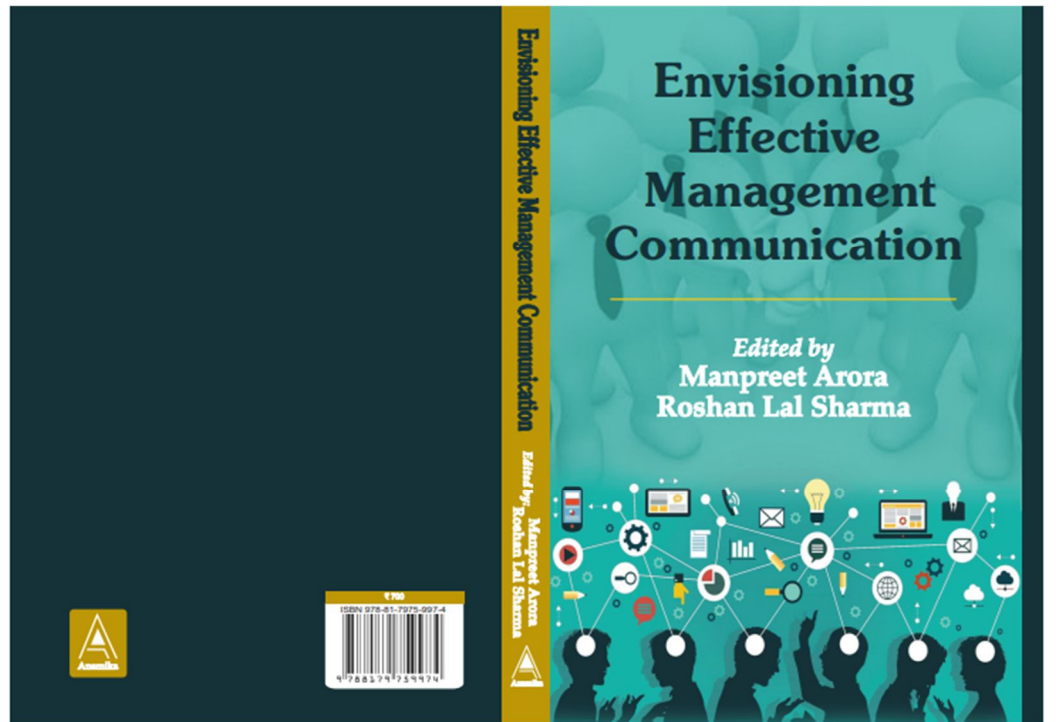


## Book chapter: Communication in the age of post-truth

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*Chapter-14*

## Envisioning Effective Management Communication in the Age of Post-Truth

*Roshan Lal Sharma & Manpreet Arora*

We are living in an age of post-truth politics and fake news wherein subjectivity has precedence over objective facts, and truth does not actually matter. The inevitable chaos caused by fake/false news has been further complicated by digital media technologies, which has profoundly affected the way businesses are run. Communication being the core of any business, the choice of communication strategies today plays critical role as the communication norms have undergone tremendous changes in the recent past. Passing on of false information in the garb of truth and thereby succeeding in spreading misinformation, has caused too serious damage to undo it in any possible way. This, in fact, calls for an antidote of genuine, effective and authentic communication strategies that can uproot/substitute falsehood in the crisis-ridden world of today: “[P]ost-truth phenomenon has gradually galvanized the whole world in one way or the other. There is scarcely any arena of human activity that has remained untouched due to oppressive sweep of post-truth be it politics, media, education, or business” (Sharma 11).

Business organizations take strategically decisions to devise communication activities. This is done with a purpose. Activities such as publication of formal reports, advertisements, and crucial policy decisions that have direct bearing on different stakeholders are deliberately carried out so as to build the reputation of transparent financial, managerial and administrative functioning of the organization. Besides formal/written communication, informal/verbal communication too is preferred by the business organizations to ensure smooth functioning at various levels of administrative functioning having powerful

