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The title of the study: Paradigm shift in mass media manipulation: instruments and strategies of the post-truth era

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Abstract

The post-truth era marks a new paradigm in mass media manipulation which operates with different fake news and conspiracy theories. The rise of scepticism in the mainstream and conventional media led to the rise of alternative media and culminated in the so called post-truth/post-lie/post-factual world. In the other hand the rapid revolution of technology and technique started the web 2.0 created the perfect environment for fake news to be effective and go viral like never seen before. In social media fake news and conspiracy theories spread in extreme measures and volume and consumers are more willingly accept and share these messages simple because they can get easily understandable answers and reduced solutions to the complex questions of our world. The biggest social media and tech companies (with Facebook on the lead) gives enough spaces for the fake news phenomenon (both in a direct and indirect way) because either they do not have a right policy nor can recognize the threat in time. Global politics takes advantage of this gap along with the transformed consumer habits and try to increase or extend their political capital and influence on other countries and it's citizens. In the defensive war against mass media manipulation and fake news we have to understand technology is neither good nor evil. It is and instrument made by humans and in the end it is only a matter of perspective of cause if you use it because of right motives or we have a maleficent goal to achieve with it.