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HOW FAR DOES FAKE NEWS INFLUENCE PUBLIC OPINION?

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ABSTRACT

The discourse surrounding 'FAKE NEWS' has played a crucial part in major historical analyses, be it *BREXIT* to the election of *DONALD TRUMP* as President of the United States. It has become synonymous with **POST-TRUTH** politics, alternative facts, and a suspicion of the mainstream media and the political establishment.

AIM

Evaluate how far the phenomenon of 'Fake News' played a role in the electorates' comprehension of important political campaigns with a focus on events in 2016, examining sites such as *BREITBART NEWS* and their power to disseminate false or misleading information, aswell as data aggragates which scrutinize the validity of this news such as *POLITIFACT*

Visit:
www.FAKE.News.com:

'The UK pays £350 million to the EU every week'

'Donald Trump won the popular vote in the US election'[2]

RESEARCH METHOD

'*We*, as a free people, have freely decided that we want to live in a *POST-TRUTH* world'[1]

My research will take the form of a 6000 word essay which I am hoping to submit to a relavent journal once completed. Since the disocourse of FAKE NEWS is a fairly young phenomenon, it is important that all research on this topic is compiled in a compact essay such as this one. while the case studies are still germane.

SOURCES

The essay wil cite key authors such as *James Ball* , *Harry Frankfurt* and *Matthew D'Ancona*, who have written primarily on 'post truth' politics and society. It will also use post-modern theory proposed by *Jean Baudrillard* to comprehend the condition of news media in a **POST-TRUTH** epoch. It will also examine important case studies related to fake news, and correlate them to public reaction.

POST

MATTHEW

'We are living in a new age in which clandestine technologies exploit big data and social media, manipulating, polarising and entrenching opinion'[1]

D'ANCONA

TRUTH

Bibliography:
1.D'Ancona, Matthew, The NEW WAR ON TRUTH AND HOW TO FIGHT BACK (London:Penguin Random House, 2017)
2.Ball, James, Post-Truth: How Bullshit Conqured the World, (London: Biteback Publishing, 2017)

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