

‘TRUTHS’ IN POST- TRUTH MEDIA STUDIES

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ABSTRACT:

The word Post-Truth refers to the realisation of the readership on the existence of ‘seeming truth’, ‘alternative truths’ or rather ‘multiple truth’ in the period that swept the world after the year 2016. The birth of the post truth era is a resultant of many political upheavals on the global scale, but precisely epicentred in the North American political drama. The post truth world is filled with a wide range of choices leaving the audience and readership grooved only to the task of choice-making but never ending up with the actual decision. The post truth critics evaluate and reflect on a range of information available in the social media; to measure the conditioning of the public minds to a particular, specified news piece curated by the elitist dominant politicians. This paper attempts to study the influence of such post truths in the social as well as the political world that leaves the readership and stakeholders in a perpetual state of conflicting choices.

KEYWORDS: *post truth, information system, mafia, post facts, dominant schools, politics*