

## Abstrakt

There is a lot of new amazing technological things which make our life much easier, which, at the same time, makes it harder for us to see the new things that make our living in this world more complicated. Synthetic medium deepfake gives you a power to manipulate reality in a way that a consumer of the medium will not recognize it was manipulated. To the world where we are used to see edited reality to the point where it often becomes the reality for us, this new medium brings another tool, much more powerful than any other existing tool, to make our perceived border between the reality and fiction even harder to see. Through the combination of synthesis of scientific literature focusing on media and its role in creating our ideas about reality, technical description of how the deepfake technology works and introducing empirical evidence of its usage, the goal of this paper is to describe the way, how this technology is shaping our perception of the reality. In conclusion, this paper finds deepfake medium approachable to big companies as well as to an individual, with a power to completely and realistically change an identity of a person not only in a recorded video but in a live video call, too. Thus, it has a potential to make us question the origin of basically whatever medium we see or hear, which then results in changing our ideas about reality we create from the media we consume.

**Key words:** deepfake, media, reality