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ХАРАКТЕРИСТИКИ КОНВЕРГЕНТНЫХ ТЕХНОЛОГИЙ ПОЛИТИЧЕСКОГО МАНИПУЛИРОВАНИЯ, ИСПОЛЪЗУЕМЫХ В ИНТЕРНЕТЕ

В статье классифицируются технологии политических манипуляций, используемые в Интернете, и предлагаются их векторные, ризоморфные, конвергентные группы. Однако, исходя из объема статьи, в ней приводится сравнительный анализ технологий политических манипуляций, которые попадают в конвергентную группу. В этом случае на примере каждой анализируемой технологии выявляется тот факт, что конвергентные технологии формируются путем гибридизации свойств технологий, принадлежащих к группе векторных и ризоморфных.

Ключевые слова: векторная технология, ризоморфная технология, конвергентная технология, технология яркого обобщения, игровая технология социальной ответственности, технология простых народных игр, технология авторитетных цитат, технология многократного повторения, технология наклеивания этикеток, технология рейтингового метода, троллинг, ненависть, флэш-технология.

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CHARACTERISTICS OF CONVERGENT POLITICAL MANIPULATION TECHNOLOGIES USED ON THE INTERNET

This article classifies the technologies of political manipulation used on the Internet and suggests their vector, rhizomorphic, convergent groups. However, based on the size of the article, it provides a comparative analysis of political manipulation technologies that fall into a convergent group. In this case, the fact that convergent technologies are formed by hybridization of the properties of technologies belonging to the vector and rhizomorph group is revealed in the example of each analyzed technology.

Key words: *Vector technology, rhizomorph technology, convergent technology, bright generalization technology, social responsibility game technology, simple folk game technology, authority quote technology, multiple repetition technology, label pasting technology, rating method technology, trolling, hatering, flashing technology.*

Today, Internet communications are emerging as a unique means of creating and interpreting political reality, both real and virtual. In many cases, media constructs created in the virtual world violate the boundaries of the virtual space, going as far as the realm of reality, where they become strong competitors of real political actors. Political manipulation plays a crucial role in this process.

The technologies of political manipulation used on the Internet can be divided into three major groups:

1. Vector political manipulations. In the technologies included in this direction, the subject and object of manipulation are clearly manifested, while the subject has a direct influence on the object of manipulation. In this case, the form and content of the manipulative content is selected in accordance with the purpose, based on the socio-cultural, political, economic characteristics of the object.

2. Rhizomorphic political manipulation technologies. This type of manipulation has a wide range, in the absence of a strict boundary between the ob-

ject and the subject, and in the absence of a definite direction. Internet content designed for such manipulation is generated and distributed in a self-impulsive manner without regard to the characteristics of a specific target audience.

Convergent or hybrid political manipulation. Political manipulation technologies belonging to this group synthesize the properties of vector and rhizomorphic manipulation technologies.

This article provides a comparative analysis of some of the technologies of political manipulation used on the Internet, which belong to a convergent group in terms of size.

1. Bright generalization.

In the process of implementing this technology, the real essence of the material presented to the Internet user is overshadowed and the emotional aspects are exaggerated. In addition, the use of visual media such as memes, pictures, gifs, images, short videos, comics in the implementation of this technology will increase the effectiveness of its impact. In general, the technology of “bright generalization” is widely used in the coverage of global political realities. Types of this technology can be distinguished, such as the use of fear or humor.

The technology of using fear often relies on superstitions, labels, and forms of belief that cannot be rationally explained. Eliot Aronson, in his book *The Age of Propaganda*, says that fear forces people to avoid the factors that provoke them. “Fear keeps people away from the subject” [6. P. 161]. In turn, fear games (fear of reality, personality, and information) create a certain cognitive barrier so that the object of manipulation does not deepen in the study of what is frightening. Aronson also said that “the more frightening the news, the more likely he is to take protective measures” [2. P. 229].

1.1. Political “Хеппинг”.

The manipulative effect of laughter occurs according to several characteristics. Among them are: publicity and teamwork, mood swings and the ability to synchronize the feelings of those who laugh, as well as the ability to harmonize the commonality. When a person laughs, he gets rid of psychological pressure and relaxes. As a result, his attention is reduced and he is practically unable to assess the situation almost rationally. From this it can be said that a person who laughs is a person who is open to manipulation.

This technology can be used in two different ways. In the first case, it is used to ridicule a particular element of a political process or system. This method is used to reduce the prestige of the subject of laughter [5]. Sarcasm and ridicule Any political event in a particular country can lead to a slight decline in the prestige of the individual [7]. In the second case, humor with a positive content is widely used to overcome the hesitations in society about individuals who have shown certain contradictions, and to arouse people’s sympathy for him.

The presence of the subject gives the listed technologies the properties of the technologies belonging to the vector group. Any of the emotional aspects of

the network are exaggerated, especially those that are able to attract the attention of many and the information that is widely disseminated in the virtual space can be deliberately leaked to the Internet. Using these technologies, the dissemination of information in a manipulative spirit is carried out in a chaotic manner. This means that this technology has a rhizomorphic property. It can be seen that the third group in the classification of political manipulation technologies used on the Internet proposed in this article combines both rhizomorphic and vector features.

2. Social responsibility game.

At the heart of this technology is the process of mutual exchange [3. P. 34]. When this technology is used, the purpose of manipulation is to form accountability to society. As Robert Chaldini points out, “responsibility wants to get rid of a person because he has put a certain burden or pressure on them” [3. P. 48]. In turn, when the responsibility placed on the object of manipulation is not justified, it is subjected to serious critical discussion by the whole society or any social group that is important to that person. This naturally forces the object of manipulation to move in accordance with the purpose of the manipulator.

The principle of social proof is an important tool in the implementation of the “social responsibility game” technology, which states that “the more people who know the idea is true, the more it will come true” [3. P. 124]. Public opinion on the Internet is reflected in the amount of reposts, subscribers, likes, as well as activity in the process of writing comments and online voting. At the same time, it should be borne in mind that the above-mentioned indicators that determine public opinion in the virtual world can also be falsified through fakes. However, it is a bit difficult to distinguish an ordinary internet user from a fake account. The manipulative effect of the “game of social responsibility” technology is manifested in the same way. On the one hand, the object of manipulation is concerned with social responsibility, especially participation in rallies, elections and flash mobs, and on the other hand, due to pressure from public opinion, he will not be able to escape from them. This naturally causes it to act in accordance with the demands of the public.

The vector feature of this technology is that it has a subject, and the impact is targeted at a specific social category, such as young people, for a specific purpose. At the same time, this technology also has a rhizomorphic property, according to which the person under the influence of manipulation becomes a propagandist and encourages others to perform the actions he once performed.

3. Simple folk game technology.

This technology is widely used in the electoral process, allowing a candidate for a particular political position to increase the number of supporters by forming his/her own image, providing a high level of trust and a strong connection between the candidate and the audience [7]. In recent times, social networks have become an important tool in the widespread use of this technology.

According to S.V. Volodenkov, “the prestige of a particular political figure is determined not only by what he does in real life, but also by his virtual activity,

which is considered the social capital in the virtual world. For the electorate, the candidate's social network subscribers, the number of views and likes, the comments on its content, as well as the attitude of other famous politicians about him on social networks are important" [9. P. 301]. A politician who uses this technology will allegedly run in the elections as a popular candidate.

The vector feature of this technology seems to be that in order to run a social media page of a candidate for a particular political position, a group of experts is required to develop a strategy for running the same page on a regular basis. In the process of developing the strategy, the target audience and its socio-political, economic and cultural identifiers will be formed, and the methods of political advertising and PR will be selected accordingly. Usually, a candidate's social media profile is required to reflect not only his or her professional activities, but also details related to his or her personal life. Such a view of the content leads to the formation of a large number of subscribers and an audience. Internet users who subscribe to the candidate's social network page will increase the number of supporters of the politician by disseminating the manipulative message in the form of "sensational" information.

4. Quote to authorities.

This technology is one of the "most basic, fundamental" and most common technologies of manipulation. In its implementation, the opinions of celebrities are quoted to prove the veracity of any dubious position. The fact that the quotations are used as an argument to prove the authenticity of the manipulative information when it is cut separately from the context of the text also distorts its true content. This, in turn, shows the manipulative effect of the same technology. In this way, an idea that a certain influential person has not said or written anywhere is attributed to him.

The implementation of this technology is also done by quoting the opinions of popular bloggers whose activities are funded by advertisers.

The vector feature of this technology seems to be that according to it, politicians are purposefully appealing to the opinions of influential people. When addressing an audience, individuals who have the same authority and whose opinion evokes goodwill in the audience are selected. Its rhizomorphic feature is seen in the use of the opinions of influential bloggers who have won the trust of internet users to a high degree, and as a result serve the dissemination of manipulative information.

5. Multiplerepeat.

In the implementation of this technology, a particular political message is disseminated simultaneously through several sources, including news sites, political groups on social media, pubs, and websites. The mutual coordination of independent Internet sources in the dissemination of a particular political message suggests that this technology has a vector character.

Re-broadcasting a particular political message by adopting "Multiple-repeat" technology ensures that it reaches a large number of Internet users. Even an In-

ternet user who has absolutely no interest in the manipulative message being spread will sooner or later find out about it due to the use of this technology. If the message repost method is used in the application of this technology, it acquires a rhizomorphic property. Simply put, an internet user who sees a message circulating frequently on a friend's page on a social network will start posting it actively on their pages, instilling a sense of sympathy for the same information.

6. Label gluing technology.

This technology is one of the classic and fundamental propaganda technologies [2. P. 92]. A label is a brief piece of information that reflects a positive or negative rating about a particular object [8. P. 258]. The history of political action and advertising testifies to the fact that because of the simplification of the living process, people prefer to live according to the labels. The label is also widely used in today's rapidly evolving Internet communications. The vector feature of label technology is seen in the fact that it is deliberately designed to make a person's name famous for a specific purpose and is widely applied to the virtual world. As mentioned above, people often use shortcuts in terms of saving the amount of resources spent on detailed study of certain information. This naturally leads to the rapid spread of the labels. The fact that this technology is also characterized by rhizomorphic properties.

7. Rating method.

Although the rating method technology is somewhat similar to the false statistics technology, the scope of its application is wide. Indicators such as rating, likes, comments, views, subscribers, reposts on the Internet are marked in the online survey for this or that position. In this sense, a person who reacts to a position that is widely supported on the internet is more likely to gain a lot of negatives and ratings.

If the rating is open, it becomes a means of effectively absorbing any political idea into the consciousness of the object of manipulation, relying on public opinion [10. P. 213].

The possibility of the creation of fake ratings that serve the purposes of the manipulator using fakes indicates the vector nature of this technology. Its widespread dissemination by accepting information that has been popularized or misrepresented by Internet users without verification determines the rhizomorphic nature of the rating method technology.

8. Trolling/Flighting/Flaming.

In a general sense, trolling means fishing. Trolling is also reminiscent of online fishing, in which the object of manipulation is "fish", provocation acts as "food" [4. P. 63]. Provocateurs, malicious "trolls", and the activity of posting resources of the same nature on the Internet are called "trolling". The purpose of trolling is to provoke conflicts, social tensions and even mutual insults among Internet users [1. P. 48].

Heather trolling is a type of activity that involves reacting negatively to various events on the internet. As a result of heathering, more precisely, there are

sharp arguments, contradictions and endless conflicts. Trolling can be compared to black PR technology. A troll internet user seeks to increase his or her rating by engaging others in meaningless, endless debates.

The vector feature of trolling technology can be seen at a glance. After all, any provocation can be pre-planned and targeted. The rhizomorphic feature of this technology appears to be that the trolling participant can be both a subject and an object of manipulation at the same time. On the one hand, he enters into an argument by expressing a negative attitude towards information that was positive before the debate. This is the intended action of the troll. On the other hand, the debate initiated by the troll will continue indefinitely, causing other users to interfere in this debate as well.

The technologies proposed in this article, which belong to the convergent group of political manipulation technologies used on the Internet, were initially purely vector in nature and later emerged as a result of hybridization of certain technologies. Their emergence may be related to the factor of ease for people to live in the political reality created by the manipulator. There is no need for in-depth research in the political sphere, to determine who is right and who is wrong, to make an effort to create a consciously chosen strong political position. Man is an antientropic being, more precisely, a creature that seeks to overcome chaos. In this sense, manipulation gives people the impression that it is a psychological tool that presents the world in a form that is easy to understand and observe, with an ordered structure.

Summarizing the analysis of the considerations put forward in this article, it can be said that the convergent political manipulation technologies used on the Internet have been little studied in research in the political sciences and need to be studied extensively. Indeed, the effectiveness of convergent technologies of political manipulation can be seen at a glance. Because they are inextricably linked with the political reality in the virtual world, which is happening in the eyes of everyone interested in the Internet. It is impossible to fill the gap in research on technologies belonging to the same group in a single article. In this sense, the same article is of reference and prepares the ground for further research.

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