

ABSTRACT

The aim of this text is to provide an analysis of the phenomenon of spin doctoring in the Euro-Atlantic area. Spin doctors are educated people in the fields of semiotics, cultural studies, public relations, political communication and especially familiar with the infrastructure and the functioning of the media industry. Critical reflection of manipulative communication techniques puts spin phenomenon in historical perspective and traces its practical use in today's social communication in Western society. Using the concept of semiology and explore possibilities of interpersonal communication techniques and characteristics of the spin doctor. We present a compilation of persuasive techniques. We follow the sign systems, specific channels and media that are used by spin doctors. We evaluate how the different channels vary in relation to the effective application of spin. We focus on the significance of the rise of new media in social communication and mediation and explore the impact of proliferation of Access to the Net to individuals' participation in the democratic process. We ask for reconfiguration mode of participation in democracy, media influence and manipulation of public opinion. The study is supplemented by examples and case studies.

Key words: spin, spin doctoring, spin doctor, manipulation, persuasion, politic communication, democracy.