

The Bachelor thesis focuses on the event of 4 October 2011, the new Apple - iPhone 4S was introduced in Cupertino, California. Although Apple never made a formal statement on what model of phone will be introduced, media brought false information that it is going to be the new generation - iPhone 5. Therefore, when Apple introduced only upgraded model of the current iPhone 4 - iPhone 4S, it has brought many disappointed reactions from customers, fans and shareholders of the company itself, who believed in the misleading information reported in the media. The thesis examines, using quantitative content analysis, how some media mystified the public. The above example demonstrates what the impact of such fictitious messages on our society really is.