



THE POST - TRUTH ERA

LITERATURE AND MEDIA

Edited by

PRAVEEN ABRAHAM & RAISUN MATHEW

This edited volume brings together authors across the world to share their ideas, views, contemplations, assessments and theories about disinformation and post-truth in literature and media from a multidisciplinary perspective. The book gives an idea as to how the emerging trend of truth crisis, fake news and manipulated information leads to ideological antagonism, ethical conflicts and geopolitical power struggles in society. It has got revealing chapters that discuss the propensity to inquire into the data that satisfies the overtones of the personal emotions and beliefs that undermines facts and truths. Being an observant set of structured ideas having twenty-seven chapters, the book discusses diverse domains such as conspiracy ideologies, alt-facts of the contemporary era, signs and science of truth, post-truth politics of gender, political advertisements, realism and hyperreality, fifth estate and the third space, posthuman pataphysics, performativity and fiction, media renunciation, identity dynamics, and cultural obliteration.



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CHAPTER 11

Post-truth and the COVID 19 Truce: Reflections on the Pandemic and Media Constructivism

Dr. Mallika A. Nair

We can no longer think of ourselves as the centre of the world, we can no longer believe that we are invincible, and we can no longer underestimate the destructive power of even the smallest things-like a virus.

(Fang, 2020)

The concept of post-truth has in the recent past been an object of constant deliberation and public debate. Its popular and academic treatments sometimes differ in respect to its meaning, but most associate it with communication forms such as fake or false news, rumours, hoaxes, and political lying. Polarisation of factual events to formulate a propagandist and predefined social construct happens to be one of the most emphatic ramifications of the Post-truth ideology. The intimidating effects of an outrageous pandemic and the resultant chaos indeed call for a deeper analysis that would in many ways assist in a proper understanding of human life and its socio-economic vagaries. The unprecedented effects of the lockdown enhanced the power of the media and journalism industry. Mass media has in no time become the norm of the day.

The Pandemic and Post-truth

Pandemic is a moment of epiphany; to judge, to choose and to decide. Beyond its biological and virological existence, every pandemic with its brutal honesty assumes the stature of a prophet to bring into light the calamitous effects of a long and most dominating human intervention on earth. The epidemiological catastrophe unfolds the voids of human