

ЕБАН Каріна Едуардівна,
*студентка юридичного факультету,
Національний університет біоресурсів і
природокористування України
Науковий керівник:*
ЧЕРНЕЛЯ Ірина Миколаївна,
*старший викладач кафедри англійської
філології, Національний університет
біоресурсів і природокористування
України*

COMMUNICATION EFFECTIVENESS IN THE POST- TRUTH ERA: THE ROLE OF MANIPULATION AND PROPAGANDA

Post-truth as a phenomenon is characterized by the fact that the emotional coloring of information and its correspondence to personal beliefs are often more important than its actual reliability. In such conditions, manipulation and propaganda become powerful tools for influencing mass consciousness. Professional language communication, especially in the legal sphere where accuracy and objectivity are critically important, is under threat.

Manipulation is the covert control of people's consciousness and behavior, carried out by presenting information in a distorted form or concealing important facts. Propaganda is the purposeful dissemination of ideas and views in order to form a certain attitude towards events or individuals. In the post-truth era, these tools become particularly effective, as they appeal to the emotions and irrational beliefs of the audience.

There are many ways of mass manipulation, among which the following can be distinguished:

- **Substitution of concepts:** The use of words and phrases in a meaning that differs from the generally accepted one, in order to confuse and mislead.
- **Appeal to emotions:** Appealing to fear, hatred, sympathy, or other emotions in order to bypass the rational perception of information.
- **Labeling:** Hanging negative stereotypes on people or groups in order to discredit them in the eyes of others.
- **Use of authorities:** References to famous people or experts whose opinions can be used to reinforce manipulative statements.

- **Spreading rumors:** Dissemination of false or distorted information in order to create a negative image or influence public opinion.

Manipulation and propaganda can have serious consequences for professional language communication in the legal field. They can lead to:

- **Distortion of facts in court cases:** Manipulations can distort the real picture of events, which complicates the establishment of truth and the adoption of a fair decision.

- **Biased attitude towards participants in the process:** Propaganda can contribute to the formation of a negative attitude towards the accused, witnesses, or other participants in the trial.

- **Undermining trust in the judicial system:** If manipulation and propaganda become commonplace in the legal sphere, this can lead to a loss of trust in the courts and other institutions of justice.

To overcome the negative consequences of manipulation and propaganda in professional language communication, especially in the legal field, it is necessary to:

- **Develop critical thinking among lawyers:** It is important to teach lawyers to analyze information, distinguish facts from opinions, and identify manipulative techniques.
- **Promote media literacy among lawyers:** It is necessary to raise the level of awareness of lawyers regarding the principles of operation of mass media and methods of influencing the audience.
- **Adhere to ethical standards in legal practice:** Lawyers must adhere to high ethical standards and avoid using manipulative techniques in their professional activities.
- **Ensure the independence of the judicial system:** The judicial system must be independent of political and other influences, which will allow it to make objective and fair decisions.

Conclusions

The post-truth era creates serious challenges for effective communication, especially in the legal field. Manipulation and propaganda, appealing to emotions and irrational beliefs, can distort the real picture of events and lead to negative consequences for society. Overcoming these challenges requires the development of critical thinking, the promotion of media literacy, and adherence to

ethical standards in professional communication, especially in legal practice.

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