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**MANIPULATIVE COMMUNICATION IN THE TOTALITARIAN
STATES IN THE MASS ARMIES' PERIOD, WITH A STRANGE
LOOK ONTO THE VISUAL COMMUNICATION**

Doctoral (Ph.D) the theses of a treatise

Author with an English language distinctive

THE SHORT SUMMARY OF THE SET TASK

Well-known, that the manipulatív communication in the totalitarian states in the mass armies' period more than a century of the consecutive generations' attention consists in his centre. We it defined the happenings of a past century on more extraordinary manners. Fact it is, that the science very much enriched it with new knowledge carved into the humanity's recollection in the past period the totalitist dictatorships manipulatív his effect his exceptionally harmfulresult.

After all maybe the XX. their apex, their effects was attained in a century's historical tragedies today sensible and with a hand receivable. The perception under the threshold of consciousness (the cut of a frame into a motion picture), likewise the totalitarian invention, than the you are the fascinating effect of imposing buildings monumentally the expropriation of the different positive values. These techniques live today although he was modified many times in a form and with proper attention can be filtered out.

All information may be useful, with which one we may take up the fight the bars of the individual freedom: the manipulation, against the ideological tricks, so the part of the art psychology marked the upbringing, the education, the integral part of the exemplification may be thereby, that onto independent expressions of an opinion capable, everything with a healthy scepticism inn, a thinker helps people nation.

The hypotheses of the research, objectives:

To prove that the totalitarian systems came onto the camouflage of the institutionalised terror, his compensation with unlimited power expanding on existence, all of the areas of the life. In the dictatorships living persons (who as mass interpreted) this new edge sulphur, culture sulphur or it was gone through as their weekdays simply. The art turned into one of the elements of this planned propaganda system built up well thereby, that the art device depreciated.

- To prove that the borders blurred between the propaganda art and the totalitarian art. The concept of the art, the culture and the propaganda as a synonym useful, because the totality of the arts, all of the artistic one are branches for an integral totality can be considered. The totalitarian art, which is the given one, an age grew out of social constellations, than its mirror and his indicator.
- To analyse and to establish the totalitarian sovereign power's semantic content from the visual angle of more disciplines in a historical approach.
- To examine the dictatorial, military features of Hitler and Stalin power.
- To analyse and to reveal the dictatorship's development, his function, his motivation under this period.
- To analyse and to reveal the semantic content of the communication and propaganda.
- To examine and to establish the manipulatív the features of an effect, his establishment in the examined period.
- To analyse and to establish the art, the communication and the propaganda the contexts of a band's contact.

- To deduce from all these as what the manipulation comes true through the art.to analyse and to establish, how the ideal man worked up formed it picture the all-time government.
- To deduce from all these that the visual one is communication manipulation how the power forced his devices on the individual being useful, the man picture thought by it of ideal one.
- To analyse and to appreciate the symbols, symbols the semantic content of myths and rites in the approach according to the topic.
- To examine and to establish, that the symbols, symbols, myths and rites subordinate to analyse in the totalitarian art and to appreciate the propaganda the psychological conditions of the reception of art.
- To examine and to regard his processes, his underlying content meanings as the creation of the works, his formation.
- To analyse and to value the concept of the socialist realism. To examine the elements of the socialist world view.
- To deduce the Soviet state's socialist elements from all these in the art.
- To analyse and to regard his content as Harmadik Birodalom art. To examine and to appreciate the role of the totalitarian art in the weekdays.

Research methods:

I aimed for the forming of the vertical and horizontal contexts of the treatise in the course of the research work, the research aims, the applied methods, onto the keeping of the harmony of the scientific results formulated based on the inferences and the conclusions. The examination of some issues I aimed for the complex application of the methods.

The treatise consists of six chapters:

In the first chapter:

I digested the happenings of the recent past which ones considerable changes were brought about XIX. in the establishment of a century's history. The effect of the industrial revolution onto the societies, in which one I dealt with the appearance of the different theories in detail emphasizing his essential effects. The historical events, technical innovations, new one are ideas and theories in a serious contact for a chin in the given period with the social development.

Succession I revealed it and I may have established that the political steps influence the given social life on a long distance. The XIX. happened in a hundred events paved the road the XX. for a century's happenings. Onto 1914 the federal systems that defined the events of the world war later took shape.

The powers throw themselves, the consequence of which I. is, on the economic sources world war.

The took shape social relations requested the clarification of those concepts which ones they are attached to the background of the totalitarian states' formation, the understanding of their strategic objectives tightly.

To this I detailed the dictatorship's, a dictator's, power's concept from which one can be deduced, that the totalitarian dictatorship reports a power centre's total dominance like that above all of the subsystems of my companion song, that the laws, neither the habits do not limit.

The process of the conditions of the development of these totalitarian societies is exceptionally important in the process of emotional cognition for the elements of communication.

In the second chapter:

- The elements of communication the development of the communication applied in the process of the emotional side and the cognition the use of the propaganda.
- The continuous development of the communicational theory took shape so. The propaganda is the definition of the more capital elements of raising perfectness to a level. His extraordinary effect, which is leaders' fetishism, his mystification, the forming of his biceps, (the cult of a untouchability, strength, mysterious surplus), which one the personality cult drives until his development.
This cult is effective leads onto the dictator and to personality distortions (the loss of senses of reality).

In the third chapter:

I digested the omniside effect of the art in the propaganda and its use in the manipulation. I deducted making a conclusion in my analysis from the comparison of different artistic tendencies. Particularly the totalitáris artistic directions leading to dictatorships' development manipulatív I regarded his use as his values.

The manipulative symbols symbols, myths I paid attention to the application of rites and I summarized their role the totalitáris to dictatorships' forming they his use. And the five-pointed red star, than with the role of a symbol.

I drew it up and I valued the role of the manipulation his possible variants. We may talk about a manipulation then, if beside somebody, you are beside something we present arguments since we want to have it accepted. The communication does not take on the real aim of the persuasion however openly, and tries to portray himself as objective one. The most important device of the manipulation we call gluing the pieces forming the film together in particular order montage, which is the most important device of the manipulation, technically.

The rabble-rousing manipulation the sharper sort of the propaganda what developed the artistic image of the enemy as a first step. Here owed on all of them, which the power is, to serve his interests not knowing or wanting a form was artistic. The practice of the labelling came true first (resembled you are a formalist into which of course a lot it was possible to include everything), this qualifying attack series against concepts began then.

The device of the acquisition of the power the pictorial expression of the power relation took shape historically there are structures, symbols, spatial arrangements.

These not only his manifestations for the power, but the case of an equivalent, their expedient application, may help to the acquisition of the power, his keeping, him demonstrating. Any kind of outstanding foundation may help in the increase of the size. Because of the vertical subordination it subordinate they look up to the superior. The Nürberg's the evidence of monumental parade ground for the greatness the sizes grandióz for mass movements. (nürberg's lawsuit).

In the fourth chapter:

I prove the role of a culture in the totalitarian dictatorship's forming the role of truth among other things it, how a modern one relates to each other as what and an ancient, traditional cultural attitude living together with him. In the concern of the culture, from a tall culture (or from an elite culture), that is connected with the learning and education anyway in a sociological sense (with education).

That is connected with the learning and education anyway in a sociological sense (with education), that is with the acquisition of the canon that the given society designated for his own number.

The concept of the mass culture exists beside the tall culture (the between two with innumerable dynamic transitions), that sometimes from below getting organized, sometimes from above directed, even certain manipulatív comes into existence putting elements into himself.

I pointed, that the art similarities of the consumer culture and the totalitarian one. I established that we may consider the Nazi art the consumer society's prototype in many looks. We may find many noteworthy agreements, identity whatever the mass culture and the totalitarian one álkultúra. The totalitarian art no to single individuals, but speaks to the masses, to its emotional and intellectual side.

To the emotional side, since he induces emotions by way of the enjoyment of art (artistic impact), and to the sense, since the recipient person digests the work by way of the understanding. The interpretation of the work is added to this, which the prevailing elite supplies, yet.

In the fifth chapter:

I analysed actually based on the eddigmeghatározottak the socialist realism than the totalitárius the opportunity of the development of power I made the same one I deducted making a conclusion then from their comparison with the German national socialism.

I considered the socialist's and the national socialist realism's comparison an important task, though the substantive differences mostly from the historical traditions (social, economic structure), from the peculiarities of the two systems (value system, political settlement), so from himself they follow from the fact that we may talk about two systems, two artistic forms. The presentation of these tiny differences may be against the conflation of the two systems, with this „lighter” we may receive a picture from our history, our past. Falsifying the history, stereotyping, until extremities the simplification of truth (among other things) the feature of the total systems their own.

I established that the identities in the totalitarian art appeared in a different way the Soviet and in the Nazi aesthetics, duly for the other systems of the power interpretation.

Both systems excluded the opportunity of the individual interpretation however (reckoned with the passive reception), not giving a thought to it, that you are their art produced with the collapse of their systems empty gigantomán creations, you are new they may turn into values filled with a content.

In the sixth chapter:

I digested the role of the propaganda of the Nazi films with the aim that I should confirm the role of the propaganda and let me complement the completeness of the paper with glaring examples.

This one mélyinterjú made it possible that Szabó István Oscar I may have done it with a prize director's help.

Inferences

The totalitarian political system and its art, like this already converting, manipulative propaganda made it communication, obsessional one for his system proves it, that left the traditional patriotic thoughts out of consideration totally quasi, the strategic objectives of the state's leadership came into the foreground instead, at all costs.

The effect of the new propaganda expanded on all of the world beside the communication being reduced to the nations' members: placards, stamps, new big historical film epics, paintings, sculpture groups, Architectural effect hunter methods etc. all this was not at the end of the war longer regarding Nazi 2 German, 3 Soviet is a yes in his case however. This acknowledged propaganda used by leadership concerns methods, symbols.

The waving of the cycle so entirely our days traceable. The selected subfields the shifting of accent comes forward equivalently on all. The role of the spatiality was considerable then and now our days. Thinking through the events more deeply, we may examine the psychological role of the totalitarian art and the cyclicity of state symbols looking for the common features in a most interesting segment.

The communication manipulative the emergence of his tickets, sidelining him is attached to considerable spatial events in all cases concerned. The era, when the powers you try to apply their tickets a lot in everything like to each other, as the topic proved true through decompression.

NEW SCIENTIFIC RESULTS

I see it as the new scientific results of me searching based on worded ones in my treatise (I keep it) the successors:

1. I verified that the totalitarian states subordinated the society in the interest of their political aims building upon my researches the communication manipulative being effective, that it influenced the mentality of one and the behaviour of the society's groups. The dictatorial acquisition of the power.
2. I proved that that symbol change happened by way of the political leadership building upon my researches which number one, lasted for less important one, for schematic one earlier, or not took advantage of devices like that through a communicational channel of which advantage was taken sufficiently, than several of the areas of the modernized visual culture (film, photo, painting, architecture, sculpture, poster art).
3. I proved myself building upon my researches, that the XX. century totalitarianism developed uniform ideal man picture, which they needed, to the achievement of their aims. The developed types turned into malformed ones, to the service of which they dedicated the newest achievements of the military technology,.

THE PRACTICAL USEFULNESS OF THE SCIENTIFIC RESULTS, RECOMMENDATIONS

The analyses and inferences form an uniform system in the treatise. In the course of the research revealed (I suggest the treatise to use) onto the use of scientific results I see a real opportunity on five areas, namely the education, the mass culture, the social communication, and the advertisement (marketing), and on the area of the psychology.

- The communication the marketing management middle and in a higher training, first of all the international contacts may provide an integrated body of knowledge for listeners studying at an academic specialisation.
- In the today's situation the mass culture for a special problem can be considered thereby, that the consumers little do, it responds to impulsions which he has on a blunt manner so in order to grasp the opportunity of the selecting really. It provides a solution if we aim for the correction of the standard of the mass communication, concerned if we can enforce the different communities' claims waiter in mass production the value (functionality, substance, aesthetic quality etc.), his representation accepted relatively.
- Onto his use happening in the social communication, his strain, a row may be found with the receipt of the content elements of the deducted inferences, results primarily.
- The advertisement and marketing on one made on areas can be ripened manipulativ, the information informing the recipient one controversially a row may get to choosing in a deluge as the result of the inferences deducted in the treatise. Psychology, science continually arise in an ideal woman or man in this picture of the drawing-determined constraints that affect the correct interpretation of the correlation of the conclusions drawn from the results of the thesis may be receiving.
- The field of political science, the manipulative power of communications as a means of obtaining permits and the emergence of dictatorship. Essential of role in the armies of the totalitarian states.