



# Communication Entrepreneurship and Finance

Renegotiating Diverse Perspectives

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*Edited by*  
**Manpreet Arora**  
**Roshan Lal Sharma**

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ENTREPRENEURSHIP  
AND FINANCE  
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## Communication in the Era of Post-Truth

Roshan Lal Sharma

Interestingly, the notion of post-truth engages us the most today—not because it extends philosophically or conceptually the domain of truth but because it is totally removed from it, and addresses politics of the day. Since politics has its bearing on each arena of human activity, it can be safely argued that its post-truth dimension has caused serious damage to political discourse. In post-truth era, facts are carefully (at times even shamelessly) ignored to lend credence to emotions/passions/personal beliefs. To do this, data in the form of information is manipulated selectively to achieve desired results. Post-truth communication process is characterized by a serious manipulation of the message. Despite tampering with/evasion of facts in the crisis of the present, truth must matter as it cannot be ignored owing to the havoc caused by post-truth politics which manipulates information/ data/news/ media to subserve one's personal and political motives. As a result of this, language becomes a serious causality because everything that is articulated has to suit one's purpose, howsoever sinister, in the name of patriotism/national interest.

'Post-truth' became the word of the year 2016, it gained enormous popularity during subsequent years dominated by post-

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## Theorising Communication

Prateek Deswal & Roshan Lal Sharma

The act of communication among human beings began with the birth of humanity. In fact, the process existed much before the sound representing communication came into existence. The moment we start thinking about language in linguistic terms, we have gone beyond its graphic representation/character. In contemporary times, 'communication' has indeed become a very complex term as human beings today do not simply communicate thoughts but ideas, ideologies, abstractions, and interpretations. To theorise a concept that embodies such intricate and complicated structures of thought, becomes an arduous task primarily because we are attempting to define a notion that creates socially intelligible realities and cultural structures. The challenge is not simply to investigate the act of passing/conveying information but reach beyond the edifice of structural wholeness of communication and thereby analyse the whole process. It is the "structurality of structure" (Derrida 89) which is being investigated. Instead of the message, the medium is put under the scanner and if "the medium is the message" (McLuhan 7) then it certainly should be the primary object of study for all knowledge domains.

Communication takes place through various means. It can be visual, oral, written, verbal as well as non-verbal. Human beings have