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ON THE QUESTION OF THE STRONG MANIPULATIVE POWER OF INFLUENCERS IN SOCIAL NETWORKS

Alekseev A.V.
PhD (Linguistics)
Associate Professor of the English Department no. 6
Moscow State Institute of International Relations of the Ministry of Foreign Affairs of the Russian Federation
ORCID ID: 0000-0002-8193-8740
SPIN-код: 1384-2003, **AuthorID:** 740879
Scopus ID: 57194556119
E-mail: alexander1990alekseev@gmail.com

Abstract. This article presents an overview of the works of scientists devoted to the study of political movements in modern virtual communication. The article presents information on the interaction of communicants in the networks of the second generation of the Internet at the present stage of the development of society. The data on the issues of motivation and mobilization of communities on the Internet are also reflected. Separately, the relevance of the study of the influence of influencers on the behavioral patterns of communicants is considered. An important part of this work is the interdisciplinary aspect of the study of socio-political movements in the perspective of their research from the point of view of the transition of actions from the sphere of media communication to real life.

The relevance of the topic is due to the fact that for the majority, communication in social networks today directly correlates with socio-political activity and interaction.

The problem of this article is the increasing role of influencers in the media space. The goal is to identify works that contribute to the implementation of further identification of the manipulative power of influencers.

The methodology was based on a comparative analysis. Through it, it became possible for foreign scientists to reveal the topic within the framework of determining similarities and differences.

The result of this work is the presentation of the manipulative power of influencers as a new socio-political phenomenon. This phenomenon plays an important role on social platforms.

It becomes important to hypothesize that influencers on the Internet not only work in the field of reproduction of entertainment content, but also become important political actors who are able to influence the position of subscribers.

Keywords: Media communication, social platforms, political linguistics.

The importance of the role of influencers today for the formation of the political agenda not only within an individual state, but also for the coverage of events in the international arena is becoming an extremely relevant phenomenon. The process of broadcasting one's opinion or transmitting biased positions in the field of mass communications becomes important due to the struggle of various political systems and worldviews.

Social networks are becoming an important means to convey a specific point of view, since a large proportion of people today have access to the Internet. A correct understanding of the situation in the state with all the prerequisites and consequences becomes for

communicants a certain filter for the selection of content issued by specific influential persons in the second-generation Internet networks.

Erroneous postulates can not only change people's perception of a particular sociopolitical phenomenon broadcast on social platforms, but can also lead to irrational actions during real protests on the streets and squares of large cities in order to highlight problems in society. These protest movements can be both constructive and destructive.

Conflicts in the Internet environment, especially conflicts between influencers, can both neutralize the planned protest sociopolitical campaigns, and dispel certain myths on the topical information agenda. The presence of facts and well-developed arguments is a key resource for defending your position in social networks. However, one should also take into account the fact that the audience of subscribers of the influencer and its informational and social influence can neutralize even the most rational criticism in the process of modern virtual communication.

Currently, second-generation Internet networks are intensively entering the social and political life of communicants. Often, this phenomenon acquires not only a local, but also a global character. Communicants all over the planet, through information technology, illuminate and broadcast the agenda on a certain issue that causes discrepancies among citizens of a particular country.

A competent approach to the issue of studying the integration of Internet users provides a huge array of data, which becomes the subject of research not only by linguists and philologists, but also by political scientists, sociologists, cultural scientists and experts in the field of media communications. The study of political movements in the digital age is becoming an important milestone both in the measurement of empirical material and in increasing the importance of an interdisciplinary research vector that unites most of the social and some exact sciences.

An important aspect of the study of sociopolitical phenomena from the point of view of exact sciences is precisely the thorough elaboration of digital lexical units that can be used by scientists to compile statistical series and derive formulas based on research results. Due to the fact that an increasing number of people began to use their smartphones and other forms of gadgets, it became clear that social platforms are replacing not only traditional media (newspapers and television), but also blogs on the Internet. This fact can be explained by the fact that feedback and interaction with groups of subscribers becomes important for news authors to form manipulative strategies formed within the framework of personal preferences.

In the work "Detection of influencers in communication in social networks: a linguistic approach", N. Patel et al. note that the search for influencers is becoming an important phenomenon in the artificial intelligence community due to its usefulness for identifying communicants in an extensive network of users[Namrata Patel et al., 2017]. Z. Tyufekchi and Kr. Wilson, in the article "Social networks and the decision to participate in a political protest", interviewed the participants of the protests in Tahrir Square in Egypt, found that social networks in general and Facebook in particular began to represent new sources of information that the political regime had difficulty regulating [Zeynep Tufekci & Christopher Wilson, 2012] (Meta is recognized as an extremist organization and banned in the territory of the Russian Federation).

In V. Nandagiri's work "The influence of influencers from Instagram and YouTube on their subscribers", the expert also interviewed 3 influencers, after which he came to the conclusion that the work of influencers is productive and they actually have an impact on their subscribers, since the latter see that the influencer is a reliable source[Vaibhavi, Nandagiri, 2018].

The above review of works devoted to the issue of interaction of communicants in the second-generation Internet networks allows us to establish the growing relevance of this phenomenon. Diverse approaches to the subject, in turn, emphasize the multidimensional nature of the studied phenomena in the process of modern virtual communication.

Presenting mainly entertainment content on the Internet, many active users with a large number of followers gradually began to pay

more and more attention to the sphere of social problems. Thus, the focus of attention on various political events presented by influential persons in the media space began to shift on media communication platforms.

As part of working with digital tokens, expressed in the form of hashtags, in social networks, it is important to emphasize the important role that influencers play in various socio-political protest campaigns. This topic is becoming relevant today, when political movements and campaigns in the media sphere occur quite often, often repeating themselves. Influencers are one of the main components of any movement. Without their support, some actions would not have received such a large-scale coverage.

The influencers began to change their main occupation in order to influence the communicators who are in constant communication with them. This article provides a brief overview of significant works on the political work of influencers in the process of modern virtual communication to understand the general trends in the development of this phenomenon, which becomes extremely relevant due to the fact that subscribers of certain groups in the media space often become the driving force of many socio-political protest campaigns in the future.

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Information about the author

Alekseyev Alexander Vladimirovich
Candidate of Philology, Associate Professor of the Department of English no. 6
Moscow State Institute of International Relations of the Ministry of Foreign Affairs of the Russian Federation
ORCID ID: 0000-0002-8193-8740
SPIN-код: 1384-2003, **AuthorID:** 740879
Scopus ID: 57194556119
E-mail: alexander1990alekseev@gmail.com

К ВОПРОСУ О МОЩНОЙ МАНИПУЛЯТИВНОЙ СИЛЕ ВЛИЯНИЯ В СОЦИАЛЬНЫХ СЕТЯХ

Алексеев А.В.
к. филол. н., доцент кафедры английского языка № 6
Московский государственный институт международных отношений МИД РФ
ORCID ID: 0000-0002-8193-8740
SPIN-код: 1384-2003, **AuthorID:** 740879
Scopus ID: 57194556119
E-mail: alexander1990alekseev@gmail.com

Аннотация. Данная статья репрезентует обзор работ учёных, посвящённых исследованию основных политических движений в современной виртуальной коммуникации. В статье также представлена информация относительно взаимодействия коммуникантов в сетях второго поколения Интернета на современном этапе развития социума. Кроме того, отражены данные по вопросам мотивации и мобилизации сообществ в сетях Интернета. Отдельно рассматривается актуальность исследования влияния инфлюэнсеров на поведенческие паттерны коммуникантов. Важной частью данной работы представляется междисциплинарный аспект исследования социально-политических движений в перспективе их исследования с точки зрения перехода акций из сферы медиакоммуникации в реальную жизнь.

Актуальность темы обусловлена фактом того, что для большинства коммуникация в соцсетях на сегодняшний день напрямую коррелирует с социально-политической активностью и взаимодействием.

Проблемой настоящей статьи является возрастающая роль инфлюэнсеров в медиапространстве. Целью становится определение работ, способствующих реализации дальнейшей задачи по идентификации манипулятивной силы инфлюэнсеров.

За основу методологии был взят сопоставительный анализ. Посредством него стало возможно раскрытие темы зарубежными учёными в рамках определения сходств и отличий.

Результатом настоящей работы является представление манипулятивной силы инфлюэнсеров в качестве нового социально-политического феномена. Данный феномен играет важную роль именно на социальных платформах.

Важной становится и гипотеза о том, что инфлюэнсеры в Интернете на современном этапе развития социума не только работают в сфере воспроизводства развлекательного контента, но и становятся важными политическими акторами, которые способны влиять на позицию подписчиков.

Ключевые слова: Медиакоммуникация, социальные платформы, политическая лингвистика.

Сведения об авторе
Алексеев Александр Владимирович
к. филол. н., доцент кафедры английского языка № 6
Московский государственный институт международных отношений МИД РФ
ORCID ID: 0000-0002-8193-8740
SPIN-код: 1384-2003, **AuthorID:** 740879
Scopus ID: 57194556119
E-mail: alexander1990alekseev@gmail.com

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