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## **What is Jamie Oliver’s Big Knife doing in Midsomer Magna? On Manipulation**

**Abstract:** Traditionally, the term “manipulation” is used in a morally depreciative sense, as a pejorative expression. The present paper tries to propose another view on manipulation as action and thus another perception of the linguistic term. For this, we will leave the territory of moral distinctions (good vs. bad, moral vs. immoral) and go camp in the territory of adequacy, a territory of instruments and their efficiency in usage (the distinction will be good vs. bad, in the sense of the appropriateness and efficiency of the chosen instrument in performing some particular action). Taken as such, the manipulation is no longer viewed as moral or immoral, but simply as amoral. In contrast with that, manipulation will be discussed under the opposition good vs. bad in terms of the pragmatics of the action. We will then accept that there can be morally good manipulation, which also means that an expression like “bad manipulation” is not a pleonasm, but a way to refer to manipulation that didn’t produce the expected effect.

**Keywords:** manipulation, freedom of opinion, argumentation, morality, efficiency