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Post-Truth and Marketing Communication in Technological Age

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Abstract

The way by which the communication is done depends upon the purpose of the communication. The complex technology-driven environment is affected by a syndrome called post-truth. Post-truth scenario is marred with a situation where there are spread of lies, rumors, propaganda, and deceit. Human perception is distorted by the spread of lies and fake news. We struggle hard to decide whether any communication which we read, or listen to, or share is true or untrue. The strategic advancements aspired by any company are based more or less on the marketing tactics of the product or service. Many strategies of the organisations are based on the communicative interactions of the corporate world with the consumers. The era of post-truth is based on emotions, opinions, and distorted facts. False advertising tactics are hitting the emotions and sentiments of the public at large. Many social media players in the move to curb the menace of false news, misinformation, and false advertisements have opted for a voluntary code of ethics.This chapter analyses the marketing communication in the era of post-truth.

Chapter Preview

Chapter 5
Post–Truth and Marketing Communication in Technological Age

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ABSTRACT

The way by which the communication is done depends upon the purpose of the communication. The complex technology-driven environment is affected by a syndrome called post-truth. Post-truth scenario is marred with a situation where there are spread of lies, rumors, propaganda, and deceit. Human perception is distorted by the spread of lies and fake news. We struggle hard to decide whether any communication which we read, or listen to, or share is true or untrue. The strategic advancements aspired by any company are based more or less on the marketing tactics of the product or service. Many strategies of the organisations are based on the communicative interactions of the corporate world with the consumers. The era of post-truth is based on emotions, opinions, and distorted facts. False advertising tactics are hitting the emotions and sentiments of the public at large. Many social media players in the move to curb the menace of false news, misinformation, and false advertisements have opted for a voluntary code of ethics. This chapter analyses the marketing communication in the era of post-truth.

INTRODUCTION

Post-truth relates or demonstrates those circumstances where the objective facts are not important or worth enough for shaping public opinion. Appeals to emotion or personal beliefs play an important role than the objective analysis of the facts. Suddenly in 2016, a 2000% increase was seen by Oxford dictionaries in the usage of the word post truth. The social media, digital platforms, news articles, and blogs were full of the word, especially in the United States of America, that is why they chose post-truth as the word of the year in 2016. The word- post-truth became popular more particularly in US presidential elections and involvement of technology platforms like Facebook. In 2016 media was flooded with the news and

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