Abstract

The progressive influence of the mass media in the educating of society makes it necessary to be alert and to observe very closely how the communication process is carried out. Moreover, we need to be aware of the imbalances produced in the dialogue between the sender and the receiver which can lead to interference which alters the message transmitted, and which could lead to the manipulation of news. Journalistic design has become an invisible agent of this process of communication that the mass media use to transmit messages more effectively.

Keywords

News message, manipulation, mass-media, design, press.