

On The Structure Of Rumors Or The Hidden Mechanism Of Information Transmission

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Abstract: This the article contains rumors appearance to be, to spread and human to the mind impact show mechanisms popular science in style analysis It is also rumored that structural structure, their psychological and social to factors connection, modern information rumors in the place new The forms are also covered. In the article social networks rumors during the period fast spread, public to the mind impact and information to safety related aspects about idea is maintained.

Keywords: Rumor, information, communication, psychology, social network, community opinion, manipulation, public consciousness.

Introduction: Humanity society to be live started from the era since information exchange his/her in life the most important from needs one to be arrived. Information to people events understanding, safety provision and in society own instead designation opportunity gives. However every how the information is also official or reliable to sources is not justified. Sometimes information unknown sources via, unverified without spreads. That's how informal information from the forms one is a rumor.

People by by mouth to the mouth pass walking small with a plot oral stories - rumors often listener by simple word as acceptance But their to society impact sometimes very big to be possible. Rumors in history reason social unrest, economic panic, political contradictions and even wars to the surface arrived. Military white horses learnable in the area their own secret information suppliers They appointed Olin to receive information from them. relying on own military They also made plans. That's why for in our people "Wind" if not of the tree horn in vain "it doesn't

move,"he said. proverb exists. So so, rumors only household conversation element as not, maybe complicated communicative and psychological event, people of creativity important shape as study important.

Description of methods and materials

Rumors or gossip humanity society with together living coming complicated socio-psychological from events is one. American As psychologist Gordon Willard Allport explained, "rumors" simple word or idler conversation as Although it seems , in reality known one internal to the structure has will be. Social psychology rumors in science information deficiency, uncertainty and strong emotional in situations appearance to be informal communication shape as explained [1]. Usually people any event about enough and clear information find when it is not available, it is available the space assumptions, personal views or from others heard information with to fill They try. As a result, rumors are formed. and slowly public between spread out begins.

Rumors to oneself typical side is that they random or

disorderly appearance It will not be. On the contrary, their spread and viability known structural parts with related Researchers are investigating the rumors. structure usually three main to the element relied on without formation emphasize: the subject relevance, uncertainty and emotional paint [1,3,4,6]. This is exactly it factors when combined simple information strong social to resonance has to the rumor rotation possible.

Research results

Rumors appearance in the event first important component – subject Any rumor can make people interesting or to them directly impact to do event around is formed. If the information of people daily life, security, economic status or emotional world with related if so, to him was interest sharp For example, the expected price range increase, popular of people personal life, leadership changes or different dangerous diseases about messages people between very fast spreads. Because such topics in humans natural accordingly anxiety, curiosity or surprise wakes up. Normal and insignificant information and, usually to gossip does not rotate or far does not live. So, the rumor is power first of all of the subject people for how much current to the fact that related It will be.

Second main element is uncertainty . Rumors appearance to be for information space there is to be If the event about official, clear and reliable information if not given, people by nature this the space own assumptions with tries to fill in. Psychologists in my opinion , human brain unknown situation far time acceptance can cannot. Therefore people different versions think finds, others to the mind ear puts or heard information further "enriching" others As a result initially small guess The conversation gradually big rumor [5,6]. Especially social crisis, natural disasters or political changes during uncertainty Rumors are growing the number also increased goes. Because such in situations people every how for information need feels.

Rumors the most important and impressive from components one is emotional It 's a paint. Rumor is dry. fact in appearance not, maybe known emotion with together spreads. In humans fear, surprise, anger, pity or joy awakening information to others faster For example, "so and so" in place dangerous disease "it has spread", said message simple statistic from information

see faster It is popular because it is popular among people. anxiety feeling wakes up. Also famous people with related The sensational rumors are also true. emotional impact power reason fast spreads. People emotional in terms of strong information remembering to stay and him/her to others to say inclined That 's why rumors spread in the process often exaggerated, dramatic color takes or new details with is enriched. As a result, the oral mant, certain plot is formed.

Also note that it is necessary, this three component each other with closely related without works. If the topic current although, but clear official information there is if so, the rumor is far does not live. Or emotional impact weak if so, people him/her to others to deliver not much not interested. So, the rumor is strong spread for current topic, information shortage and emotional impact one of time in the room there is to be need.

Rumors spread process simple information from the exchange see more complicated to the mechanism has. Social in psychology this process often called "chain", "reaction" [6]. Because rumor is a from a person to another not only as time goes by expands, maybe content changed in terms of goes. Initially small and simple visible message short time inside big social resonance alarm clock for information rotation Researchers believe that rumors spread structure usually one how many from stages consists of that [3,5,6]. These stages each other with integral related to be, every one of the rumors formation and in popularity important role plays.

The first stage is rumor. appearance This is a process. Usually uncertainty there is was in the situation face gives. People any event about clear for information has if not or official information enough unless different assumptions appearance be For example, in the organization unexpected gathering, famous human far time invisibility or economic changes about incomprehensible situations people It makes you think. That's it . information in the void the first rumor is born. Sometimes this simple guess or "I hear you" sentence with begins. But people interest and emotional attitude because of it, it gradually independent information shape takes. Complete meaning izyulaov small voluminous story to the appearance passed.

Second Stage – transmission, i.e. the spread of rumors spread This is the process. At this stage message one

from a person to another passed. Rumors in the past mainly oral conversations through spread if so, today on the day phone, messenger and social networks this the process one how many equal speeding up sent. Now it's simple message one how many minute inside thousands to people arrived progress possible. Interesting aspect is that people often themselves complete disbelieved information to others to deliver inclined The reason for this is that human news to share was internal need and emotional impact is the power of. Especially fear or surprise rumors that arouse very fast spreads. This is the same rumors in stages variation event happened It will be.

Rumors spread the most complicated aspect and transformation, that is change is the stage. Every time message new to the person It is known when it arrives. at the level changes. Psychologists this the situation human memory and in the mind subjectivity with Folklorists explain . this the situation folkloric-creative process as they evaluate [7]. The man heard information complete and clear again transmit he/she cannot; he/she is unwilling some parts forgets some and strengthening sends. As a result, the rumor is initial from the form move away begins. Each performer adds something to the rumor text, something is omitted, and as a result, several variants of the same message appear.

Transformation first appearance is flattening. In this process, the rumor excess details will disappear and main content preserved For example, initially very complicated and in detail was event later short, simple and remember remaining to form comes. Because human memory often the most important or the most emotional aspects save That 's why rumors next options usually more compact It will be.

Second appearance – exaggeration or is the accentuation. In this case, the rumor some details intentionally or unintentionally is exaggerated. For example, a simple the problem is "big" as "disaster" to be described possible. People emotional the effect increase for to the event dramatic color They give. Especially danger, wealth, fame or conflict with in related rumors exaggeration very many This is why rumors are next forms often initial from the event much sharp differs.

Transformation again one important The form is

assimilation . In this process, the hearer of the rumor worldview, stereotypes or to their fears Human himself/ herself believed to something suitable coming information faster acceptance does and For example, some people political or religious to their views according to rumors more they believe. As a result one kind message different in the auditoriums various interpretation to be done This is possible. This is the reason for the rumors. further complexity, artistic improvement shows.

Conclusion

In general in short, rumors spread structure human psychology, communication and social environment with closely It depends. Rumor has it that one new transmission in the process again processed, emotional in terms of enriched and known at the level changes. Therefore the original source of a rumor or initial shape determination often very difficult will be. Modern information in the place and this process further hurry up and spread rumors society to life impact doer strong communicative to the tool is spinning. In fact, rumors of the people to oneself typical oral artistic of creativity one is the form of.

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