

POST TRUTH – THE POLITICAL AND THE SOCIAL.

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ABSTRACT

The post-truth arguments about knowledge being clearly a product of history, power, and the central aspect of this era's ideological judgment are the masses' perspectives. Popularly associated with a disregard for the veracity of political disclosure. The truth is determined solely by the existing listeners' manifested beliefs and values that people hold dear, rather than by the evidence presented. This world of lies and deception is supported and enabled by assertions of one or the other truth. Each party's lies are based on claims that they are speaking the truth while their opponent is lying! Thus, not only is there a cynical use of lying, but there is also a cynical use of truth to ground these lies — this is the contemporary condition, which has been caused to a large extent by media and technology as well as a decline in public probity standards.

Keywords: POST TRUTH, DEMOCRACY, FAKE NEWS, POLITICS, POLARIZATION, SOCIAL MEDIA

INTRODUCTION

This article aims to bring into light the issues faced by the contemporary world in regards to post-truth politics and manipulative mainstream media.

“The mob believes everything it is told, provided only that it be repeated over and over. Provided too that its passions, hatreds, fears are catered to. Nor need one try to stay within the limits of plausibility: on the contrary, the grosser, the bigger, the cruder the lie, the more readily is it believed and followed. Nor is there any need to avoid contradictions: the mob never notices; needless to pretend to correlate what is said to some with what is said to others: each person or group believes only what he is told, not what anyone else is told; needless to strive for coherence: the mob has no memory; needless to pretend to any truth: the mob is radically incapable of perceiving it: the mob can never comprehend that its own interests are what is at stake.”

— Alexandre Koyré, [Réflexions sur le mensonge](#)

The concept of “post-truth” gained massive popularity among the masses as a hot topic of debate after being declared as the word of the year by the Oxford Dictionaries in November 2016. So, what does the term post-truth imply?

According to Katherine Connor Martin, head of Oxford’s U.S. Dictionaries division, “post-truth is defined as “relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.” Many might not have heard of it before but the post-truth society asserts things to which factual rebuttals are ignored by keep criticizing the facts and deteriorating the norms of truthfulness as they believe what they want and will keep on with it even if it’s not true and will later be followed by another lot of the individuals who are disconnected with the details of the reality. Therefore, creating a never-ending chain of conflicts between beliefs and actuality. In this era of the internet, where people are more exposed to the facts than ever before, do facts mean the least? Why is it that when anyone, anywhere, anytime regardless of their ethnicity, creed, educational background, or beliefs can share and

lookup for ideas on this gigantic global communication system, people are getting more and more polarized? The answer lies within the question itself. Now, as ideas aggregate across the whole world, it makes it easier for personal beliefs, appeals, and emotions to spread more rapidly among the audiences than the facts and figures. People with particular ideological, religious, or social agendas form communities online because in the actual world they are not much of a force to reckon with as they are diluted in our populations. These communities might be innocuous or innocuous based on the beliefs they follow. Post-truth allows individuals to divide themselves into factions facilitated by the made-up arguments pushing them further apart from realizing the truth.

ERA OF POST FACTUAL POLITICS

“In a time of deceit, telling the truth is a revolutionary act.” — George Orwell. Post-truth has long been a contemporary issue and a part of political culture across democracies. In his dystopian novel “1984” George Orwell maintains that to protect oneself in this authoritarian society one must never abandon the facts and truth. Orwell depicts a society where the totalitarian state imposes itself on every cultural and social aspect, creates a different language, influences history, and persecutes individuals who rebel against governance.

The post-truth arguments about knowledge being a product of history, power, and the central aspect of this era's ideological judgment are the masses' perspectives. Popularly associated with a disregard for the veracity of political disclosure. The truth is determined solely by the existing listeners' manifested beliefs and values that people hold dear, rather than by the evidence presented. Although political leaders may not have been the most trustworthy members of society, the concept of post-truth advocates a significant subjective difference between the post-truth politician and the spin doctors of yesteryear. Post-truth politicians fabricate their certitudes to convey facts and twist the beliefs of the masses rather than simply picking and choosing among

them. In his 2004 book *post-democracy*, Colin Crouch defined the term "post-democracy" as a political model in which "elections certainly exist and can change governments," but "public electoral debate is a tightly controlled spectacle, managed by rival teams of professionals expert in persuasion techniques, and considering a small range of issues chosen by those teams." Crouch attributes the "advertising industry model" to the trust and dishonesty crisis, which has since become entwined with post-truth politics. To depict professional political communication's contribution to cynicism and fallacy, in which tactical use of sentiments becomes the key to gaining truth for truth statements, scholars have trailed Crouch. The existence of populist autocratic regimes is directly interlinked to post-truth politics in a way that their policies and campaigns have been formulated erode the neoliberal policies by the way of exposing the masses to extreme emotion and alternate reality. Mathew D' Ancona in his book "Post Truth" had remarked, "Rationality is threatened by emotion, diversity by nativism, liberty by a drift towards autocracy". The present era has provided audiences with an avalanche of sources, facts, and methods with varying levels of credibility which has made it questionable, to tell the truth from fallacy.

POST TRUTH AND THE FAKE NEWS PROPOGANDA

"Easter Sunday 1475 the disappearance of a two-year-old child wreaked havoc in the town of Trent, Italy. A local preacher, Bernardino Neda Flattering, was sermonizing not long before the child had been murdered by the provincial Jewish community and thereafter drank his blood as a celebratory. As the rumors spread like a wildfire, the prince commanded the local Jews to be tortured and burned at the stake. The propaganda strategy if the Nazis rely on akin stories like the

protocols of the elders of Zion. An anti-semitic forgery that draws the scheme of Jewish world domination”.

There is no denying that fake news is part of the daily world order and has always existed in one or another form. Questions about the credibility of information and propaganda of fake news have clouded the cultural and political phenomena around the world. This camouflages the dysfunction of political parties in the post-truth world. The omnipresence of social communication has had an exponential impact on spreading fallacies. This provides a virtual community inside which behavior may be reinforced by those in one’s social network. The impact of sharing false information is rather vast.

By winning the elections of 2016 Donald Trump succeeded as the 45th president of the United States of America. The political campaign was enshrouded with several controversies. The affirmations to have formulated fake news to capture the dishonesty of traditional media outlets is a prominent example: “I think one of the greatest of all terms I’ve come up with is "fake." I guess other people have used it, perhaps, over the years. But I've never noticed it” (Trump quoted in Salmon, 2017). At the very same time, Europe’s critical magazine “Spiked” unraveled the Brexit referendum and the intention of cutting off from the European Union in the name of “battle for democracy” and the result was contemplated as the” victory of democracy”. during the campaign leading up to the Brexit referendum, Remainers mostly opposed it by describing the negative consequences of leaving the European Union. Several negative scenarios depicted a bleak future and incapability. Leavers, on the other hand, were campaigning on the concept of a "new Great Britain," relying on concepts such as self-determination, identity, and historical past. Instead of being afraid of something, they concentrated on being free of it. Instead of depoliticized ideas, such as they drew different conclusions from the facts given because they were numbers and abstractions (the state of Great Britain in the EU) Furthermore, they derived other facts from the

action itself (leaving the EU) (sovereignty, self-determination). That is to say, they built politics differently.

Political parties in their so-called propaganda pledge human development and upliftment of the marginalized communities of the state. But here again, the question arises, how would one account for the development of society in the absenteeism of factualness and a common commitment? Political arguments and perspectives differ from person to person in all walks sometimes they are drawn together in a political judgment sometimes they are poles apart but the essence of reality and facts must never fade into oblivion. The Edelman Trust Barometer has tracked a consistent decline in trust around the world in the years since the 2008 global financial crisis. mainstream institutions such as the media and the government. Post-truth politics gains momentum with this very lack of trust in institutions and social safeguards.

INDIA AND POST TRUTH WAR

Harold Pinter, in his Nobel Prize in Literature lecture in 2005 spoke on “Art, Truth, and Politics” and argued, “The majority of politicians, on the evidence available to us, are interested not in truth but power and in the maintenance of that power. To maintain that power, it is essential that people remain in ignorance, that they live in ignorance of the truth, even the truth of their own lives. What surrounds us, therefore, is a vast tapestry of lies upon which we feed.”

The politics of India took a sharp turn with the establishment of The Bhartiya Janta Party as the leading party with a significant victory in the 2014 national elections. Even after facing intense criticism during the 2002, Gujrat riots The Bhartiya Janta Party (BJP) became the first party in three decades to win a majority in Parliament. With an elaborate and well-structured campaign-

style, Narendra Modi projected himself as the ideal candidate for the position of The Prime Minister of India. The BJP remained a major topic of public and political debate for years. Bhartiya Janta Party adopted religious nationalism narrative and strengthened their political arguments by playing the ideological card of “Hindutva”. The narrative of 'Hindu nationalism' is based on 'culture' and 'ancestry' as markers of belonging. Coarse-grained history can be traced to the 2014 electoral campaign of BJP. The vision of a better India that BJP projected was unfortunately not based on verified facts or figures but more likely on the idea of heritage, colonial history, and mythology. “Like in the US and the UK, India as well is now witnessing a wave of post-truths where facts no longer sway (Gopalakrishnan, 2016)”. Nonfactual gospels pointed towards minority groups have been propagated by the way of mainstream and social media, which in turn benefits the involved political groups. According to a 2012 report by an advertising agency based on input from the United States, the United Kingdom, and India, 72% of people in these three countries agreed that truth was difficult to find in politics these days. Politicians were ranked last in all of these countries on a list that ranked various professions in terms of speaking the truth. Surprisingly, car salesmen and the advertising community rank just above them on the list of truthful people.

CONCLUSION

In this paper, I have sought to establish a clearer understanding of post-truth politics. Truth and politics seemingly don't blend as politics has always been enshrouded by false beliefs. 'Fake news' has a longer history than the modern concept of news (which is defined as journalistic accounts that represent events as accurately and understandably as possible). Similarly, 'alternative facts' have played a central role in narratives that cast doubt on evidence-based explanations produced by scientists and historians. Historically, large-scale deception referred to massive propaganda campaigns designed to deceive everyone. They were made possible primarily through the

consolidation of information resources and the unrivaled ability of large-scale stars, such as the state, corporations, and the media, to twist reality for governmental, corporate, and media purposes. Profits both commercial and ideological These were the propaganda systems that shaped the world. Throughout the twentieth century, mass politics and corporate communication.

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