

ABSTRACT

This study tries to compare processes of social manipulation in totalitarianism and neoliberalism. The main objective of the study is to identify common scopes and aspects of manipulation in totalitarian and neoliberal ideology. In chapter about hermeneutics author describes the method of approach and manner of thinking he used, when he worked with chosen texts. In theoretical part author will set frameworks, which will be crucial for correct understanding of the study. First of all, will author in detail describe phenomena of manipulation. The next part of study sets totalitarianism and neoliberalism in to historic context of modernity – more precisely author distinguish hard and liquid modernity. Author also describes difference between concept of totalitarianism and democracy, as they are crucial for understanding the different political contexts of both ideologies. Main part of the study describes, how both ideologies approaches social manipulation as a tool of governance. Author will do that on the base of detailed description of how both ideologies function. In this description, he will focus on structural role that manipulation has. In discussion author discuss common structural aspects of manipulation, but also, he tries to clarify differences of how both ideologies uses manipulation and what are the impacts on society.

Key words: totalitarianism, neoliberalism, manipulation, control, governance, perspective