War or Competition? Techniques of Mutual Discreditation of the Media

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ABSTRACT

The aim of this article is to answer the question about the causes and consequences of the "media war" and to present the signaling methods and techniques used in media competition. The metaphor of war was used to show fierce rivalry going beyond market and commercial criteria, becoming unfair competition oriented at mutual discreditation. The analyses undertaken are aimed at determining the causes of this "war" and its techniques and strategies used by media brands. **Concept and research methods:** in order to achieve the research goals, a critical analysis of media messages was used: articles, columns, and tweets. This content was analyzed in terms of the opponent's theme. In order to limit the extensive analytical area and emphasize the media rivalry, the article focuses on journalistic and commentary variants. **Results and conclusions:** the development of the media is visible not only in technological innovations, but also in the progressive annexation of the living space of their recipients. The analysis of the techniques of mutual discreditation of the media shows that the most uncompromising fight takes place at the cultural level. The stake of this conflict, apart from the position on the market, influence and gaining stakeholders, is deciding on the shape of reality, supporting a selected political, cultural, or ideological option. Contemporary media less and less compete on programming options, and more and more often pretend to be a permanent reviewer of reality and its creator. **Cognitive value:** media messages subjected to a critical discourse analysis show a cross-section of the most acute figures and techniques of discrediting media competition. The article also attempts to indicate further aspects and stages of the media conflict and presents a forecast of the development of media rivalry and mutual discreditation.

KEYWORDS

discreditation, manipulation, media, recipient, competition