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## NEW MEDIA – GENERATOR OF NEW MANIPULATION TECHNIQUES

### Abstract

The rapid development of the internet, speed of the message spread, number, quality and variety of available information are causing changes in society. The general relevance used to be the criterion for the selection of information but it has been replaced by a new criterion, namely increase in earnings, entertainment, superficiality and banality. Journalists are not the only one and privileged producers of public information any more. Today, modern journalism is fundamentally determined by civic journalism, advocacy journalism and the rise of the PR industry that uses different manipulative techniques to achieve certain interests, especially by skillful mastering with new technological possibilities for the propaganda effect on public opinion. Inventing fake news, spreading the hate speech, creating positive or negative impression, individuals or interest groups achieve their economic, ideological or political goals.

*Key words:* new media, civic journalism, propaganda, interests, manipulation, techniques