who already know, and addressing the general public, who by not knowing is more vulnerable to being lured and convinced by rhetorical and demagogic arguments. They are quick, short speeches with shocking titles, with euphoric speech, to avoid boredom. Expressions made only through emotions. A speech with few ideas and words. All this simplistic maneuvering is achieved with an infantilizing, simplistic, doctrinaire and dogmatic discourse.

To combat all this, it is necessary to carry out a counter-information, which, if it is to be successful and with seductive power, it must have a lot of infantilizing discourse; that is, that it is not directed to a small minority, but can also address the masses, but the The difficulty lies in ensuring that it is not a doctrinaire and dogmatic discourse.

We have to achieve the triumph of truth

We have to achieve the triumph of truth, achieving it is not easy because there is the great difficulty that the level of the media is increasingly vulgar, more mediocre, more unsatisfactory, as Joseph Pulitzer said in 1904: "There is a mercenary, demagogic and corrupt press, which in time will produce a people as vile as it".

And all this despite the fact that today there are more and more people who have completed secondary and higher education than ever before and who want to be treated as adults, not as childish beings without any criteria. We are not neon-light butterflies attracted by illuminated lies, although the power of the media is getting the mediatized masses to like more and more pleasant, luminous and colored lies "that take away" than truths that are often curse and uncomfortable. They are lies fabricated by the manipulators of the mega-corporations (who are the mistresses of the world) who meet every year in Davos. Lies created to exploit, in an increasingly infallible way, the material and human resources that lie within the biosphere seriously threatened with final collapse.

The totalitarian commercial discourse

Commercial discourse is effectively totalitarian, it is intolerable, it is that our freedom as citizens is constantly limited, by the advertising aggression that we suffer when we connect to a media outlet; or, for example, simply, when we circulate through the city, in its streets invaded by advertising messages. We constantly live in Orwellian and universally totalitarian landscapes, as they are already universal messages, such as *that of Coca-Cola*. Yes, the advertising message is completely Orwellian and totalitarian because it advocates imposing a universal model of life (which favors neoliberal globalization), and that preaches achieving it (and achieves it) through fashion based on the "freedom to choose fashion", thus leading to a profound reduction of the authentic personality.

Note:

(1) The largest media conglomerate today is the Walt Disney Company whose chairman and CEO, Michael Eisner. Disney also owns Miramax Films, run by the Weinstein brothers. While it still has the rights to Snow White, under Eisner the company has expanded into the production of graphic sex and violence. ABC's cable subsidiary, ESPN, is headed by chairman and CEO Steven Bornstein. This corporation also has a controlling

portion controlling cable companies, Lifetime Television and Arts & Entertainment Network. ABC Radio Network owns eleven AM stations and 10 FM stations. Time Warner's subsidiary, the nation's largest pay-TV cable network, HBO.-Warner Music is the world's largest recording company, with 50 labels, the largest of which is Warner Brothers Records.

Source: <http://lohicimosaposta.wordpress.com/2010/01/02/retrospectiva-seis-companias-judias-poseen-96-de-los-medios-del-mundo/>

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