

FAKE NEWS!

PRANBIHANGA BORPUZARI

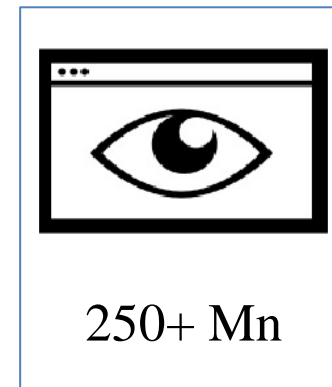
- We are the Digital wing & more for “The Economic Times”
- Online presence since 1999
- Leader in digital space for everything related to Economics & Business



4+ Mn



2.2+ Mn



250+ Mn

TYPES OF FAKE NEWS



Promotes a certain political party/thinking



Fires up nationalism



Communal



About a business



SOME HILARIOUS FAKE NEWS DOING THE ROUNDS IN INDIA





UNESCO declares PM Modi Best Prime Minister



NASA shows how India looks on Diwali from space



UNESCO declares the Indian National Anthem as the best National Anthem



UNESCO declares new Rs 2,000 note best currency in the World



Truth is Truth
even if no one believes it
a LIE is a LIE
even if everyone believes it

People are being continuously conditioned to reject reporting from traditional news media.



It is fashionable to blame mainstream media for its bias
and double standards



But, the price is turning out to be far higher



Mother Should
I Trust
The Government?

People in power have shifted the paradigm of media coverage, replacing the traditional media with their own



fakebook

Today, social media like Twitter and Facebook are the
sources of information



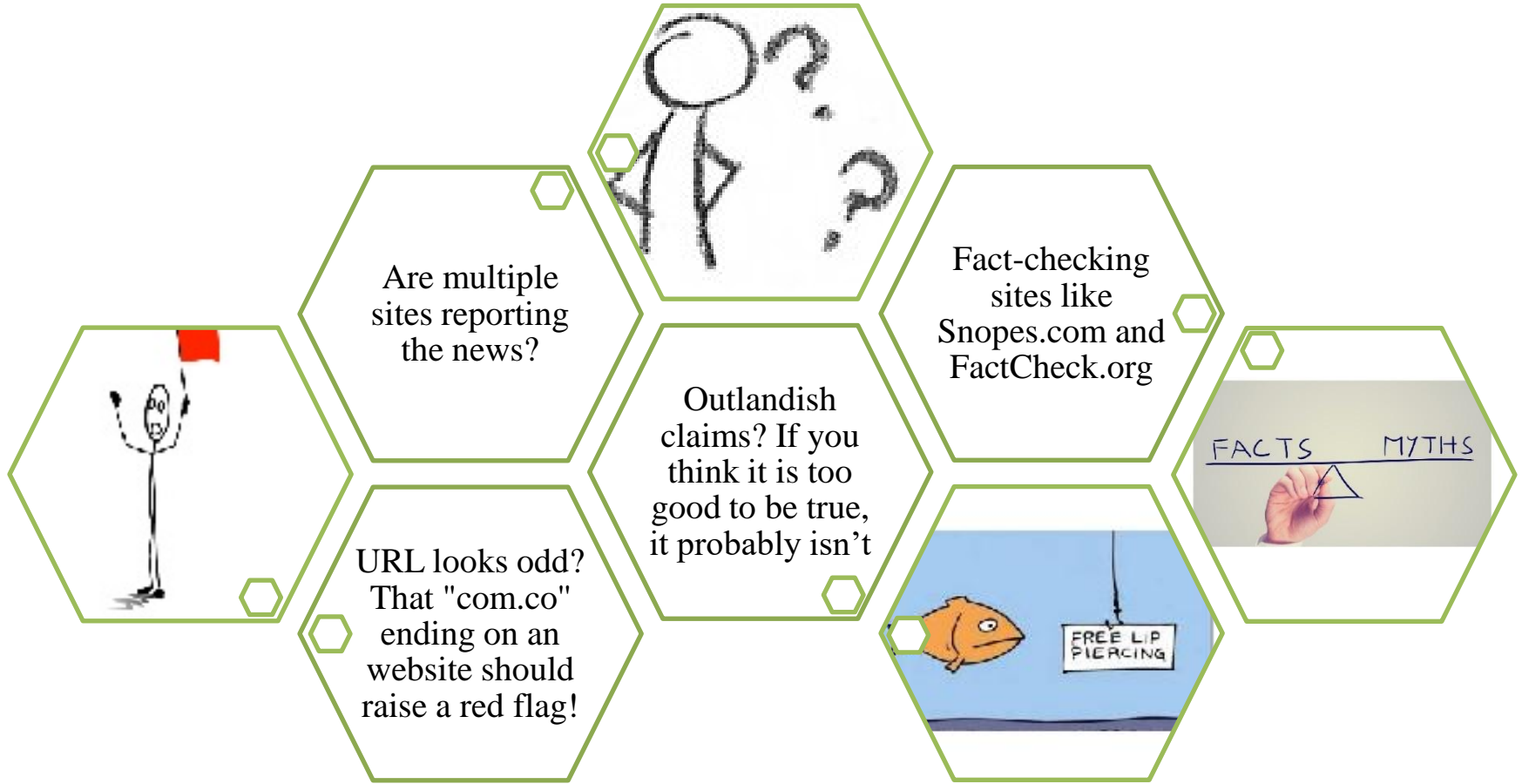
While sites with alternate facts emerged, traditional media houses were dubbed as “fake”

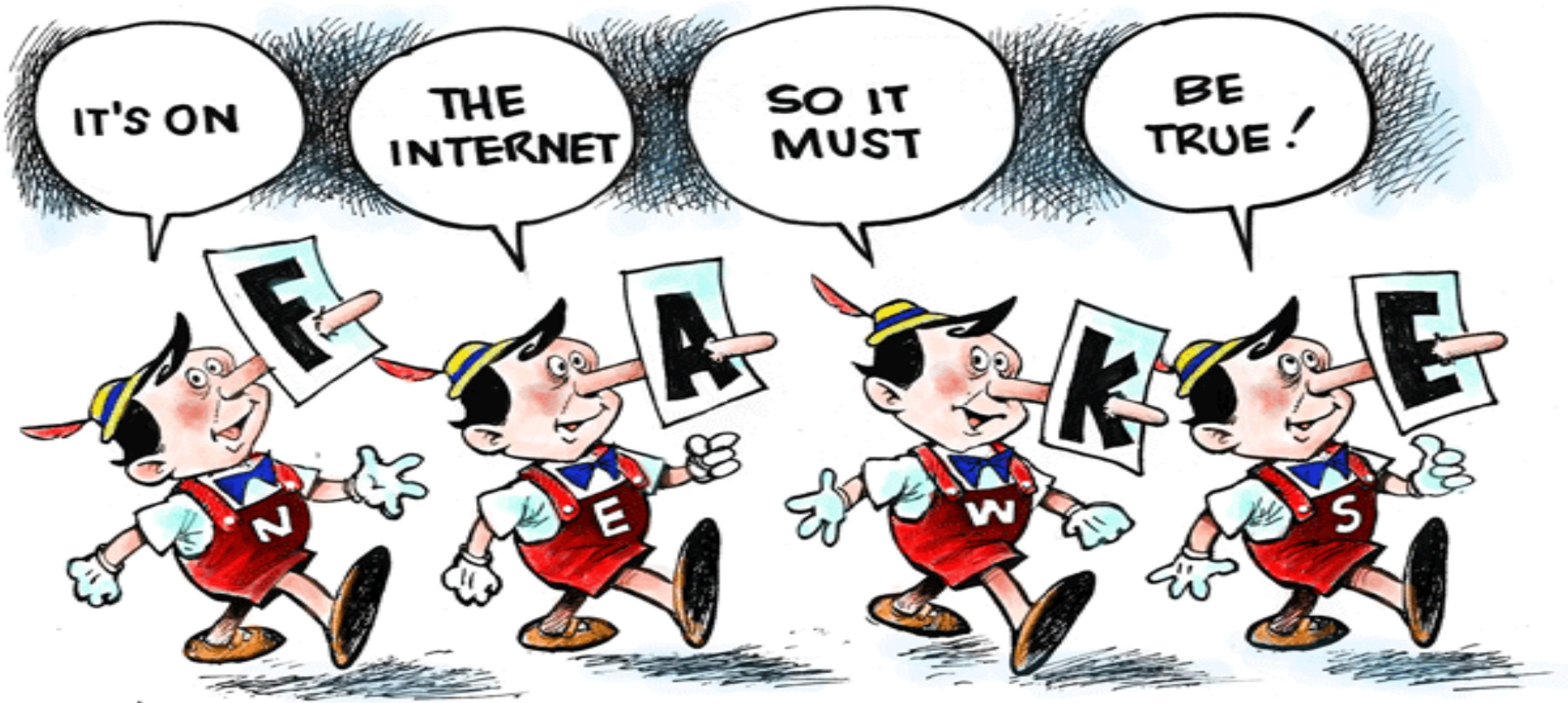
Any news deemed to be biased, annoying or negative can be labeled “fake news”



How did fake news become so endemic? Social Media!

IS IT TRUE?

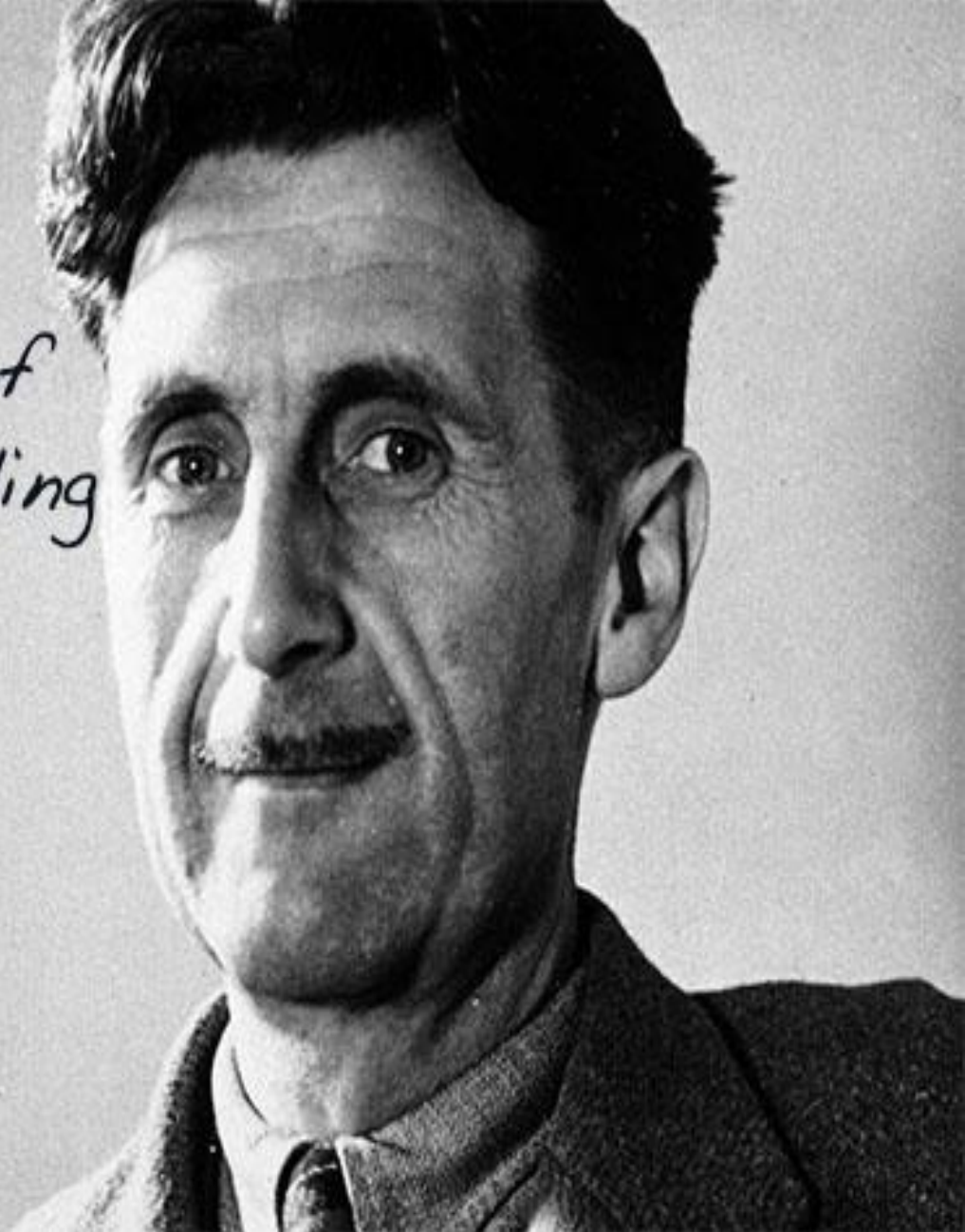




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Choice Hotels, SoundCloud & Bose Corp. appeared on sites with false or misleading news. This led to tens of thousands of dollars in monthly revenue for fake sites

*"The very concept of
objective truth is fading
out of the world.
Lies will pass
into history."*



Thank You