

THE PROBLEM OF THE FAKE INFORMATION IN MASS-MEDIA

Korniychuk T.A

National Aviation University, Kyiv

Scientific supervisor – Kevlyik I.V.

There are more and more news and new information nowadays. And every one of us faces with the big flow of information. And also in this flow may be hidden the real sense and truth by the fake information. The source of communication are mass-media and the Internet. It is used by informational technologies, peoples conscious and mind, that make people confused and defenseless [1, p.22].

Fake news - are false messages, the main goal of it spreading is to mislead the members of some social groups. And there are 5 of the most common ways why do people making fakes [2].

The first way is a propaganda. It exists for manipulate people's thought. What country is an aggressor and what isn't; what the trends are popular now or even how to buy new products – it literally everywhere. It is mainly used by commercial organization, politicians, big corporations.

The second way is appealing for emotions. In this case, fake strategy using for making necessary emotion while one is reading the message. It's a way to manipulate people's mind by emotions.

The third reason is the news with prejudice. When an author tries to convince you to one's mind or the information is shown in a one-sided way.

The fourth is click-bites. It is a sensational, shocking and unbelievable headlines often used with «caps lock», the exclamation point or emoji. The content is often misnamed.

The last one is the time limit for verification. The journalism was changed because of the Internet. Internet-journalistic make new rules of posting news. You have to be the fastest because another website may post the same news and steal your traffic. So, according to the limit of the time, carelessness and banal tiredness, journalists give up on verification of the information they produce. As a result – they make disinformation messages [3].

So, why do people making fakes [4, p.281]:

- to make a panic between people;
- to make a racial/religion disharmony;
- to mislead and confuse people;
- to manipulate our minds;
- to add someone or something;
- to make a profit for someone;
- because of political interest;

- to tarnish the image of someone or something;
- to entertainment.

In conclusion, all fake information in case it is positive, can lead to bad consequences. It is harmless thing in all mass-media. And the worst thing is fact that sometimes it`s hard to recognize truth [5, p. 104-105]. The readers have to verify all information they see and refute the fake news at all.

References:

1. Чекмишев О. В. Основи журналістики: теорія і практики журналістського фаху: навч. посіб. / О. В. Чекмишев. – К.: ВПЦ “Київський університет”, 2018. – с. 22.
2. How to recognize fake news? [Електронний ресурс] // Artefact. – 2020. – Режим доступу до ресурсу: <http://artefact.live/%D1%84%D0%B5%D0%B9%D0%BA%D0%B8/>.
3. What the fake is? [Електронний ресурс] – Режим доступу до ресурсу: <https://artefact.live/what-is-fake/>.
4. Kitsa M. O. Fake information in Ukrainian social media, impact on the audience / M. O. Kitsa. // Нукові Записки/ Scientific Papers * 2016 / 1 (52). – 2016. – С. 281.
5. Matskiv O. Feik yak nekontrolovana zbroia v informatsiinii viini / Olha Matskiv // Problemy zhurnalistyky: vchora, sohodni, zavtra :zbirnyk materialiv I Mizhnarodnoi naukovoii onlain-konferentsii studentiv ta molodykh doslidnykiv, 4 kvitnia 2019 roku, Lviv. — Lviv : Vydavnytstvo Lvivskoi politekhniki, 2019. — P. 103–106.