

SZIGETI CSENGE

Active semester 3
Communication- and mediastudies
BGE KKK

Supervisor:

Dr. Krasztev Péter
associate professor
BGE KKK

Believable liars - communication of our times

The aim of my study is to prove the power of human language by discovering the deepest levels of communication, primarily focusing on 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 credible liar. The scope of my research will also cover other questions including how these mechanisms work, so what is the general psychology behind them.. The correlation between manipulation, brainwashing and propaganda will be also examined.

The findings are based on several relevant academic sources and my methodology is concentrated on a case study analysis. Three relevant case studies will be investigated related to each topic, namely on the serial killer, manipulation master Theodore Robert Bundy, on the Jonestown massacre as well as on the Soros propaganda of 2018. What I would like to find out, is how it is possible that a serial killer had fanatics, a mass murder had believers and what kind of communicational tools make a propaganda effective. My analysis focuses on the specific persuasion techniques, which made these people (or government) so believable, whether it is manipulation, brainwashing, or propaganda.

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.