

## **Features of manipulative technologies in Russian political discourse (on the example of the tatarstan republic mass media)**

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### **Abstract**

This article is devoted to defining tendencies of manipulative communications development in the regional press of modern Russia. The information field of the Tatarstan Republic having the developed system of media communications is chosen as research object. Influence on mass audience in this region differs in the fact that mass media don't create essentially new events, and only place accents concerning the happening processes. In a temporary and substantial continuum forms, methods, intrinsic features, specifics of manifestation and nature of the manipulative technologies used by social and political editions of the Tatarstan Republic in reflection of political processes come to light. Character of the manipulative tools used by the regional press is defined. Factors of influence on use of manipulative tools and their features are allocated in the press, regularities, dependence of application are defined by social and political editions. In the context of communicative approach features of the media manipulation technologies used in information policy of regional editions are designated.

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### **Keywords**

Manipulative technologies, Mass media, Political discourse, Psychological automatizm, Regional press, Tatarstan republic