

# **SSA Paper**

**2022**

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**BELIVIEABLE LIARS:  
COMMUNICATION OF OUR TIMES**

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Date of closing the manuscript: 2022, November, 7

## **Introduction**

### 1. 1. Communication as a special ability

Yuval Noah Harari- the acknowledged Israeli historian- made a very thought-provoking point in his book „Sapiens: A Brief History of Humankind”. He states that our language is a privilege. Although not in a term, that we are the only creatures that can share information effectively. The author points out that animals are also capable of communication, but on a different level. For instance, green monkeys use calls to warn each other if danger is praying for them. Zoologist interpreted their calls, which would probably sound in our language like „Careful! An eagle”. The experts also made an experiment to support their hypothesis. They played a recording of their call, as a reaction the monkeys instantly turned their head towards the sky, seeking for eagles. This experiments undoubtedly proves that we are not the only living creature, who are able to communicate. However, this fact raises a question. If communication is such an essential skill, what makes the human language so special? According to Harari, the main feature which distinguishes our communication from the monkey’s, is fact that while a monkey can only say that there’s an eagle, humans can tell from where, how many eagles are near and should we escape or not. Our language is much more informative, then any other language and that makes it a privilege (Harari, 2020)

### 1. 2. The examined topic

The previous section raises a very interesting point regarding how grateful the human society should be for our language. This is the reason, why in my research I would like to prove the power of communication by discovering the deepest levels, namely manipulation, brainwashing and propaganda. The core question I would like to find an answer to, is how we can make people believe in something that is not true, in other words what can be the possible methods for being a creditable liar. Therefore, the aim of my study is to prove that with the suitable communication every lie can be sold as truth.

Brainwashing was introduced by the American journalist Edward Hunter, who traced back this phenomenon to the era of World War II. This psychological intervention was commonly used by the total parties, in order to isolate the followers from their former connections and identities, consolidating a new mindset which was more favorable for the party and in the case of Nazis to remove the opposition in the minds of people. To realize how dangerous and powerful tool we talk about, let us take the Third Reich as an example. Despite the fact that Hitler unleashed the World War II, risking the lives of the whole German - and European - population to say nothing of the millions of innocents Jews, homosexuals and slaves who faced the deepest level of terror, millions of people voted for him, fought for him, agreed and accepted his views (wellcomecollection.org, 2022) One of the key factors which made Hitler to be one of the most influential historical figures were his mesmerizing public speeches, charismatic identity and the overall propaganda, that we can call brainwashing. As the Führer said *“Through clever and constant application of propaganda, people can be made to see paradise as hell, and also the other way round, to consider the most wretched sort of life as paradise.”*(alphahistory.com) Sadly, the Nazi takeover was not the only case in the human history, when people followed blindly the wrong leader in pursuit of a better life. Still in the 20th century, sects, tribes, use them consistently, pulling apart and ruining millions of families and uncountable lives.

Another disturbing fact is that even if we do not belong to any mysterious sect or under a totalitarian dictatorship, we are deeply manipulated. Although manipulation is a less extreme category of the cognitive mind control - compared to being brainwashed - still a very common, disturbing issue. What deepens this problem, is the fact that almost the whole society is affected, since in the golden age of media we are surrounded by thousands of messages, advertisements and articles, which even if unconsciously, have an impact on us in other words influence us. The strongest effects of the advertising can best be seen in the period of election campaign. Political propaganda gladly uses manipulation in order to tempt the voters of the opposition, by just conveying misleading, half true or false statements, which might have some credit, so the voters would rather believe it than checkup them. The key issue with this attitude is not only the fact that the final election results are deeply manipulated, but simultaneously citizens lose their sense of reality.

As a communication and media studies student, I do hold the impression that communication gives too much power and yet people do not recognize it, that is why the main purpose of this

research is to reveal the power of communication, to prove its importance and to emphasize the global issue it gives rise to.

### 1. 3. Methodology & structure

My secondary research consists of the examination of the relevant sources. The discussed theories and concepts will be illustrated through three case study analysis relating to each chapter. During my research I contacted two infamous psychologist and psycholinguistic professor in order to ask an expert's opinion on certain matters.

The scope of my research will cover the questions including what kind of verbal and non-verbal communication makes a serial killer look innocent? How can a cult leader pursue hundreds of his believers to commit mass – suicide? And finally, what kind of communicational technique can make a propaganda be effective? The three case studies are aimed at finding the answers for these questions.

## **Chapter 1**

### **Manipulation**

#### 1. 1. About this chapter

This chapter focuses on the main principles and characteristics of manipulation as well as on the process itself. The first thing to be examined will be the correlation between legitimate persuasion and manipulation. The second section will cover the psychological aspect of the issue. As a closure, the mentioned theories will be examined through a case study analysis on the serial killer Ted Bundy and his popularity.

#### 1. 2. Manipulation in general terms

Knowing what is so special about human language, let us turn to a more serious topic. The five basic function of communication is something that is repeated million times both in elementary and high school, which are the following: regulation, social interaction, motivation, information and emotional expression. So, communication in general terms is associated with a useful, positive ability that helps the society to live on. In contrast, the negative effects or functions tend to be ignored.

However, by just using a few simple words at the right time in the right way, - up to a certain border – anything can be achieved. This special phenomenon is called manipulation. Manipulation is defined by van Dijk as a complex phenomenon which involves social power abuse, cognitive mind control, and discursive interaction. Van Dijk claims that manipulation is a

*“communicative and interactional practice, in which a manipulator exercises control over other people, usually against their will or against their best interest”.* (Van Dijk, 2006)

A common feature of manipulation, that it is always a conscious deceiving of another person. Which basically means that, manipulation is only intentional, never unintentional. This sort of influence involves two levels that are needed to be distinguished. The first level is the verbal level - so what the manipulator says - and the second level is the implication - what they transmit. What makes manipulation noticeable, is that these two levels are in contradiction, simply put the manipulator is not speaking according to their intention. So, the manipulator might give a sign of approval, but their non – verbal communication suggests the contrary. (Halmai-Szigeti, 2022) This strategy is known as *crazy making* (Daniel Smith) The goal is to create a self – doubt, that should be so strong that the manipulated would feel that they are crazy. For instance, if I tell someone that she is beautiful, in a threatening tone. Another key thing to remember is that manipulation is only about the manipulator’s agenda, who wants to achieve something through someone. Basically, it is a special kind of use of someone, in personal relationships a sign of inequality. (Halmai-Szigeti, 2022)

Having discussed the general attributes of manipulation, let us further discuss the psychological aspects of this issue, starting with the general conditions of a successful manipulation. Based on my personal interview with the psychotherapist Tamás Halmai, the most significant condition of a successful manipulation is empathy. Meaning that a manipulator cannot use someone unless they really know the limits of the manipulated person. An illustrative example of this issue would be, if a manipulator asked a single woman to cook for her husband, when she does not have one. That would obviously lead to an unsuccessful manipulation. Acquaintance is critical to manipulate someone, since it is the only way to speak someone’s language. Determining the vulnerabilities is not only important to know one’s limits, but also for determining the tactics of manipulation that would effectively work on the manipulated.

In a successful manipulation, the manipulation has to conceal their thoughts and act as a normal person. Because whenever someone realizes that they had been manipulated, in general they will not stay long enough to be manipulated. Therefore, manipulators are often sweet, act as someone’s best friend. The last requirement is being ruthless. Manipulators never care

about the feelings of the manipulated. The only thing that matters is to reach the goal of the manipulator. (Smith, 2014)

Another key thing that plays a significant role in manipulation, is that appearance matters. There are countless of research suggest that people assume good looking people are more kind, intelligent and even more honest. The first thing that influences the perception of someone is their posture, since confidence increases the possibility of influence and persuasion. On the contrary if someone's posture is insecure that would decrease the possibility of persuasion, because their insecurity will evoke insecure feelings in the recipients. Smiles also very important in perception, because they represent confidence just like posture. Good grooming is not only attractive, but shows respect towards yourself and towards others. Even clothing has an impact on influencing others, since they reflect personality traits including confidence, identity or status. (Management Courses, 2022)

Moving on to another important question, let us examine the side of the manipulated person. A successful manipulation always evokes very strong emotions. These emotions are either guilt or pride. Political campaigns illustrate this point very clearly, when the representers of the election parties praise their nation - evoking patriotic feelings in the potential voters - who will vote for that party just to feel pride or appreciation. In this case the manipulator conveys that if the person obeys to them, that would serve a great value. On the contrary, if in a personal relationship the husband tells his wife that she should not go out with her friends, because that would make him feel lonely, that would – possibly - make the wife stay because she does not want to feel guilty for leaving her husband alone. In this case, the manipulator takes the role of the victim and pretends that the manipulated is the aggressor. (Halmai-Szigeti, 2022) This tactic – to evoke either guilt or sympathy is called *emotional blackmail* (Smith, 2014)

### 2. 3. What differentiates manipulation from legitimate persuasion?

As Van Dijk described in his book *Discourse and Manipulation* „*The crucial difference in this case is that in persuasion the interlocutors are free to believe or act as they please, depending on whether or not they accept the arguments of the persuader, whereas in manipulation recipients are typically assigned a more passive role: they are victims of manipulation.*” (Dijk,



20096) The main reason of this issue is that the recipients are often unable to see the real intentions or to understand the motive of manipulation. A classic example is when the government shifts the responsibility on the immigrant's or unemployment's shoulder for the economic hardships, so that people would blame them, instead of governmental policies. In this case, the success can be due to the lack of specific knowledge, which enables to recipients to resist (Wodak, 1987)

The second important dissimilarity that must be mentioned is being distinct. If the purpose of discourse is to share information – for example in case of teaching- in order to be understandable, we tend to use less complex and lexical vocabulary, speak slower perhaps repeating our ideas again and again. In contrast, if the purpose is to manipulate someone, the manipulator rather uses more complex sentences and abstruse words, speaks faster and less distinctively. It can happen for instance in a legal or medical discourse, when the aim is not supposedly informing, but more of manipulation. (Dijk, 2006)

So, manipulation is associated with a rather negative, or less positive phenomena, it the conscious leading of the unconscious audience.

Persuasion on the other hand is associated with a more positive ability that functions as the basis of legal, administrative and economic system. Furthermore, it is inevitable that legitimate persuasion is the foundation of democracy. Professor Raymond Ross wrote a very descriptive quote in his book *“Understanding Persuasion”*, which was *“Democracies use thoughtful ethical persuasion whenever they elect leaders, establish laws, or try to protect their citizens.”* Persuasion is the guiding power of civilization, helping generations to evolve. Just think about the high school smoking prevention classes, advertisement to promote blood donations and environmental friendly products or governmental tax breaks to support families. Persuasion is a tool used by parents to warn their children to refuse ride offers from strangers, by doctors to make their patients quit doing drugs and start exercising on daily basis, by teachers to inspire students to continue their studies in higher education. Persuasion is an indispensable pillar of the development of society (Hoffeldgroup, 2015)

Although manipulation is also based on persuasion, we can never confuse the two phenomena. As the Hoffeldgroup writes, *„Manipulation is the perversion of persuasion”* and it pretty well depicts the concept. Manipulation incorporates power, generally abuse of power (Dijk, 2006). The third discrepancy between the illegitimate and legitimate persuasion, is that manipulation serves the best interest of the manipulator while persuasion serves the best interest of all the parties. To clarify the major differences between manipulation and legitimate persuasion see table 1 below.

<b>LEGITIMATE PERSUASION</b>	<b>MANIPULATION</b>
contributes to the development of society	the only priority is the manipulator's interest
basis of legal and economic system	unequal discourse
convincing by rational reasoning	convincing by holding power of someone
freedom of recipients to decide and believe	the recipients are deceived
positive use of communication	negative use of communication

Table 1. Major discrepancies between manipulation and legitimate persuasion

1. 4. Manipulation and Cognition - Political view

As we discussed before, manipulating people means to have control of their mind, influence their thoughts not giving freedom to make their own beliefs. However, it cannot be stressed enough that is very important to differentiate manipulation from other mind management such as persuasion, teaching and informing. These activities are also based on having an influence on the recipients but it serves the interest of the recipients. Still there are some cases, where the border is very shady, for instance in case of political persuasion. That is why this section focuses on the political view of manipulation and persuasion.

In case of manipulating others, it is essential to have the same views and feelings of a certain issue. The term episodic memory refers to the memory of communicative event that is stored in the epidemic memory (Tulving, 1983) This is a crucial expression, we must clarify before understanding political manipulation. So, if I tell you a story, that will reflect my personal experience, view and feelings towards that event. In this process we form a subjective mental model including opinions, emotions, ideologies etc. In episodic memory we are not associating words with their meaning, but constructing mental models - again opinions, emotions, ideologies etc. - with that specific event we heard about. These mental models differ from individual to individuals - hence it is subjective. That is why it is very important to have the same views - so mental models - regarding a particular topic. Otherwise, the interpretation can vary from individual to individual, which can increase the probability that the recipients will

understand the discourse against the best interest of the manipulator. In order to avoid it, manipulators tend to form the mental model of the people. (Dijk, 2006) A very common - and disturbing - example is when women are being blamed after sexual harassment, because they were wearing „unrevealing” clothes, shifting responsibility towards the victim instead of admitting the fact that the local security is weak.

Actually, blaming innocent people and shifting responsibility is frequently used by governments, especially during political campaigns. The Spanish bombing in 2004 well illustrates this point. On the morning of March 11, ten bombs exploded on four trains in and around Atocha Station's city center three days before election. The Spanish government along with the Spanish media immediately accused ETA - a Basque separatist organization - of the manslaughter, although the investigations were focused on the Islamist militant group al-Qaeda. A few days later the investigations got closed, the terrorists caught and the government lost the election. The surprising fact was that the winner was the Spanish Socialist Workers' Party (PSOE) - which had strongly opposed the war - because the voters felt manipulated. (Van Dijk 378) This example does not only support the idea that government gladly uses manipulation, but also that our experiences, feelings are do attached to certain events and do influence our decisions. These theories will be examined later, in the chapter of propaganda. (Dijk, 2006)

### 1. 3. Case study analysis on the law student - serial killer, Ted Bundy

Theodore R. Bundy was born on November 24<sup>th</sup>, 1946. Although he had a rough childhood – since he was abandoned by his father, raised by a physically abusive grandfather and suffered from bullying and often teased by other kids – Bundy was a well - behaved child, later became a diligent and talented law student then a productive coworker in Governor Daniel Evan's re-election campaign. However, the most surprising fact about Bundy, is that he had worked for suicidal crisis hotline, moreover he was the director at the Seattle Crime Prevention advisory commission (IJCRT, 2022)

Regarding his private life, his first serious relationship was a three-year marriage with Elizabeth Kendall, who had a baby from a previous relationship. Despite the fact that the marriage did not work out, Bundy was a father-figure for Elizabeth's daughter (Women'shealthmag.com, 2020)

All in all, Bundy was believed to be a humorous, seemingly normal and successful man. No wonder why so many people could not believe that unselfish, hard-working and also nice-looking man could commit such a horrible crime.

Although Bundy was a gifted law student, he stopped attending the classes in 1973, then in the January of 1974, the mysterious disappearances began. The first victim was an eighteen – year – old University student, dancer called Karen Sparks. The serial killer broke into his apartment, beat her with a metal rod until she lost her consciousness then sexually assaulted her with that object. Although she survived the attack, she was in a ten-day coma and got permanent disabilities. The following victim – Lynda Ann Healy - could not make it alive, after she was assaulted Bundy took her body into his car and Lynda was never seen again (only her skull was discovered years later she was murdered). During the spring and summer of 1974, the number of missing young women across Oregon and Washington dramatically rose. Speaking in numbers in just six months, six ladies had been reported to be kidnapped. The brutality and the danger were unquestionable, Bundy beat than sexually abused the victims and later hid their bodies into a wood, or kept their skull as a trophy. Panic was undoubtable and even peaked when Janice Ann Ott and Denise Marie Naslund – a twenty-three and a nineteen-year-old woman – disappeared in daylight from a crowded beach. On that day, several other women claimed to the police, that they were approached by a man who tried to lure them to his car. Since the women gave the brand of the car – Volkswagen Beetle - and Bundy's first name, it was easier for the police to identify the culprit. Even though four people – including Bundy's ex-girlfriend, former psychology teacher, one of his coworkers and his close friend - contacted the police with the full name of the perpetrator, the police dismissed this tip because they thought it unlikely that a clean – cut law student with no adult criminal record could commit such a crime. However, the number of missing girls were still growing and more and more witnesses matched Ted Bundy's car with the car of the culprit. A that time moved Bundy to Salt Lake City for educational purposes, where he continued this psychopathic activity, murdering and raping young girls. Bundy's ex – girlfriend, Elizabeth Klopfer, reaffirmed her suspicion about Bundy to the police. By that time, her testimony was only one evidence out of the hundreds that prove the sinfulness of Bundy. The serial killer continued committing murders being unaware of his interest at the law enforcement, until he was pulled over while driving by the police, who found masks, handcuffs and blunt objects. One of the most surprising facts, was that even this amount of evidence - including the verbal testimonies and the bizarre objects – was not enough for the police to arrest Bundy. After he became a suspect in an earlier killing, finally got under surveillance. Later the officers found the wanted

Beetle, where they discovered hair that matched three of the victims. He was accused of kidnapping as well as murdering and he was sent to prison. During his time in the prison, he could somehow manage to escape and continue with murdering. A few days later he got caught and sent back to the jail. His second successful was the last time when he could experience the feeling of freedom. A few weeks later he was convicted and faced death penalty. (Allthaatsintersting.com, 2022)

His trials were everything but not ordinary. First of all, he rejected the lawyer he was offered for, instead he represented himself often referring to himself as Mr. Bundy. In most cases, Bundy acted really calm, detached and confident, so juts like an innocent man who was wasting his time for being accused of something he was not responsible for. As a result of his legal education, he was also very precise and sophisticated in formulating his answers. For instance, when the prosecutor asked “Do you recall your testimony in Utah”? he just said “I recall testifying in Utah”. His confidence was undisputable (Women’shealthmag.com, 2020).

One of the most unusual behaviors of him was his proposal during a trial. The lady he later married was one of his former colleagues from the Washington State Department of Emergency Services, Carole Ann Bone. Weeks before the proposal Carole moved to Florida just to be close to during Bundy’s trial (Women’shealthmag.com, 2020). She was one of his biggest admirers, who was certain about her lover’s innocence. They did not only get married while Bundy was on trial – because according to the Florida law, if two people make a declaration in court in front of the judge that means they are legally married – but they also welcomed a daughter, while Bundy was on death row (Bustle.com, 2019) Carole was not the only woman who fell in love with Bundy’s personality. The serial killer had fanatics all over the world, rooting for him and participating in the trials. These admirers – often called as “groupies” – put serious effort into their looks just to look like the victims moreover, in many cases they sent him fan mails that contained nude pictures or even marriage proposals (Refinery29.com, 2019) Despite all the evitable evidences a large number of women loved and adored him. They loved a man, who brutally killed and tortured at least 36 young women. He humiliated their body in multiple ways, multiple times. He terrorized several states, leaving behind nothing but fear, death and grieve.

However, despite his serial killer personality, he was a talented young man who could be a successful lawyer. Even Judge Cowart acknowledged Bundy’s profession “(...) *You're a bright young man. You'd have made a good lawyer...You went another way, partner.*”<sup>\*</sup> The se-

rial killer was sentenced to death then executed on January, 24, 1989. Right before his execution, he confessed to murdering thirty women (Women'shealthmag.com, 2020).

The main question this story raises, is that how it was possible, that despite all the unambiguous evidences Ted Bundy could manage to have fanatics and not just a few, but a whole army. There is a movie on the special case called "*Extremely Wicked, Shockingly Evil and Vile*" which is one of the most manipulative films I have ever seen. When I first saw the movie despite the fact that I knew that Bundy was guilty, after a while I started to doubt myself whether he did or did not do it. Of course, whenever I thought in it, I realized that it would be completely irrational that Bundy was innocent, but still even I had second-guesses, who knew the whole story. Therefore, in the following paragraph, I will find out how he was able to manipulate such a large number of people around the whole world.

There most important factor that played significant role in the overall judgement of Bundy is his non-verbal communication. He could not mislead only his fanatics, but also the policemen. This is one of the most disappointing things in this case, is that the tragedy Bundy caused could be avoided if the policemen would not have been so certain about Bundy's innocence based on his look. Going back to the main question of this chapter let us discuss *what made a serial killer so believable, that he even had fanatics.*

The first thing which contributed Bundy's manipulative figure is that he was a very likeable person before the murders turned out. Firstly, he was a handsome law student, worked in politics and actually was a quite pleasant person to be with. According to the state attorney Jerry Blair, who prosecuted Bundy in the Kimberly Leach killing- the 12-year-old girl who was the last victim of Bundy - one of the most significant reasons why Bundy could maintain his innocence is that he did not fit to the crazy, psychopath serial killer role. He was all the things a serial killer was not. He was charming, bright and even worked for a suicide hotline, which made him look very empathic and selfish. "He just doesn't look like the type to kill somebody" – stated by a young lady who participated in the court. (abc.net.au, 2019) His non – verbal communication was so strong that he was able to gain sympathy very quickly. Bundy represented confidence and as it is discussed above, confidence increases the possibility of persuasion. During the trials he often had one of his legs up on a chair, expressing nothing but confidence and calm. No surprise that people did not believe in the news. So, all in all, he did not act or look like a serial killer. That is why it was so hard for Bundy's beloved ones to digest the terrifying stories, since they were unable to picture him as a mass murderer. His so-

phisticated body language made him the master of manipulation. According to a forensic psychologist Darrel Turner, Ted used guile, cunning and charm in order to lower the victim's defenses before subduing them. With his charismatic figure, he was able to gain trust and sympathy of public. He often smiled on the stand, which also contributed to his manipulative personality. (Archivenewsfootage, 2015)

The requirements of a successful manipulation were perfectly presented. He did conceal his inner emotions and thoughts and did pretend to be a normal person. His confidence was so strong, that people did not rationalize the inevitable evidences that were brought up against him instead they relied on his confidence and outside appearance. Bundy also well recognized that most of his supporters are women. Therefore, the tactic was to gain sympathy, so to evoke feminine emotions. His unordinary proposal can be considered as a manipulation tactic, since proposing someone in public expresses a loving, caring and romantic personality and this enhances the question in the audience "*how could a good-looking, law student could cause harm to so many girls, if he just proposed to the love of his life?*". However, above all the last condition was the most represented, which is being ruthless. Bundy had no intention to care about the manipulated audience, all he wanted achieve was to get out. He clearly denied his involvement in any of the crime he was accused of, he did not care about the victims either.

To sum up this case, his likeable personality, charm and cunning enabled him to cover his psychopathic, serial killer personality. He was a professional liar and manipulator. It is terrifying that he was able to gain a fanbase, who loved a serial killer that ended countless - of innocent lives. Answering the main question of this chapter – *what kind of verbal and non-verbal communication makes a serial killer look innocent?* – it is body language. If the posture, the tone and the appearance express nothing but confidence, the audience will have a higher tendency to believe in the manipulator.

## **Chapter 2 - Brainwashing**

In this section I will present the main features, concepts and elements of brainwashing. Then correlation between manipulation and brainwashing will be discovered. As a closer, the mentioned theories will be discussed through a case study on the mysterious American sect, the Peoples Temple.

## 2.1. History

As I said in the beginning of my paper, the term brainwashing was first introduced by Edward Hunter - an American journalist – in 1950 during the first year of Korean War. He pointed out that there's been a frightening and rising danger, a psychological intervention perfected by the enemy states. This psychological intervention was commonly used by the total parties, in order to isolate the followers from their former connections and identities, consolidating a new mindset which was more favorable for the party. (wellcomecollection.org, 2022)

For example - going back to the Korean war - prisoners were often brainwashed by the Chinese generals who used a simple communication technique, asking questions. The brainwashing was so successful that they did not want to go back to their home country after they were let free. It is important to mention that the North-Korean prisoners of war were treated cruelly, so it was not a surprise that they wanted to leave once they could.

The method the Chinese general used was very simple, instead of torturing the prisoner the general offered him a cigarette. According to the psychology, whenever someone is treated nicely, the person -that has been treated nicely- will immediately feel the need to acquit the nice act. So, when the general asked a simple question -which in this case was if her mother is alive- the prisoners answered without any doubt. The following question the general raised was also not complicated, he asked the prisoner if he was happy in his country and the prisoner answered that he was. Then the general started to enquire about the issues in the prisoner's home country. The prisoner confessed that there were some problems with the black people, then the general asked the prisoner to write this sentence down. The prisoner had no will to resist, so he did what he was told to. The following day the general asked the prisoner to tell a story about the previously mentioned issue and the prisoner -since he admitted the existence of the problem, moreover there was a written proof of it- had no will to resist again, so he told a story. Then he was again asked to write that story down and the prisoner obeyed again. Later the general called a meeting with a group of the prisoners, the interrogated prisoner also took part in. The general read out the prisoner's confession about the minority issue loudly. The prisoner had no will to resist because he could not. He confessed to the enemy a negative experience from his home country and he faced his actions in public. The situation was unbearable for the prisoner. The soldier whose only obligation and will was to protect the country, seemed to be a traitor. In other words, the soldier who was believed to be a patriot, gave the impression to be traitor. Because he had no chance to resist- since the written evidence



proved the credibility of his confession- the prisoner started to accept the idea that his home country did have problems. Once the prisoner embraced the idea of staying in the enemy's country, the implementation of the communist ideology could begin. In most cases the prisoners who were brainwashed believed in the communist notions, even after they left the camp. (Siklaci-Szigeti, 2022)

## 2. 2. The basics of brainwashing

Making someone to abandon their former belief to take a new one without any physical coercion is the perfect illustration of the classic brainwashing. To summarize the process of brainwashing, in order to brainwash someone effectively three conditions have to be accomplished. The first condition is to break target's identity, so to isolate them from their former beliefs, since once the identity is broken the desired values, ideals or behavior can be replaced. The second condition is that the persuasion must be completed without any physical force or coercion, so the target has to reach the decision.

The third condition is that the target should be in complete isolation, therefore the normal activities the target used to do should be eliminated. This condition argues the second one in the sense, that the isolation can contain sleep deprivation or malnutrition which can be considered as a physical abuse. Although certain studies suggest that physical harm can contribute to lose one's identity, it is still being disputed if causing physical pain can be considered brainwashing or not (as according to the definition, brainwashing should not include any physical coercion).

However, in general terms, brainwashing is *a process where someone will be connived to abandon beliefs that they had in the past in order to take new ideals and values*. Although brainwashing is associated with a negative term, it has positive alternatives. For instance, if you move from South Africa to Illinois, there might be a chance that you need to change your values or ideals to fit in the new culture. (Smith, 2014).

## 2. 3. Correlation between manipulation and brainwashing

In order to differentiate manipulation from brainwashing, let me briefly repeat the basic attributes of manipulation. So, manipulation is a type of social influence that is aimed at changing one's behavior, perception or opinion (Smith, 2014). As I mentioned before, the agenda of

the manipulation always serves the best interest of the manipulator. In the process, the manipulator evokes either guilt or pride in the recipient, so that they would act according to the manipulator's wish. While in the case of brainwashing the main aim is to change not only one's opinion but the whole identity. So, the brainwasher's desire is beyond influencing one's mind, it is having control of someone. Brainwashing is also based on manipulation, however it is a much severer method. The process itself is much darker, starting with the breaking of the old identity. In both cases, the function is to influence the recipient, the difference is to the degree the influence should expand. Another important dissimilarity, is that manipulation is for short term influence, on the other hand brainwashing is for a longer, more permanent.

#### 2. 4. Case study on the Jonestown massacre

The Guanine Jonestown served home and shelter for hundreds of people in the early 1970s. The currently abandoned village gained fame after the mass murder-suicide on November 18, 1978, when 909 believers were ordered to commit a "revolutionary suicide" by the cult leader of the Peoples Temple Jim Jones. The Jonestown massacre were believed to be the greatest single loss of the innocent American lives until the events of the September 11, 2001.

Therefore, this section will investigate the mysterious case of the People's Temple, concentrating on the specific persuasion technique which preserved the belief of the believers, even in the moment of their suicide.

So, Jim Jones was a charismatic preacher, who founded the Christian sect, Peoples Temple in the 1950s in Indianapolis. By the late 1960s and early 1970s the streets of the United States were crowded with civil strives and riots induced by the Vietnamese conflict and the political assassinations, so there was no wonder that thousands of Americans craved for the sermons of the charismatic leader. Jones's speeches contained both socialist ideals and some Christian beliefs and what really grabbed his followers is the fact that the members of the church provided various assistance to the poor - including food, legal advice, housing, medical aids or student scholarship— both for black and white people. Moreover, Temple also developed an employment service system, which offered job opportunities for African-Americans. All in all, Peoples Temple was a shelter for those who suffered from racism or injustice in the United States or elsewhere.

In 1962 Jones had a prophetic vision, that a nuclear catastrophe is threatening the religious group, thus they moved the church to Northern - Caroline. By the mid-1960s the church had

100 followers who joined believing the sect would protect them from a potential nuclear holocaust.

Although People's Temple was thought to be a very humanitarian, caring and loving community - from the outside - the followers of Jim Jones were not always treated humanely. They were often abused physically, beaten or threatened by the cult leader that they would end up in concentration camps, if they left the community. Not to mention, that they had been often brainwashed to assign their possession – including their real estate - to the church. After the church began to be suspicious for the press, Jones decided to move the community and build their own autonomous village in Guyana. Three or four years later “Jonestown” opened its doors to the first residents arrived with hope and freedom.

However, the hope and freedom slowly disappeared as the months went by and the village was still in need of infrastructure. Sidewalks, sanitation, food production were still needed to be developed. Jim Jones's promised paradise seemed to lose its popularity.

The resident's opinion was very divisive, some described the village as a prison, some said it was a heaven on earth. Both two views had some credit in it, but one thing was sure, leaving the camp was prohibited. The camp was guarded by armed members to “protect the community from outer attacks” but the real reason was to prevent the potential escaping. The resident's hoped freedom was quite limited, as the phone calls were taped and the letters written to the families were censored (history.com, 2010)

The members of the Temple had to do tiring physical work for long days, meaning to be required to work from 6 am to 7 pm on fields six days per week. The food supply was also problematic, “*There were rice for breakfast, rice water soup for lunch and rice and beans for dinner*” claimed a young girl who could escape from the prison-village (jonestown.sdsu.edu, 2013) Moreover, whoever questioned the leader's authority, had to face serious - or rather painful - consequences. But still the top of all the tortures was the so-called White nights. “*The term was used to denote a crisis within Peoples Temple and the possibility of mass death during or as a result of the crisis.*” The white nights had many alternatives, thus there was two or three under the definition. A less common occasion happened when the community armed itself with weapons, tools or guns and stayed up for days expecting the attacks from outer forces and prepared to defend the village, even if it took lives. A more common one was the community meetings during which the community had to pledge their willingness to die in a microphone. But there were cases, when Jones just gathered the community together in the middle of the night just to talk about issues and concerns. However, nothing could beat his most bizarre ritual, his so-called “*loyalty test*”. Sometimes Jones had his followers practice a

revolutionary suicide, during which the residents were given a drink which was said to be poison. They drank it, expecting it would kill them. Then Jones told them that it was just a loyalty test and they successfully passed it. However, he emphasized that there the time will come when it will be necessary for the residents to die by their own hands. Later in this section, it will be seen that the time eventually came.

So, the physical and mental torture was unquestionable. Jim Jones certainly violated the rights of the believers and his religious teachings was at odds with the principles of church operation. Christ Johnston the journalist of the Guardian perfectly described Jones by claiming that “*He was an aggressively bisexual drug user, liar and narcissistic psychopath.*”. Beside the fact that he was an insane, paranoid cult leader with uncountable mental issues, he had fanatics who believed in him and followed his instructions.

The tragic happenings of 18<sup>th</sup> of November, 1978, will raise the main question of this chapter, which is *how could a cult leader pursue 909 of his believers to commit a mass - suicide?* In order to answer this question properly, at first the event must be examined.

So, in 1978, a group formed by former believers of the church and concerned relatives convinced the U.S. Congressman Leo Ryan to travel to Jonestown to make sure about the well-being of the residents. Therefore on 17<sup>th</sup> of November, Ryan arrived in Jonestown with a group of journalists. Although on the first day everything went well, the following they when the visitors said hi to the village, several residents approached the Congressman to ask them for passage out of the country. Seeing this, Jones became distressed and one of his followers tried to attack Ryan with a knife. The visitors immediately wanted to escape, but Jones’s people boarded their charter plane thus the congressman and four other visitors got murdered. In Jonestown, Jones ordered everyone to be at the main pavilion and commit the revolutionary act. “*If we can't live in peace, let's die in peace*” said Jim to his followers. <sup>\*5</sup> The youngest members of the church were the first to die, then the adults lined up to drink the poisonous drink, while Jones’s armed people guarded the area. Only a few residents could escape, the majority passed away. (history.com, 2010)

Having known about the event, let us find out why brainwashing was successful in this context. In order to properly answer how Jim Jones was able to pursue hundreds of his believers to commit suicide, I needed to contact an expert and that was the psycholinguistic expert, Dr. Síklaki István. Based on my personal interview with the professor, the main reason why people believed in Jones, was that he was the perfect man for them could save them. These people were cast away from the society, because of racism or injustice system. These people were desperate and had no option to fit in the society. Jones could not only connect to these people

but he was the one who helped and fight for them. Jones's intention did not include dictatorship or terrorism, he acted out of goodwill at first, however in the end his lost mind.

Whenever desperate people find someone, who can they truly trust, they tend to ignore the imperfections of that person by comforting themselves with the illusion that everything is okay in order to avoid disappointment. Since Jim created a place where everyone can feel accepted and not judged, they did not want to end the happiness the Peoples Temple gave them. The trust Jones gained, was undoubtable. The former believers claimed that what they saw Jones had power and used it for good, they did not care about the imperfections. This unconditional trust resulted in taking everything Jones said as truth. As it is discussed in the chapter of manipulation, evoking guilty feelings in the subject is common form of manipulation. The people in Jonestown often experienced this form of manipulation, as sleeping was considered as luxury, which meant that the members were forced to feel bad whenever they could refresh themselves (jonestown.sdsu.edu, 2013)

The conditions of the brainwashing were more or less accomplished. Jones could successfully isolate the believers both from their former believes and daily routines. The believers were completely isolated from their former routines. Due to the extreme sleep – deprivation, the believers stopped thinking on their own and let Jones think instead of them. One condition was not represented though, which was the lack of physical coercion. The residents of Jonestown were threatened by the guards that prevented the potential escapes from the camp. So, they were forced to believe in Jones but many of them did because of their own will, since they did not have anybody else to trust in.

All in all, there were two important aspect that made it possible that a cult leader could pursue hundreds of his believers to commit suicide. The believers acted according to Jim's desire either because they were forced or because they believed in the spirit of the Peoples Temple and in Jones' words. The tragedy could have been avoided, if the believers had recognized the toxic imperfections in the beginning. However, because they were so broken mentally and financially and Jones could help them, they rather ignored the flows and enjoyed the loving environment of the church. By the time Jones lost hist mind, the believers did not have chance to run from him. Some brave residents could escape, but it was a very dangerous movement.

To answer the main question of this paper - *how can a cult leader pursue hundreds of his believers to commit mass – suicide?* - Jim targeted the perfect audience. He was the right person at the right time and place, doing the right thing. His community blindly followed him in the pursuit of a better life and when they could realize the danger, they did not have the chance to

escape. This chapter presents that timing and placing also plays a crucial role in being a creditable liar.

## Chapter 3

### Propaganda

#### 3.1. Terminology, history and techniques

According to the definition of Cambridge Dictionary propaganda is “*information, ideas, opinions, or images, often only giving one part of an argument, that are broadcast, published, or in some other way spread with the intention of influencing people's opinions*” . The term became popular during the World War I, however the phenomena itself can be traced back to the ancient times. In the ancient Asiatic civilization, the majority of the people lived under despotism and there was no channel for them to formulating their own opinion or wishes as a group. In Athens however, the Greek citizens were conscious of their interest and well-informed on the issues that affected them. Since the Athenians that time lacked in the modern tools of propaganda – such as radio, television or newspaper – they were forced to use the theater, law court, games or religious festival as an opportunity for propagandizing ideas and beliefs. For instance, the Greek playwrights were written as a purpose of political, social or moral teachings. By the 16<sup>th</sup> century the propagandistic methods were modernized and very similar to the current ones. Throughout the Middle Ages and also in the later historic periods until the modern times, the society has been characterized by propaganda. (historians.org, 1944)

Returning briefly to the subject, in general the propaganda is aimed at manipulating other peoples beliefs or attitudes. In this context, manipulation is not supposedly negative, since intelligent manipulation of organized habits and opinions are important element of the democratic society Propaganda can be also defined as an “invisible governing system”, which contributes to the orderly functioning of society. The general concept behind propaganda is in the process of voting usually people make decisions by public questions and if every man had to study the complex political, economic and ethical data in every question, it would be extreme-

ly hard for them to have a final conclusion about anything. This is the reason why most people let themselves be led by the governmental bodies, that shift data and highlight the outstanding issues, so that our choice will be narrowed to practical proportion. However, some of its elements are quite divisive and can be criticized. For instance, the manipulation of news or the general ballyhoo by which politicians, social ideas or products are implemented into the society's mind and consciousness. Yet whether, propaganda is good or bad it crucially depends on the correctness of the published information. (Bernays, 1928)

### 3.2 The process itself

As it is explained in the previous section propaganda is aimed at promoting a desired belief, attitude or values by influencing or shaping the opinion of the audience through mass communication. In this section the focus will be on the process, so how propagandas work starting with the specific propagandistic techniques and essential principles then later in the next section, these ideas will be proved if they work or not.

There are several techniques that can be used in order to change one's belief or behavior, but these techniques never work on their own, since they are mixed in order to create successful propaganda campaign. One of the most common techniques is pinpointing the enemy, during which the propagandist explains to the audience who the real enemy is. The psychology behind this concept is basically that people do not like taking responsibility for their actions, it is always easier to blame someone instead. So, when the propagandist says to the audience, that if they feel miserable it is not their fault, but the enemy's, the audience will have the intention of believing in this idea and blame the created enemy. The second most common technique is assertion. Assertion is when an opinion is presented as a fact. It can be easily noticed, since when assertion is used sentences are started with expressions such as "studies have shown that..." or "We all know that...". These expressions give an impression of logical reasoning, so the propaganda will sound more believable. The third technique is called "shift of scene". In this technique the propagandist is shifting the attention from something that is unfavorable for them, to something that is more favorable for them. For instance, if a politician is being asked about a certain – usually embarrassing – question instead of answering it, they would rather shift the attention towards another question. For example, by saying that "This is not an issue, but this is an issue..." and counting the sentence with emphasizing an issue that is successfully being solved or on the way to be solved.

The fourth technique is called the “Bandwagon”. In this case the propagandist does not explain and give exact reasons why the audience should follow a certain course of actions, they would just argue that everyone else is doing that. This idea is based on the concept, that since humans are social animals it is a need for them to be with someone and they would rather be wrong with hundreds of others than to be right on their own.

The fifth technique is called virtue words. The virtue words, are words that everyone can perceive positively, such as security, freedom, happiness or peace. These words are used since they evoke positive feelings in the audience. (Universiteit van Nederland, 2021)

Regarding the principles, the most essential condition of a successful propaganda is to remain undetected. If the audience identify the propaganda, it is not going to work since if someone believes in a myth or a concept, they will be offended it is qualified as propaganda. The second principle is to be emotional, not rational. The propaganda has to speak to hearts and guts, instead of the intellectual minds. The more emotional the propaganda is, the more powerful it will be. The principle is being binary, meaning that propaganda must make the world black or white. So, it contrasts the wrong decision with the right decision, there is nothing in between, something is either good or bad. The fourth principle might be the hardest one to explain, which the coolness of propaganda. Propaganda needs to be cool. In this context it means that it supposed to be something that the audience wants, not something that is forced upon. The fifth principle is remaining simple. The message of propaganda must be as simple as it can be in order to everyone understand the message. Once the simple message is created, the sixth principle applies, that is being repetitive. (Universiteit van Nederland, 2021)

This principle is supported also by Daniel Kahneman whose theory was that the more we see or hear something, the more likely it will give an impression of familiarity and the most important thing is, that this impression of familiarity will evoke in us the feeling of truth. As the author described *“A reliable way to make people believe in falsehoods is frequent repetition, because familiarity is not easily distinguished from truth”* (Kahneman, 2011) Another important technique is to make the audience fear from something, by saying that if they do not act as they suggested some disaster will threat them (this special technique will be discussed more detailed later). Name – calling is also a common method, during which a negative word is used to create a public prejudice regarding a certain person or group, an illustrative example would be for this technique, when Hitler labeled the Jews as rats(.physics.smu.edu) The transfer technique uses positive associations to make someone or something more favorable for the audience, it used when an American flag appears in the background of the political candi-



date's speech. Slogans can be also a very effective tool, when a catchphrase is being created to summarize a concept such as Donald Trump's "Make America Great Again" slogan (verywellmind.com, 2022) The last technique that will be mentioned is the virtue words.

Propaganda and public relations are one and the same. The term – public relations – was introduced by Edward Bernays, who realized that humans are irrational as well as they can be the best persuaded by using emotions instead of strong arguments and logic. Bernays also recognized that propaganda needs to be redesigned since its negative connotation. Therefore, he turned to propaganda into public relation, which is although the same, the perception of the two phenomena is different. His most famous campaign was the torches of freedom, where he created a mythology that associated the act of smoking for women with expressing freedom, just like the Statue of Liberty holding a torch. It is needed to be enhanced once again that public relation is the rebranding of propaganda, but it is still being viewed more positively.

The future of propaganda is still being formed. There is an assumption which suggests that in the future the number of propagandas will be increased. One possible reason for this assumption is the fact that today's society is facing *hyperinformation*. This term means that there is an overload of information, consequently people do not know where to get the right information. This issue causes another issue which is *misinformation*, that means to inform wrongly with no intention to mislead. For instance, when people need an answer for a certain question, usually they do not open a book and get an expert's opinion on that matter, instead they click on the first finding in Google. That causes the issue, as Google is a search engine, meaning that the first finding will not be the most acknowledged or professional one, but the most popular. That is why Wikipedia is generally the first finding, when something is being searched. Wikipedia is a very fast and easy way to gain information, furthermore it is using a process called *consensual knowledge*. Consensual knowledge means that if we all agree on something, that must be true (bandwagon effect). These attributes explain the popularity of Wikipedia. Although the accuracy of Wikipedia is highly debatable, the users will not stop using it since it is fast, free and enough true for them, so enough for a fast free piece of information. The misinformation and lack of trust in gatekeepers – journalists, experts and other specialists – can increase the power of propaganda, especially on social media since social media is getting to be more trusted than reliable source of information. (Universiteit van Nederland, 2021)

### 3.3. Case study on the Hungarian Soros campaign

The Hungarian Soros campaign in 2017 very well illustrates this idea. In that time streets, main roads as well as the social media were covered with almost the same picture, a portrait of Soros György with captions such as „Soros would settle millions of Middle - Asians and Africans” or „You have the right to know what Brussel has been up to” or just simply „Stop Soros”. These quotes raise the question of who is Soros György actually. In effect, he is a business man working in the United States and of Hungarian descent. Later in 2019 George Birnbaum – one of the main creators of this immigration campaign –unfolds to a Swiss dailies how he created with Arthur Finkelstein the perfect enemy for the government Fidesz.

To understand the methodology of the mentioned campaign, we must clearly what the *Finkelstein-method* is about. Arthur Finkelstein has already been a very famous political strategist, when George Birnbaum met him in the 90’s. He was the first strategist who recognized that the most common things people are afraid of are drugs, criminalities and rases. Afterwards he came to the conclusion that the most effective way of persuasion is to make people be scared of something. There is two step that a party needs to make in order to manipulate the voters effectively. The first one is to create an issue which scare people (let’s take immigrants as an example) the second one is to pursue the voters that this fear is coming from the opposition (because they want to settle immigrants). Finkelstein focused on the power of negative campaign and noticed that the so-called hate campaigns are much stronger, than publicizing the own campaign of the candidate. He assumed every election has already been decided by the time the people make their vote. Most people know from the start who they are going to vote for, and it is quite hard to make them change their minds, therefore the voters are needed to be demoralized. This phenomenon is called *voter suppression*, which is quite spread globally from the US to Hungary.

Another important concept that is developed by Finkelstein is the *rejectionist voting*. This term refers to the phenomena, when an enemy is singled out who can be blamed for everything that the voters think is bad, in other words getting the other candidate as an evil. The aim of this strategy is to make the voters lose their faith and trust, moreover to prove the unre-

liability of the opponent candidate. These attacks should be shocking and surprising so the media would pay attention to them.

Having these concepts in mind, let us return to the 2013's Soros campaign. So, the aim was to find the perfect enemy who is responsible for all the horrible things a nation can suffer from. This campaign included two important elements. The first element was to create a dramatic, historical narrative for Hungary. In this issue his main assistant was Mária Schmitt, the director of House of Terror. According to Schmitt's view, the Hungarian nation was constantly under occupation, whether by Ottomans, Nazis or Communists, so the most important task is fighting the foreign influence and to defend Christianity. The other important element was the continuance of the notion, that the foreign capital is attacking Hungary. They needed a figure who did not only control the dangerous foreign capital, but also embodies it. This picture perfectly fitted George Soros, the main enemy, who has the shadowy background power and the intention to attack Hungary (at least according to the Fidesz.) Soros seemed to be perfect for the „role of evil”. Firstly, he is out of the political spectrum, so had no chance to return to the charges, secondly, he wasn't even in the country.

The campaign started in the August of 2013 when a government-friendly weekly published an article attacking the Soros supported non-governmental organizations. This article was the origin of the conspiracy theories spread by the government and government-friendly media, that Soros is attacking Hungary. This scandal was followed by investigations, laptops were confiscated, payments were frozen but the authorities found nothing. The next scandal were induced by the immigrational crisis of 2015 and an essay written by György Soros, where the business man forecasted that in the near future one million refugees would cross the European Union's border annually. The government propaganda called this the „*Soros plan*”. In this way Soros became the evil of Hungary, who would settle millions of refugees to both Europe and Hungary. At the end of 2015, the hate campaign continued both on billboards and in social media. The results were immediate and favorable for the Fidesz, Soros's popularity dropped and became the devil of Hungary.

The Soros-plan spread worldwide. The strategy was so effective and successful in Hungary, that the Birbaum-Finkelstein duo sold their product from Columbia to Israel. For instance in Italy in 2017 - according to the Italian media - Soros supported refugee ships, in 2018 Presi-

dent Donald Trump claimed that refugee caravans heading to the US-Mexican border were also financed by Soros.

These ideas are still characteristics of the Fidesz campaign, just think about the „Mini Feri” campaign of 2022 where the government party postured the new Prime minister candidate (Péter Márki-Zay) as the „mini/new version” of the former failed minister, Ferenc Gyurcsány. Later in that campaign they also used the war as a fear, and tried to convince people that Péter Márki-Zay would escalate Hungary to the Ukrainian-Russian conflict as well as conscript the youth, while Viktor Orbán - the current Prime Minister - would protect Hungary and of course the families. Both election campaign was successful, the Fidesz won with two-third majority. Having discussed the general concepts and the Soros propaganda itself, let us examine how these communicational techniques worked in the mentioned propagandas.

The Soros propaganda perfectly illustrated all the principles that are needed to a successful campaign. The propaganda was repetitive. There was no day without hearing or seeing a “Stop Soros!” campaign, YouTube advertisements, billboards were all about the hate campaign. The propaganda did speak to the hearts and guts of the audience, especially during the election campaign of 2022, when the main slogan of the Fidesz was “We protect the families.” That time the main question of the election was if you want Hungary to escalate into the war or not. If you want peace – and protect your family - vote for the Fidesz. If you want war, vote for the opposition. In the case of the Soros campaign, if you want security vote for the Fidesz, if you want illegal immigrants vote for the opposition. This decision-position illustrate the binary effect, so everything is either good or bad, war versus peace, security versus immigration.

Regarding the techniques the most noticeable one was the *pinpointing an enemy*. The enemy was well picked, since Soros was out of the continent. So, it was easy to blame him and as it is said in the previous section, voters prefer blaming someone then taking responsibility. The Virtue words technique is also characteristic of the Fidesz campaigns, in the case if Soros campaign the word was security – relating to the migrant crisis – in the Mini Feri campaign the words were peace, family, protect. These virtue words became highly associated with the Fidesz and the negative words such as immigrants, terrorism or war became associated with the opposition. People attached these expressions to the parties, in this way that made the voting much easier. These propagandas also present the technique of making the audience fear of something. As Birnbaum well-recognized the most common fear – drugs, criminalities and rases – and how they can be used as a motivational tool.

The secret of the successful Soros propaganda was that the government party stuck to the general principles of a propaganda. So, the message was simple, repetitive and motivational. The techniques of creating fear or an enemy absolutely worked. All in all, the communication of both the election campaign of 2018 and of 2022 was very well-planned, meaning that the campaign strategists were able to recognize what and how they must communicate in order to get the public voting for them.

### **Final conclusion**

As a closure, let me summarize the findings of my paper as well as the final answer for the research question. In order to be a creditable liar, the focus should be on the method of communication instead of the subject of the communication. That basically means that the content is marginal compared to the strategy of the communication. There three are important elements of creditable lying. First of all, body language matters. Generally speaking, people judge other people based on their look. As it was seen in the Ted Bundy case, the policemen at first were quite sure that Bundy was innocent, because why a would an intelligent law student cause harm to young girls. Therefore, way how someone is speaking and the way they look is crucial in order to gain trust. The second step is based on the first one, so gaining trust. As it was seen in the Jonestown massacre, once someone trusts in the other the imperfections tend to be ignored and the belief in that person will grow. The last thing that plays a key role in creditable lying is preparation. The message that is wanted to be transmitted should be as simple and repetitive as possible. The perfect timing and placing – to know what to say and when and to whom - are also important part of the planned communication. All these little things contribute to the overall trust in the speaker and that trust will result in believing in the speaker in-

stead of believing in the truth. So, the final answer for the main question of my paper – how can a lie be sold as truth – is planned communication. Even if it is a lie, if that lie is presented by the right person, with confidence, with the right expressions and in the right time and place, every lie can be sold as truth.

The discussed case studies well present the power of communication. Without human language these cases could not happen, communication. Communication is useful tool of the human society, but as soon as it is used for a certain purpose, it becomes a dangerous weapon.

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