# Abstract

## Cyberpropaganda and its Communication Models

In this thesis, communication models representing the functioning of communication in a network of social interactions are analyzed. Understanding the communication of new media can contribute to understanding the processes that take place in cyberspace. The aim of this thesis is to decipher the forms of propaganda that operate in it. This work can contribute to the understanding of several forms of current social events, such as public relations, influencing public opinion or political struggle, which have significantly moved into cyberspace. The presentation of cyberspace and new media from several perspectives, together with the complex characterization of the communication that takes place in them, creates its overall image, in which the thesis reveals possible penetrations of propaganda tendencies of targeted manipulation with its members. In this thesis, cyberpropaganda is approached from several points of view. It is about updating propaganda models from the mass media to the emergence of new forms, techniques and tools that have enabled the new media. The starting point of this research is to clarify the complexity of communication, which is not shaped exclusively by its new technical aspects, but is to some extent a continuation of its previous forms, which have adapted and improved in cyberspace.