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## Semantic content management of media reports and so-called decriminalization of libel

The aim of this paper is to research public knowledge management in cyberspace, the communication methods of persuasion and the engineering of consent for the supposed decriminalization of libel in Croatian society. A sample of media reports demonstrates the methods of persuasion and of managing semantic content in a discourse which is in contrast with legal and moral norms. These methods relativize the meaning of libel and reduce the punishment. Thus, the consent to change social values has been provided, although libel, as a semantically harmful message, nominally remains a criminal act. The open question remains why an unauthentic media message is more acceptable to both professional journalists and the Croatian justice system than the simple solution that journalists and media should publish reliable data and information?

**Key words:** public knowledge management, persuasion, libel, decriminalization of libel