Narratives can be defined as prevalent ways of thinking and telling about the world, especially in the context of important social and policy issues, which have a broad but not necessarily unequivocal social support. As such, they have a power of shaping public opinion and decision making. They can be used to mobilize social support both for good and bad. This seems to be especially important in this historical moment when the new media landscape has fundamentally reshaped our collective means of communication facilitating local and global cooperation but also providing entirely new tools for propaganda and spreading of misinformation, which are often popularly referred to as *fake news*.