# Disinformation as a Social Phenomenon

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**Abstract.** Disinformation has created a new global disorder, where the new conditions of production, circulation and consumption of information have made disinformation an important geostrategic tool that, associated with hybrid techniques, requires a reformulation of the action of communication media. **Methodology:** We analyzed the way the media disseminate information based on five filters indicated by Chomsky and Herman [1]: Filter 1: Importance, ownership and orientation of the benefits of the media; Filter 2: Advertising as the main source of income; Filter 3: The provision of news to the media; Filter 4: The corrective measures as a method to discipline the media; Filter 5: Anticommunism as a control mechanism. **Results:** The analysis carried out shows that, in addition to false news, real news are manipulated and oriented to polarize, requiring an adaptation of society in the construction of a new cognitive muscle. And social networks cannot counteract the global highways of disinformation that cross countries, continents and languages.

**Keywords:** Disinformation · Fake news · Communication · Public manipulation · News

## 1 Introduction

We spend our lives accumulating knowledge and experiences in order to build a personal identity and an individual worldview, through which we observe and understand new information and knowledge. The construction of this lens is ongoing and subconscious for most of us most of the time. Often, when we receive new cognitive information that "feels right" for the lens we have constructed, we continue without making many adjustments. We may reach a point where something shakes us up enough to require us to change focus or find a new pair of lenses altogether. No matter how individual events or messages may shape our internal understanding and external perception, we are likely to benefit most from seeing as much of the picture as possible from as many points as possible. That is, our understanding and accuracy of vision are more guaranteed by understanding the context and seeing enough to make our own choices of where and how to "pick out" the information that makes sense of our reality.

Thus, if the role of worldview in the construction of a viable society depends on the information we receive, we must ask ourselves: what happens when the information we are receiving is false and manipulated; moreover, it is not readily visible?


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Misinformation, lies, hoaxes, false advertising and "fake news" have been updated under the name "fake news". So this is not a new phenomenon. Although the use of the term fake news is relatively recent - popularized during and by the US campaign between Hillary Clinton and Donald Trump - the phenomenon of disinformation is much older than recent history suggests.

As early as the sixth century B.C., the Chinese general and strategist Sun Tzu explained in the famous book Art of War the importance of deception in the conduct of conflict. In particular, he insisted on the need to find a compromise between truth and falsehood in order to make fake news as credible and effective as possible. To do this, it was necessary to properly calibrate its purpose and, in particular, the target people, by playing a combination between real data and the purpose of the interlocutor [2].

This method was also used in the 1st century to justify the Roman persecutions against Christians. Marriage between "brothers and sisters" meant eating "the body of Christ". Those who committed this offense were accused of incest and cannibalism. The Roman authorities manipulated the emotions of the multitudes to arouse a feeling of indignation and rejection that legitimized political condemnation, itself based on moral disapproval.

Since the 1880s and during the sixty years in which contemporary anti-Semitism was relentlessly anchored in Europe, fake news directed at Jews increased and grew, from the Protocol of the Elders of Zion, a false plan to conquer the world by Jews and Masons, to the debates over the entry into Canadian territory of tens of thousands of European Jewish refugees in 1943–44 [3].

In the Middle Ages and in modern times, the same mechanisms are at work in societies where rumor circulates quickly and where the powers that be do not hesitate to instrumentalize multiple and unfounded noises in a public space in which they shape. In recent years, this fight against misinformation - or "fakenews" - has become a cornerstone of contemporary political debate. It serves as a support for politicians who wish to defend their public action or to be exempted from any behavior harmful to their career, or even for states seeking to destabilize an opponent [4].

The phenomenon of false information has been multiplied by a new model that is based on a triad: creating a rumor, strengthening it through lies, and disseminating it in publicly accessible information sources. These resources enable and diversify the dissemination of false information. The mechanisms used in this triad are essentially aimed at capturing the attention of Internet users, generating an impact and convincing the user to share and amplify its acceptance. The goal is simple: to manipulate the reality of the facts. This mechanism involves, for example, discrediting a public figure, destabilizing him, or undermining his reputation. Once the rumor is shared by the largest number of people, it becomes credible. The same "scheme" works to alter reality about any concept or reality that differs from the belief of the spreader of a fake news story. In contemporary times, the qualitative and quantitative change in the dissemination of information is a turning point in the way we receive content of all kinds, expanding the reach and power of information, centralized in large media centers.

This paper analyzes a theory about the manipulation created by mass media companies, which are responsible for much of today's information and entertainment "content".

We will describe this framing process in light of current media trends, including additional theories about the influences and driving forces behind the production/distribution of information to the general public. Finally, we will discuss some ways and suggestions for preserving the balance by increasing awareness of "framing" and alternative views (those outside of the mainstream mass/multimedia media we have access to).

## 2 How is Information Selected?

Every day, hundreds of news stories arrive in the newsrooms of major newspapers and media conglomerates. How do the editors decide what they will inform us about each region of the world? Why do contradictory news stories sometimes appear, and at other times they are all repeated synchronously?

The selection and construction of the news, from the discursive-argumentative point of view, signals to us that there is no informative neutrality or impartiality. The very defense of this type of argument from the editorial point of view, is, above all, an ideological position in relation to the discourses that the newspapers construct.

When a newspaper chooses a cover with the denunciation of an act of corruption or the educational methodology of the Ministry of Education, no matter how apparently objective its presentation may be, it is assuming a certain position, tied to the ideological positions defended by the newspaper. Therefore, our first mission must be to discover the mechanism of news selection.

An analysis in this respect comes from the American linguist Noam Chomsky and the economist and media analyst Edward S. Herman, in the book The Manipulation of the Public [1]. In their analysis, they present us with what they call "Filters," that is, the verdicts by which money and power filter the news until it is ready for publication, marginalize discrepancies, and allow government and dominant private interests to find a suitable message for the public. These are structures of power and ideology that are often ignored by information professionals. This is because the current model is absolutely internalized. Let's take an example: In April 2008, the purchase of a DVD, television, or cell phone was allowed in Cuba [5]. All journalists and also citizens interpreted it as an advance of Cubans' freedoms; they reported about freedom not in the economic sense, but in the political sense. They forgot that this criterion of freedom ignores one detail: the availability of money to access the products that carry the news. In our model, we call everything we can do freedom if we have the money for it; therefore, it is not freedom. Cubans who did not have money could not buy these products.

With this example we don't intend to question the Cuban government's measure, we only want to highlight the imperceptible ideological bias that the media and the citizens apply in the interpretation of reality. When it is said that a sign of Cuban repression is that lobster fishermen are forbidden to keep, consume or trade them, we forget that not even the waiters of seafood restaurants in Porto Alegre can afford to go to that restaurant to have dinner with their friends. Not even the mason who builds luxury villas on the beach can spend a single summer day in one of them, i.e., there is at the foundation of discursive constructions, their historicity, ideology, social class struggles, and the action of economic, political and social power.

But let's go back to the filters, the mechanisms by which it is determined what is news and what is not, what we should be interested in and what we will talk about in

the cafeteria when we have breakfast with our co-workers, what the experts call agenda setting[1]. It is not so much that they set our ideology, to the point of selecting which topics should interest us, which is more than imposing an ideology, because it means replacing reality, even more so in a world where social relations have greatly diminished to the detriment of our role as media consumers.

## 3 Methodology

In this paper we analyze how the media disseminate information based on the five filter theory of researchers Chomsky and Herman [1]. The definition of each filter is:

Filter 1: Importance, ownership and benefit orientation of media;
Filter 2: Advertising as the main source of income;
Filter 3: The supply of news to the media;
Filter 4: The corrective measures as a method to discipline the media;
Filter 5: Anti-communism as a control mechanism.

## 4 Results

According to Chomsky and Herman's [1] model, the media operates through 5 filters. These are:

Filter 1: Importance, ownership, and benefit orientation of the media
In the 19th century, the workers' press in the UK had a key role with the workers, their cultural problems and the potential to foster organization and awareness [7]. As much as it bothered the government, they could not try to stifle it because they risked popular revolts. It was in the late 19th and early 20th centuries that the industrialization of the press came, so that the investments needed to start a newspaper went from 1,000 lb in 1837 to 50,000 in 1867. The Sunday Press, which appeared in 1918, needed two million pounds. For industrial development to achieve what no government had ever achieved: to extinguish all the informational projects that did not have a large investment [8]. The most humble people lost the right to co-administer a means of communication as a result of the big fortunes that started to dominate the publishing market. This is a phenomenon caused by globalization. It is enough to observe the current panorama to realize that behind the media there are powerful business groups that disseminate international information through local media, which simply replicate the content of large agencies. Currently, 80% of the news that circulates around the world comes from four international news agencies: Associated Press, United Press International, Reuters, and Agence France Press. These agencies are the ones that set the agenda and provide most of the international news [9]. In the Brazilian case, the newspapers of large circulation are controlled by five families, which seek to meet their own interests and those of the political groups they represent. We would like to recall an episode reported by Fernando Morais [10] in his biography of

[1] The agenda setting hypothesis is a type of media social effect that comprises the selection, arrangement, and incidence of news about topics of public interest [6].

the journalist Assis Chateaubriand, Rubem Braga opposed to the censorship promoted by Chateaubriand in a chronicle that would be published in Diários Associados, protested to the owner of the newspaper, the latter would have replied as follows "If you want to have full freedom, Rubem, buy a newspaper to write everything you want". We believe that this anecdote portrays the reality of media conglomerates, that is, opinion in the newspaper only exists in the spectrum of the conglomerate's own performance.

Until recently, the main threat to information plurality was the concentration of media in a few media companies. These companies have managed to make their work more profitable by offering the same information product to feed the newspaper, radio, and television of the same media group. As media owners have ceased to be pure communication groups, they are now simply colossal economic groups that need not have communication as their core business. The progressive accusation that they have turned information into business has also been left behind. With most of the mechanisms of domination by violence eliminated in developed countries, the value of shaping public opinion is now so high that it is worth spending money on lost funds. Therefore, many media have become mere image departments of the business sectors. Thus, we have in our press, radio and television shareholders who are banks, financial companies, insurance companies, telecommunications companies, or even guns. Bankers and business executives who have no relation to information sit on the boards of these media companies.

The financial engineering is such that we can't even tell if they make a profit. If they want to improve the newspaper's income statement, all they have to do is inject shareholder advertising (Vale, Petrobras, etc.).

Filter 2: Advertising as the main source of income

Obviously, in the case of the British press in the 19th century the selling price of the newspaper had to cover all production costs. In this way, income depended only on the number of citizens who bought it. The addition of advertising began to serve as extra income for the media that catered to the public's preferences. Newspapers that got it could even reduce their selling price. On the other hand, those that did not attract advertisements had more expensive prices, reduced their sales, suffered losses or less benefits to reinvest and improve their sales possibilities (color, attractive format, etc.). As Chomsky and Herman [1] say, with advertising, the free market does not offer a neutral system in which the buyer finally decides. The advertisers' choices are those that influence the prosperity and survival of the media. Just look at how the calls for boycott are not directed at the public, but at the advertisers. Currently, what we pay for a newspaper is equivalent to 50% of its cost and the advertisers pay the rest. The newspaper that does not have the advertisers' approval must cost twice as much, even assuming that the same number of people buy it; if fewer people buy it - which would be logical if it costs twice as much - the price per copy increases much more. This thesis about the distortion factor of advertising is neutralized when one tries to argue that advertisers do not condition the content, and that if the media has a large audience, advertisers will be left without considering what kind of information is offered. Let's look at the fallacy of this theory: for starters, not all citizens are equal for advertising: the one with greater spending power is more valuable than the one without it. A newspaper read by a thousand executives is not the same as by a thousand homeless people. While a financial

newspaper presents a promotional ad to attract advertisers, remembering that it is the most read by executives and businessmen; a syndicalist newspaper is not expected to capture many advertisers, although it is the most read by the Metalurgists who demand better working conditions and salary. That's why Petrobrás is advertised in the press and Casas Bahia distributes leaflets in the mailboxes. For the lawyers' association monthly magazine there will be no lack of advertisers, but the magazine aimed at Venezuelan refugees will cost much more to get publicity and certainly the rates will be lower. The current advertising system, in terms of electoral democracy, would be like living with a weighted voting system.

Advertising also triggers a decrease in the cultural level of the content and causes the audience to be recruited, even appealing to the most miserable elements of human nature. If we look closely, we will see that what the media sell is not good informational content, but the audience: they sell us to advertising agencies. One television network offers 30-s ads that are more expensive than the other, because the first one puts as its main value the fact that it has three million viewers watching, and the second ad a much smaller audience. We believe that the media offers us content, but in reality what it is offering are viewers for the advertising companies. This is why a weekly magazine offers cosmetic products with a higher value than the magazine, because in this way it achieves high circulation numbers to offer to advertisers. Put your advertising here: I have half a million readers to advertise a leaflet in the magazine.

But the claim that advertisers have no ideology is false. In 2019 the card operator Mastercard decided to suspend its advertising campaigns that would run during the Copa America with Neymar due to the rape accusation against the player. On occasion, the advertiser's budget serves not only to advertise, but also to ensure that they do not appear negative news of their company. It is easy to understand that ads cannot coexist with the image of bad behavior, at least in theory, so that the sponsor is not seen as supporting bad behavior.

In Brazil, cable television stations function by selling programming space, and each producer must find sponsors to finance his or her program. Therefore, we can't find a company sponsoring a program that denounces the violations by multinationals in Africa, the corruption in Brasilia or that defends the decrease of consumption in the search for a sustainable development model. If there is a supplement about cars in the written press, it is because there has been potential publicity from car companies. Following the same logic about market demand, the Obituaries section was created when it was seen that there was a market for the publication of paid advertisements.

Filter 3: The supply of news to the media

The market demands cost reduction, the media must make the most of its resources, it cannot have journalists and cameras everywhere. The economy forces them to focus on those where important news is produced, in which press conferences are held, and there are influential people whose decisions have great relevance.

According to data from IBGE [11], the percentage of households using the Internet rose from 69.3% to 74.9% from 2016 to 2017 and 96.7% of the country's 70.4 million households had a television set, of which 79.8% had a converter to receive the open television digital signal. Therefore, the maxim that what someone does not want to be known is news, to be only what someone wants to be known is left behind. In journalism,

we know that sources who are "anxious" to tell the press something are not offered the same guarantee, nor can they be treated in the same way as those who wish to conceal it. Nor can the source who is part of or has a position affected by the news that those who are not interested in the report be given the same consideration. Among the television news programs of the major Brazilian networks, most are prepared with content provided by an informant whose interests are directly related to what the news says. This model is already so consolidated that even politicians divulge comments for journalists to comply with the "rules of the game", that is, they only spread what politicians ask them to spread. On the other hand, according to Souza [12], most sources are the result of declarative acts that consist of providing a version that confirms a fact or event. Television comments in an empirical way, not about what happens. There are no facts. Noise reigns. That is the main menu. Every day, in the hours before the Brazilian networks broadcast the news, thousands of journalists are willing not to lose their positions. It is the informational dominance of organized sources on what Tarso Genro [13] called "genetically modified journalism."

For the media, it is very expensive to have a journalist for weeks at a time investigating a subject compared to the ease of rewriting press releases, transcribing public statements, or copying news. The regional press is the clearest example, and any local journalist knows what their work routine is: The editor-in-chief or section chief analyzes the press releases or press conferences, chooses the sources that best fit their editorial line, and sends the editors on a tape recorder tour. Then they return to the newsroom and dedicate themselves to transcribing the news from each of the sources. For national and international information, the news is analyzed, chosen and reproduced according to the audience profile before being published. Similarly, political and social life fits the following model perfectly: doctors issue press releases, with medical reports on the status of celebrities when they are sick, politicians transfer their positions to the press rooms more than in institutions, and offer more explanations and details to the media than to judges. So newspapers become bulletin boards, but with content filtered by managers.

But there are also different types of "news" when it comes to selling. For a news outlet, it will always be more credible and comfortable to reproduce a beautiful color print dossier with bar and pie charts from a major company (perhaps advertiser or shareholder) that can be delivered to the public, than a precariously written press release by a workers' assembly where they denounce non-payment of overtime. Neighbors in a neighborhood who will be evicted from their homes will not have a good media schedule and e-mails to send an unseemly note inviting them to a press conference in a carpeted and lighted room where to install television cameras. They will need to face the police for the media to remember them.

On the other hand, the official media always has an aura of truthfulness and neutrality that seduces the newspapers, which for Pecheux and Fuchs [14], we will know as the action of ideology in such a way that the erasure of its (ideological) formulation occurs. A statement by a guerrilla raises more questions about the authenticity of its content than a press conference by the Minister of Defense, because there is in his discourse a defined and institutionalized authorship. Although, in the end, we cannot help but see that the greatest untruths about the reality of Amazon deforestation were announced by the federal government and would eventually be disproved by the National Institute for

Space Research [15]. Finance capital and ideological influences have the potential to disseminate their beliefs and business interests, hire journalists, prepare archival footage that they provide to television stations, and induce committed journalists to tell their version. Our police invite journalists to accompany them in their patrol car, but they are also accused of apologizing for crime when they show the reality of police violence.

Filter 4: Corrective measures as a method to discipline the media
Lobbies, foundations and political or business power groups have enough organizational, financial and political capacity to organize pressure campaigns against media or journalists who leave the dominant line. This is what the 2019 edition of the World Press Freedom Ranking, published by Repórteres sem Fronteiras [16], shows. Threats, insults and assaults are now part of the "occupational risks" of the profession in many countries, including Brazil, which has dropped three places in the ranking and is in 105th place, ever closer to the red zone of the ranking (which indicates the level of difficulty for press professionals).

In countries where there is repression against the press, there are foundations created for the sole purpose of engaging in pressure campaigns against the rebel media. There are oil-related companies acting as a lobby against information about global warming, industry lobbying to increase the limits of glyphosate, the most widely used poison in Brazil, tobacco companies against accusations of illnesses linked to cigarette smoking, or pharmaceutical products pressuring the media that releases news about the side effects of drugs [17]. or lack of therapeutic value. For most media, it is more profitable and less problematic to accept these pressures than to confront these lobbies. The result is that information from human social organizations, precariously organized labor groups, or low-budget human rights groups do not meet the demands of these filters and are excluded from the media.

Filter 5: Anticommunism as a control mechanism
The final filter is the ideology of anti-communism. Communism as the ultimate evil has always been the specter that haunts landlords, because it threatens the very root of their class position and superior status. This ideology has the potential to mobilize society against an enemy. It can draw on a confusing concept to be used against anyone who advocates policies that threaten property interests or supports accommodation with communist states and radicalism. Therefore, it helps fragment the left and labor movements and serves as a mechanism of political control. If the triumph of communism is the worst imaginable outcome, the support of fascism abroad is justified as a lesser evil. Opposition to Social Democrats being too soft on Communists and "playing into their hands" is rationalized in similar terms.

Liberals at home, often accused of being pro-communist or insufficiently anti-communist, are continually kept on the defensive in a cultural environment where anti-communism is the dominant religion. If they allow communism, or something that can be labeled communism, to triumph in the provinces while they are in office, the political costs are heavy. Most of them have completely internalized the religion anyway, but all are under great pressure to demonstrate their anti-communist credentials. This makes them behave very much like reactionaries. Their occasional support for the Social Democrats usually deteriorates when the latter are insufficiently tough on

their own indigenous radicals or on popular groups that are organizing among generally marginalized sectors.

It should be noted that when anti-communist fervor is aroused, the demand for serious evidence in support of claims of "communist" abuses is suspended, and charlatans can thrive as sources of evidence. The defectors, informants, and various other opportunists move to center stage as "experts," and remain there even after exposure as highly unreliable liars, if not completely so.

## 5 Discussion

In recent years, in the face of various conflicts imposed by politics and ideologies of all kinds, as well as competition for new technologies, markets, energy, biological resources, and virtually the entire mass production chain, the threat of deliberate dissemination of false information (disinformation) on the Internet has greatly increased. It is known that through disinformation one can mislead people and impose an inappropriate public opinion. It is also possible, to some extent, to manipulate the consciousness and behavior of individuals and groups of people. Attackers can strengthen or weaken people's views about various events, life values, work done, behavior in current situations, etc. The fact that the Internet is one of the channels for spreading false information is due to the features of the information infrastructure, which include the simplicity and low cost of access, extensive possibilities for manipulating information and its perception, and a high level of anonymity regarding the sharing of information on the net.

It is possible to find websites with objectively false information relatively easily. Fake news about supposedly resonant events (terrorist attacks, death of famous people, financial turmoil) is disseminated in large numbers. Often attention-grabbing techniques are used that distort information about events that have occurred.

To protect the public from false information on the Internet, an effective system is needed to combat it. In general terms, such a system is understood as a set of interrelated organizational, technical, legal and other measures that ensure: timely prevention, detection, blocking, deletion of false information on the Internet, elimination of consequences, liability of attackers for illegal actions. To ensure the functioning of such a system, adequate scientific and methodological support is required.

The problem of protection against false information has existed for a long time, but with the advent and active development of the Internet, the situation has changed dramatically. The volume of information disseminated and the possibilities of its use for the purpose of misleading people have increased substantially. As the international events of recent years have shown, large-scale informational impacts on people for various terrorist, political, religious, economic, and other purposes are possible with the use of robots and artificial intelligence via the Internet. At the same time, the tasks of operational detection, recognizing information impacts, identifying the sources of generation, and predicting such threats have become more complicated. Traditional protection methods under these conditions are not effective enough. They require the active participation of a person in the analysis of information on the subject of its destructiveness and danger to Internet users. This requires a significant expenditure of human and material resources.

The media world constantly feeds back on itself. The obsession with competitiveness is such that on many occasions they forget reality in order to devote themselves to

everything at once, to compete for the same news. This is something like the counter-programming that television networks do on non-news issues. Everyone wants to exploit the same supposed news convinced that anyone who doesn't show up will be taken out of the pack. So even if at a given time several events are happening in the world, all the media will be directed to the same focus. This is why for one week the burning in the Amazon occupies the front page of the newspapers and opens the television news, and the following week it disappears from the present, as if the devastation in the jungle had also disappeared.

A striking example around the world is that one of the major conflicts silenced by the media is that of the indigenous peoples anywhere in the world (Latin America, Asia or Africa are clear examples). The conflicts in the so-called "First World" also suffer a clear distortion, mainly because what they raise are structural changes that affect the foundations of the system. Through the media they fully exploit their potential to discredit or hide the demands of these movements.

The need to monetize human resources causes the decrease of stable and knowledgeable correspondents in the country; the mobility of special envoys is enormous to increase their productivity. Even in some cases, journalists are not displaced to report news from the region that may be thousands of miles away. Invaded countries suffer daily the ferocity and barbarism of the modern obsession with control, while invasion and war are consumed as a spectacle, as a fusion of image and reality, with a hyper-reality in which the image no longer represents reality. In it, war is consumed as something electronic, pre-programmed, something that is conducted according to the interests of those who produce and consume the information.

Actually, the problem is a bit of distortion of the rules with the wrong mechanism. So far, by making people confused there are no stationary points that can be used to determine which ones should not be. The words good, morality, ethics and justice all get caught when prevented from access. Even the word logically is distorted bit by bit until it is warped. We all have reasons for different versions, along with societal issues that must be seen together.

There are new rules that give rise to reason in a strange logic: it is reproduced on many levels until people do it on their own. The acquisition of the rules is repeatedly wrong, until people are confused and confused by being "right". Every time this is done, the structure is being distorted. Finally, all sides can think of their own rules. Combined with the spreading of news on the Internet with the intention of being consumed by the international community, the process of universalizing truths becomes faster and more consensual. It establishes content that was quickly presented to be self-interpreted. The "truth" can be presented in parts so that some issues are seen as presented: separate. Then the media or the individual can choose one of the parts of this truth to sustain themselves.

Elections, which should be a tool to reset this mechanics, do not work. Thus, information continues to be constantly distorted. Since society moves at a slower speed than the individual, most people seek to be thought leaders and ideologists because they move faster than the speed of society. When society does not move according to what we believe, we get upset as individuals, because what we express does not transform

the reality around us. This is why we seek the networks, a cluster to create ripples in harmony with what we think, feel and express.

The problem is also not limited only to information with wrong content, but also to its legacy. The quality of news, advertising information, and societal commentary are dependent. In the past, the top news stories were often found in the published content. Now, when they are published they begin to develop with hyperconnections; an extension of the truth itself, where social networks play the role of verdict makers on right and wrong, truth and lies.

In fact, we all know less than we expect. This applies to ideas about the total amount of our knowledge. The only thing we are sure about is that after so much scientific effort people still think little, don't like to think, and don't particularly appreciate those who do think. It is likely that one of the main causes of the widespread power of fake news is the inertia of our thinking, because we hardly agree to trigger critical thinking mechanisms. We often follow the lead of our desires, believing what is simple and understandable. We do not want to criticize the information that meets our expectations. In the media space of professional channels and social networks people get unlimited access to series of contents mostly in the world and absorb information in a food compulsion mode. Fake news in this situation is gracious only to those who feel satisfaction or interest in spreading false information. Sociologists, health professionals and even virologists see their object of study being manipulated in fake news.

Spreading misinformation is not unlike spreading a viral infection: first from person to person, then from group to group, and finally the population from one country or entire continent to another. Along with the distribution of fake news by the media comes a process of sharing by large groups of people. The role of social networks in the distribution of fake messages, including Facebook, Twitter or Instagram, are capable of launching an "epidemic model", while traditional media can incur, by mistake, or to strengthen a lie, amplify the coverage of fake news.

Recent history has recorded many examples of the use of fake news for various purposes, competing with verified publications by media that value their reputation. The 21st century has become the digital age of communication, where there are no authorities. In mainstream media outlets the content provided is able to compete with the audience itself. The New York Times or Folha de São Paulo no longer compete for their opinions or investigative quality in front of their readers. The main prize is the number of views. Based on Orlandi [18], we are talking about authorship and its meanings, that is, as the social networks give voice to deinstitutionalized discourses, the sense of authorship, as attributed to a minister, a doctor or a professor is substituted by the authorship constructed in networks.

Disinformation is structured in such a way that it inspires confidence in the consumer and affects his or her opinion, decisions, or general behavior according to the intended goals of the disinformation creators. It is important to remember that disinformation can serve as a special case of propaganda. In particular the military intelligence service that uses disinformation is part of a game in which the media are involved. It is a space that uses a tremendously dangerous psychological weapon of manipulation, the effect of which on mass consciousness can be unpredictable in terms of influence and extremely negative consequences.

## 6 Conclusions

The current "social online era" in which we live causes people's behavior to change on the Internet. The use of information, once restricted to television and newspapers, can now be followed and studied on sites or posts on Social Networks and content posts on a variety of platforms, with textual, audio, visual, etc. content. On the one hand, the possibility of everyone being a producer of information is an advance in the context of individual freedoms. On the other, when there are more ways to access information without guidance, the problem that emerges is the credibility of that information.

When there are news sources for us to access more easily, the convenience of following the communication channels that we have more identification with our personal interests can become a well-designed trap, as demonstrated in Chomsky and Herman's [1] 5 filters. We need to distinguish the reliability of the information, and it is necessary to use some analytical skills. Many people do not understand these manipulation mechanisms; it becomes easier to believe this information and share it again, making a continuous cycle of sharing and feedback of low-quality information. The problem has worsened because false information has become widely shared due to people's lack of analysis of sources or judgment. In this context, state intervention is necessary in order to criminalize the dissemination of false news. In relation to their textual content, as well as imagery and sound, they also receive comments that misrepresent or lie, in the sequence they are published. To increase visibility, many media companies sell their credibility along with the spaces in their communication channels. The reader looks at the provider, who broadcasts, before getting to the content.Media companies know that their abuse, when discovered, makes them lose their credibility and very difficult to regain it. So they not only try to tell us what is important and how it happened, but also to convince us that they are right in their selection and not lying, so they take a big risk if the falsehood is discovered.

Historian and media analyst Michael Parenti [19] believes that the most effective propaganda is based on reality rather than focusing on falsehood. Weaving truth rather than violating it. By using emphases and auxiliary sources, communicators can create the desired impression without resorting to explicit pronouncements and without straying too far from the appearance of objectivity. Framing is achieved through the way news is "packaged," the length of the exposition, its location (front page or within some secondary section, lead article, or back page), the tone of the presentation (open or disparaging), headlines and photographs, and, in the case of audiovisual media, picture and sound effects.

The filters presented by Chomsky and Herman [1] show that media manipulation leads us to a conclusion as obvious as it is natural: we live in an amorphous society. We are amorphous because there is a huge incompatibility between what we think we know about things and what we really know. There is no daring worse than that which emerges from ignorance.

Everything is a sublime paradox. We have the most sophisticated tools, channels, and access to information in human history. Yet we are more vulnerable than ever to intellectual neglect and memory. If the diagnosis of what we read, see - and especially what we seek - is performed through the lens of media discourses, we will recognize filters

that precede the news, the facts themselves. The information we want does not always match the information we need. And when it is combined, it is not always available.

The problem behind many of the waves of lies are the people who do not want the truth, but agree with it. They are the terraplaners of the networks, proving that in the information society misinformation predominates.

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