AS A PUBLIC FORMATI ON MECHANISM FAKE NEWS

IRINE TSINTSADZE

Doctor of Masscomunication, Batumi Shota Rustaveli State University, Georgia
E-mail: tsintsadzeirina9@gmail.com

In today's democratic society, the perception of freedom of speech and expression simultaneously triggered the spread of so-called disinformation. How "fake news" affects the formation of public opinion. Consideration of the impact of misinformation on people, public functions, and especially political communication, has therefore taken on added significance.

The definition of "fake news" derived from propaganda emphasizes its political function, which is driven by economic factors, once more. Fake news is not a new phenomenon; it has existed in the past. It is a phenomenon as old as the media itself and may have existed since the beginning of free speech. However, as society and technology have progressed, "Fake News" has acquired a new content load, which has a variety of effects on the relationships between the public and political subjects.

In addition to its undeniable benefits, the advancement of technology has brought serious problems to the modern world. It goes without saying that the Internet greatly simplifies communication, expands the area of information acquisition, permits freedom of expression, and increases the number of informed citizens; however, there has been an increase in the prevalence of false, unverified information, which has a negative effect not only on individuals, but also on Even international relations are affected by political forces.

"The peak of the spread of false information" in Georgia occurred during the 2018 presidential elections, when the "battle" between the government and the opposition took place not only on social networks (such as "Facebook," which Georgians use most frequently) but also on television, where the opposition flank was more visible. Several mechanisms exist to combat false information, in which society should actively participate:

First - detection, naming, and cataloging of media outlets spreading false information;

Second - raising the level of media literacy so that society has the so-called "fake" detection techniques;

Third - immediate response to the dissemination of false information - its cancellation.

Critical thinking is one of the most significant problems we face; we cannot accept everything we see and read, and critical thinking should be taught in school and higher education.

Journalists, non-governmental organizations, the government, and society should all be responsible for addressing these issues.

The majority of media outlets are dominated by politicians and analysts. Rarely do we see the representatives of scientific circles who should provide us with a scientific analysis of this or that event.

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