

Ravi Ranjan  
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# UPSC

Essay - 3

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Post-truth is the age where facts are optional and narrative rules.

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It was the election year of 2016 in USA. Donald Trump a republican party candidate and Hillary Clinton a democratic one were in the fight.

Era of globalization was at its peak. Coincidentally, Social Media also started its spreading its roots and paving the way for Hyper-Globalization.

This <sup>benefitted also</sup> ~~helped~~ the other developing countries for their economic development through inclusion in global value chains.

Donald Trump, although a less popular leader against Hillary Clinton saw a hope of winning. He understood the Geo-politics of globalization and ~~was~~ <sup>after</sup> ~~winning~~ and started reproducing its consequence by distorting facts that globalization has shifted their job to developing countries and many more. He gave unprecedented no. of false or misleading statements against this and created a sense of fear in public discourse. And spread of Social Media took it to the worst level.

Suddenly, a paradigm shift occurred in ~~election~~ <sup>due to this public dis</sup> ill-informed public discourse which led to the victory of Donald Trump against in a most ~~to~~ <sup>unhappy</sup> ~~unhappy~~ <sup>unhappy</sup> situation.

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This shows in post truth era how the facts are optional and narrative rules.

For understanding post-truth, first Truth need to be understood

Truth is a state or quality of being in accordance with facts/ reality. It is objective and accurate representation of information or knowledge. ~~Truth~~

Truth is a absolute concept which means its a only one and there cannot be <sup>a single</sup> deniation from it. And divergence of ~~any~~ any sort from it will lead to beyond truth i.e. Post truth.

Starting from the evolution of humankind, <sup>as</sup> truth is the one which has guided the development of this humankind. It created the relationship of human with nature. Because of their interdependence is the ultimate reality for both survival.

In pre historic era, humans were unknown to almost <sup>everything</sup> ~~everything~~ surrounding them but the searching of truth <sup>has</sup> led to the development of humankind

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at such level that now they are able to challenge the truth itself.

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Distortion of path of truth and a frequent and imprecise use of this will lead to the creation of propaganda. The term propaganda comes in picture when any group interest is promoted with the help of distorted facts covering the ~~fact~~ actual reality.

in <sup>human</sup> history the development of patriarchal society is one such example. women has been subjugated and dominated by the male by propagating the distorted reality of on the basis of biological factors.

Consequently, in later vedic period, it was the propagand which led the Shudras in marginalization in society by keeping them away from the actual turn of humankind.

It is the power dynamics which is the most responsible factor and has always led to distortion of truth for its own survival.

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In modern age, + technology has led to the covering of truth by its fast spread and outreach.

In industrial revolution the imperialistic forces with the help of technology started propaganda of 'WHITE-MAN BURDEN' ideology in their colonies in the name of development, But their actual reality is to Drain of wealth from colony and to rule. Hence they started distorting facts of indigenous rich culture and heritage and set their narrative to rule.

Later on in 1970s when Capitalism was in low and Socialism flourished, West Capitalist Countries propagated the idea of open market concept. But the main motive of them was to Capturing of new market for their capital goods to be sold. As the power dynamics helped them facts became optimal and this narrative started rule in the name of Globalization.



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In 1990s, one big player has  
rise which changed the course  
of town, that is Internet.

Internet developed the communication  
and its outreach to the very untouch-  
ed sections which were not  
explored before. Even though its very  
use has led to the exploration of  
the facts and reality. But its  
misuse has <sup>been able to</sup> ~~covered~~ the truth by  
creating a false layer on it.

Later in 21<sup>st</sup> century rise  
of social media led them a  
crushing blow to due to its vast  
spread and outreach to the common  
people. And the very first  
example of it was in 2016 US election.  
since then propaganda takes a new  
dig in narrative setting and  
social media with the help of  
technology connect it to the public  
discourse. And this deadly combination  
of both the elements led the  
power dynamics to rule by diverging  
the truth and reality from the  
main line of society and public  
domain.

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This paradigm shift from 2019 onward led to the rise of Era of POST TRUTH. Now it's a era of Artificial Intelligence and Generative AI whose facts can be manipulated as per the requirement or demand. And this may be use against or falsification of original reality? One such is Deep fake video where a false video can be generated by processing other ~~is~~ false information. This can be use in any election for malafide intention which can reshape the momentum of public discourse. And hence due to its vast spread original facts will fall to optional and narrative rule.

✓ All these technological innovations with use of malafide intention will lead to ~~be~~ democracies to its worst form & as which will change the course of very ethos of humanity.



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So therefore, in first instance we must have to sensitize our technological innovations. And an ethical standard must have to be ~~the~~ the guiding principle for it. Spread of fake news, hate speech and propaganda need to be constrained by regulatory framework of state policies.

At the end we the human beings ~~is~~ are the propagator and receptor of all the facts or reality. So in the age of post truth we need to follow the ideology of SWARAJYA of Mahatma Gandhi to control our senses or rule on self. We ~~also~~ should <sup>also</sup> have to try to follow the Buddha philosophy of Eight fold path to discover the truth. So in this post-truth era let's pledge let us globalize love ~~is~~ Compassion. let us spread peace and promote humanity. let us spread light of knowledge. =.

// This part is weak //