

Truth vs. Lies:

A Not-So-Serious Guide

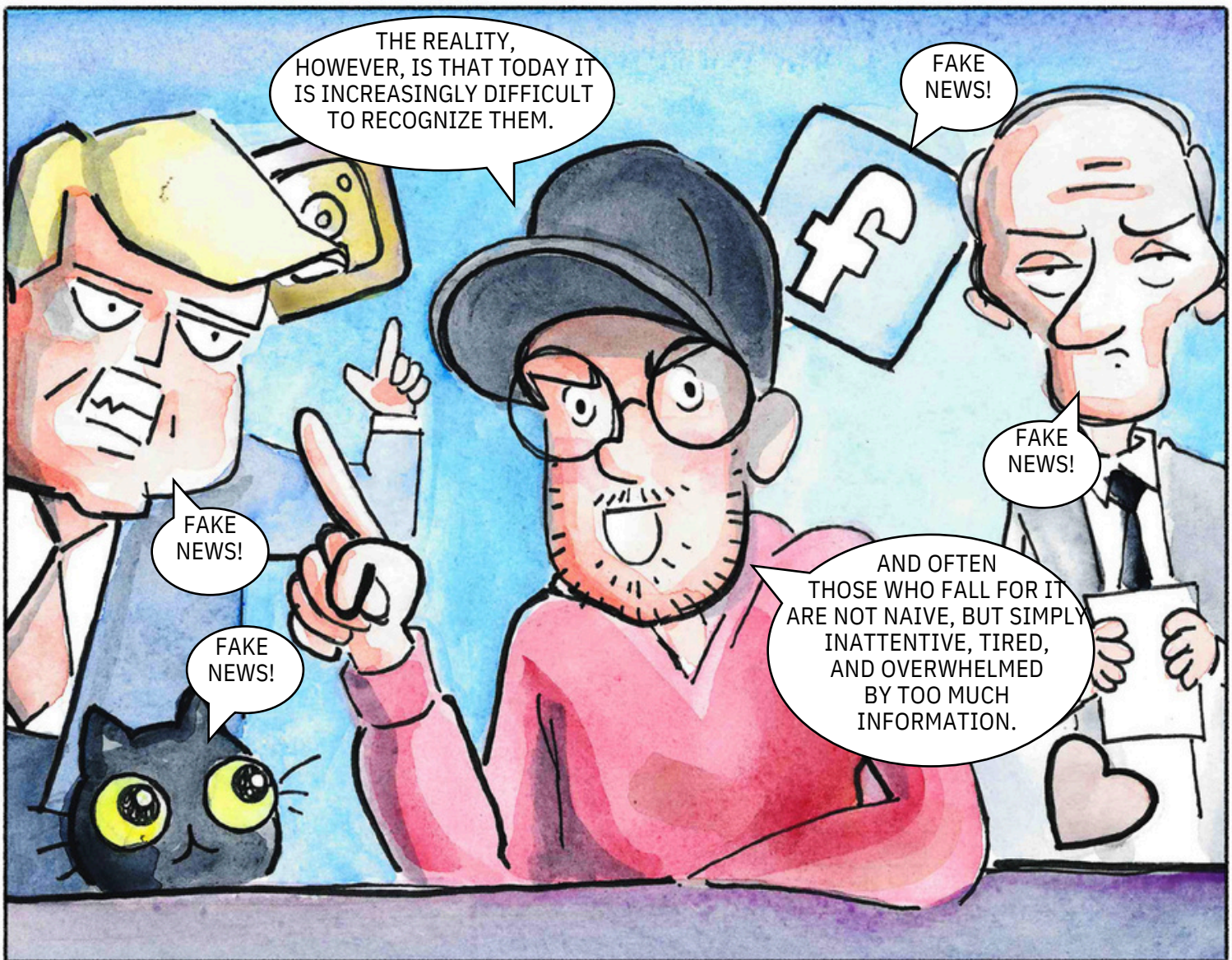


A EUEM production
Illustrated by CorraComics



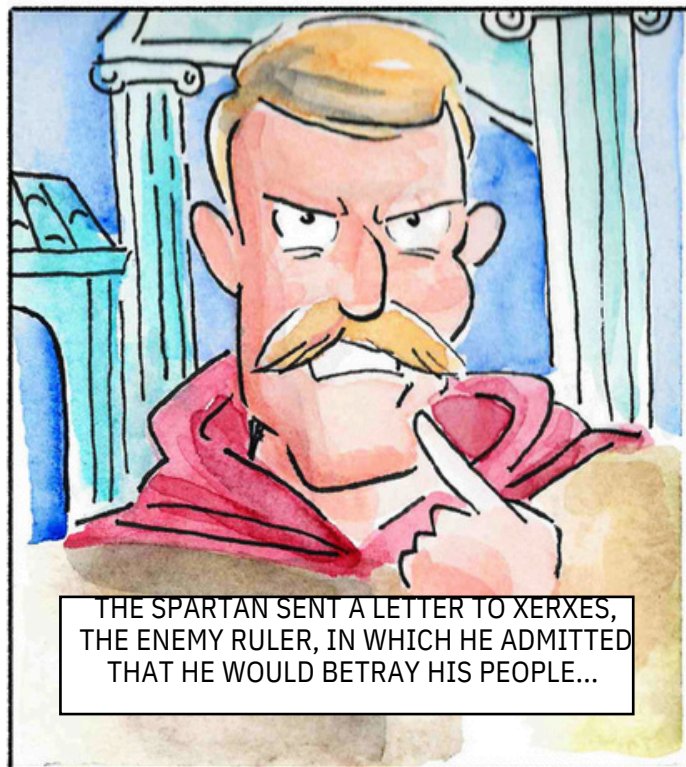
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THE SHADOW OF MISINFORMATION IS NOT A NEW PHENOMENON; WE FIND TRACES OF IT DATING BACK TO THE TIME OF THE ANCIENT GREEKS.

ONE OF THE FIRST TO PAY THE PRICE WAS THE SPARTAN GENERAL PAUSANIAS.



THE SPARTAN SENT A LETTER TO XERXES, THE ENEMY RULER, IN WHICH HE ADMITTED THAT HE WOULD BETRAY HIS PEOPLE...

AFTER THIS WAS DISCOVERED, PAUSANIAS WAS FOUND GUILTY OF HIGH TREASON AND SENTENCED TO DEATH.

THE LETTER TURNED OUT TO BE FAKE.

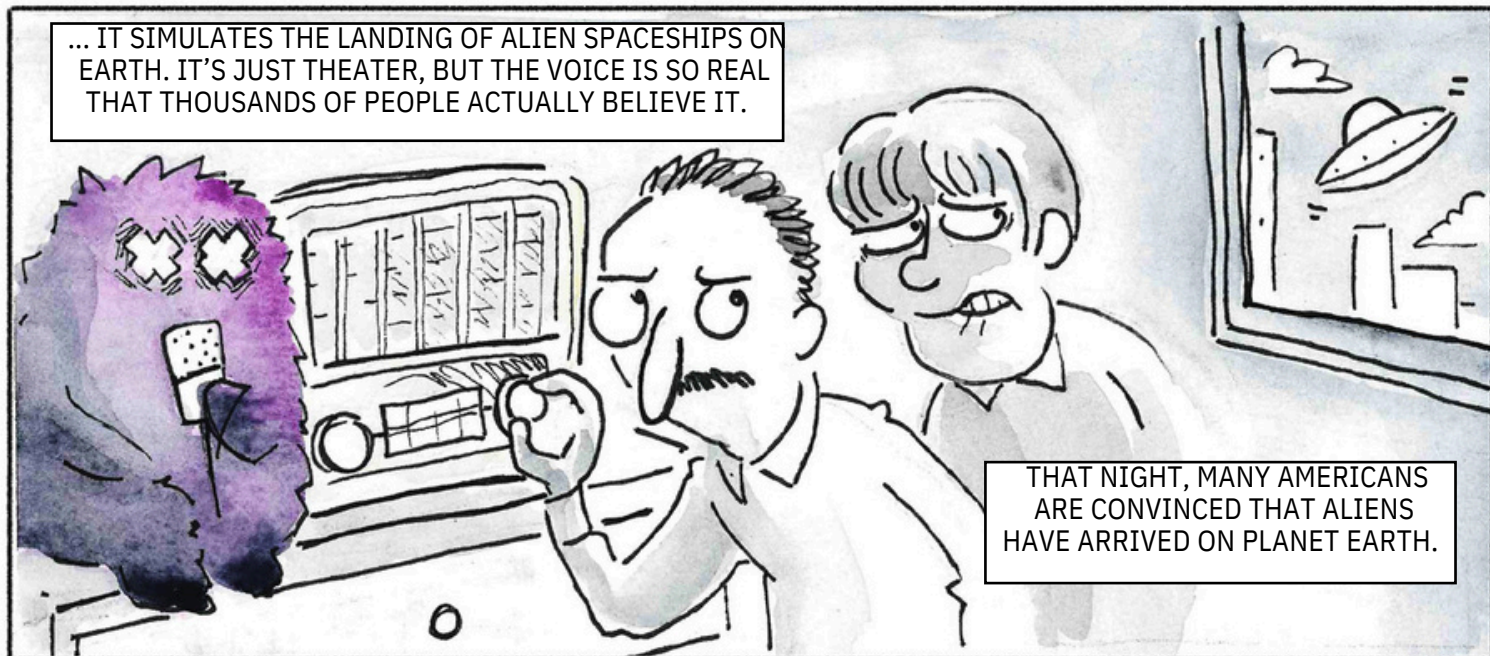
FAKE NEWS

NOW LET'S JUMP FORWARD TWO THOUSAND YEARS. IT'S OCTOBER 30, 1938. ON AMERICAN RADIO, ORSON WELLES NARRATES THE WAR OF THE WORLDS...



... IT SIMULATES THE LANDING OF ALIEN SPACESHIPS ON EARTH. IT'S JUST THEATER, BUT THE VOICE IS SO REAL THAT THOUSANDS OF PEOPLE ACTUALLY BELIEVE IT.

THAT NIGHT, MANY AMERICANS ARE CONVINCED THAT ALIENS HAVE ARRIVED ON PLANET EARTH.





From an ancient Greek parchment to a radio microphone, the principle is the same: a well-told story... and reality, for a moment, bends.



But what is a fake news?



It is a piece of news, a story, or a hoax that is intentionally created to misinform and deceive.

TO BETTER UNDERSTAND THIS,
IT MAY BE USEFUL TO CLARIFY
WHAT FAKE NEWS IS NOT:

NEWS
THAT WE DON'T
LIKE
OR DISAGREE
WITH...

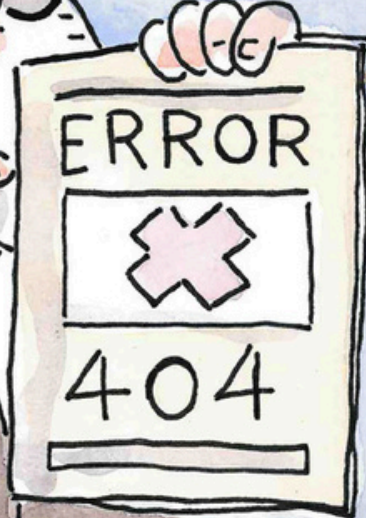
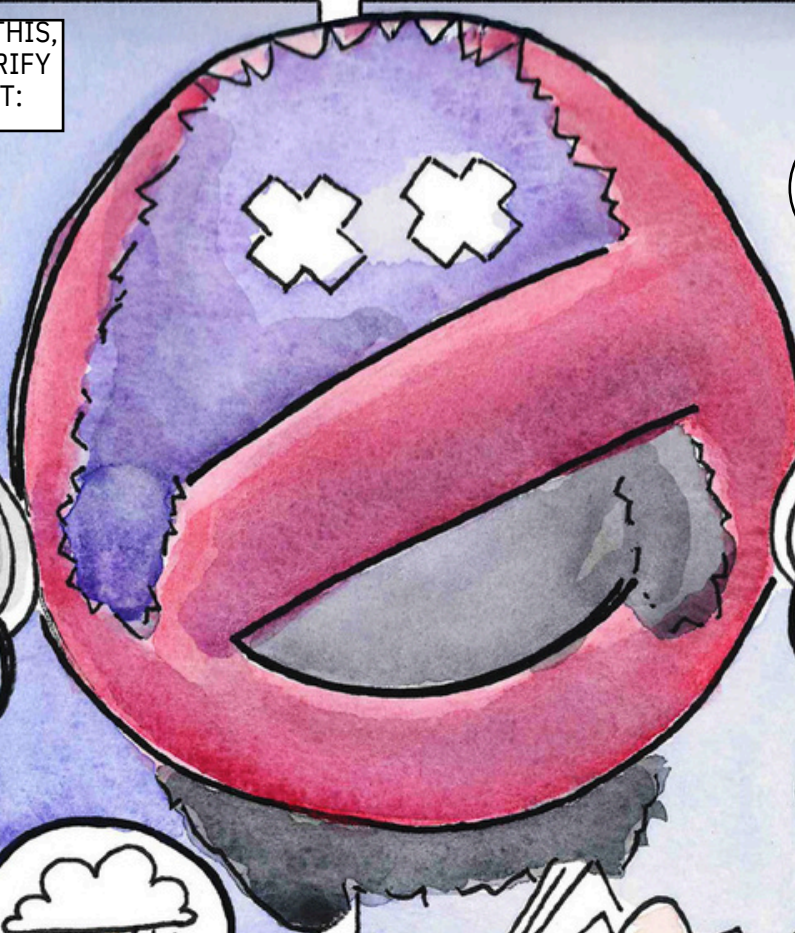
THOSE THAT
ARE PRODUCED BY
SATIRICAL
NEWSPAPERS
...

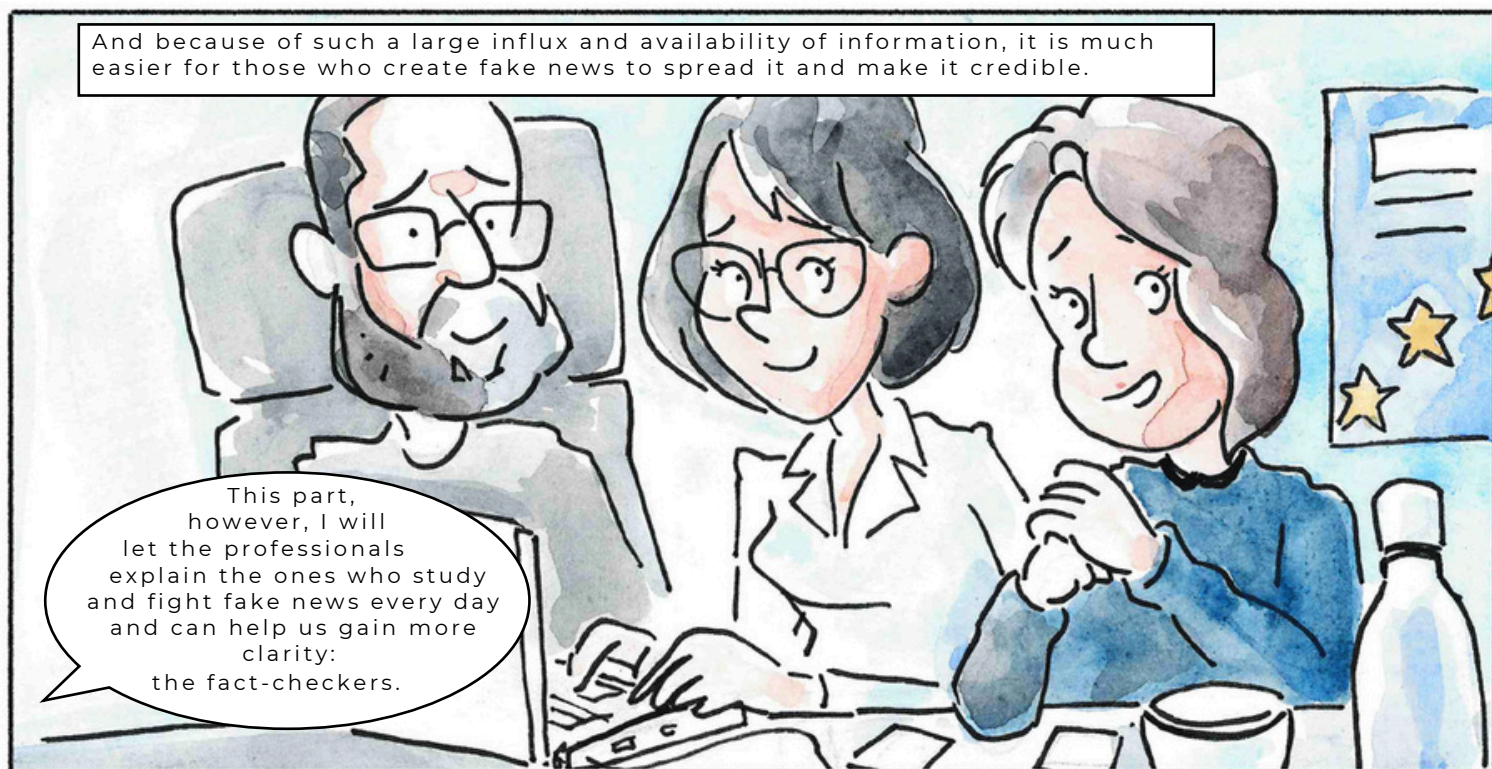
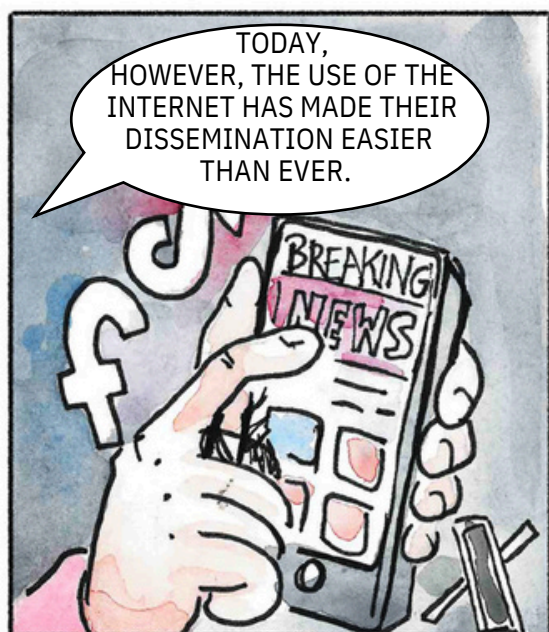


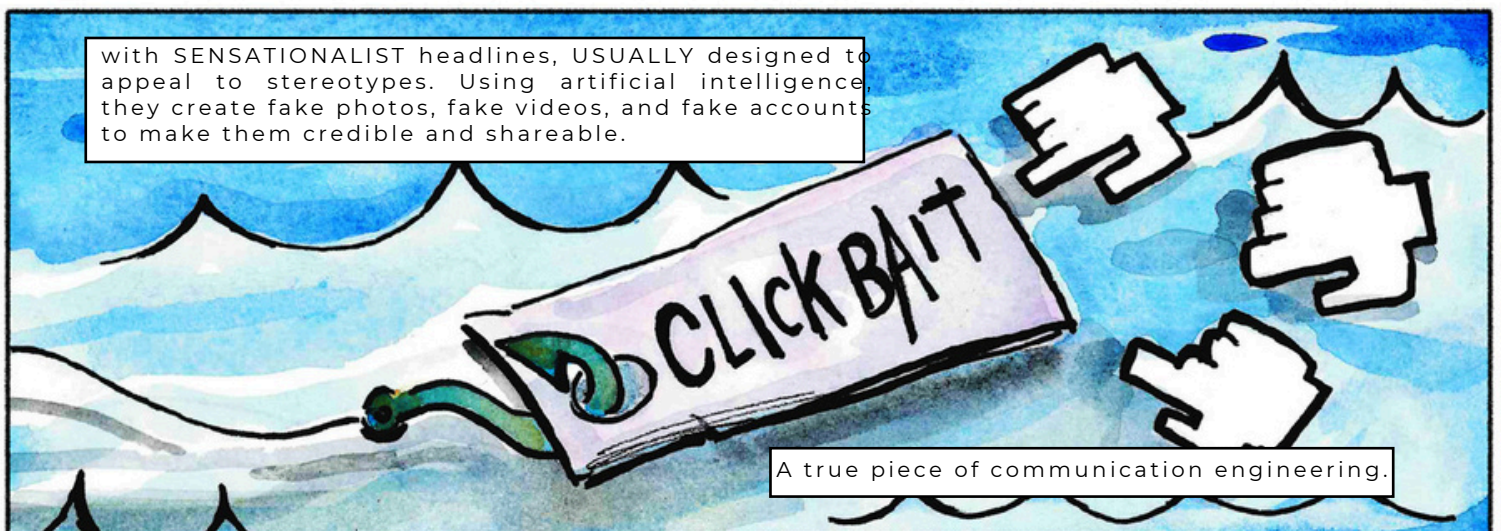
THOSE
THAT REPORT THE
OPINIONS OF THOSE
WHO COMMENT
ON A PIECE OF IN-
FORMATION.

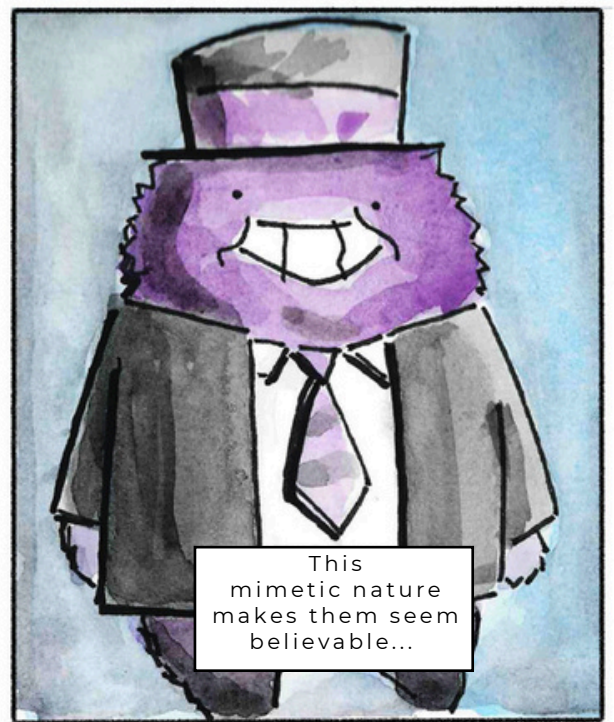
AND
ARTICLES THAT
CONTAIN ERRORS
ARE NOT
FAKE NEWS.

RECOGNIZING THEM,
ESPECIALLY NOWADAYS,
IS STILL VERY
DIFFICULT.





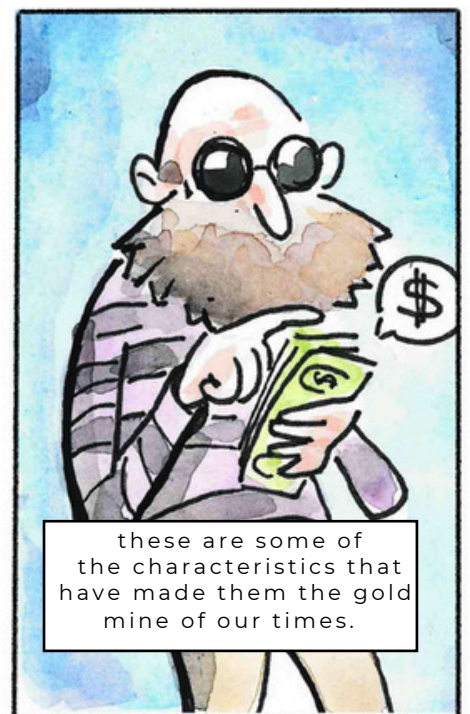




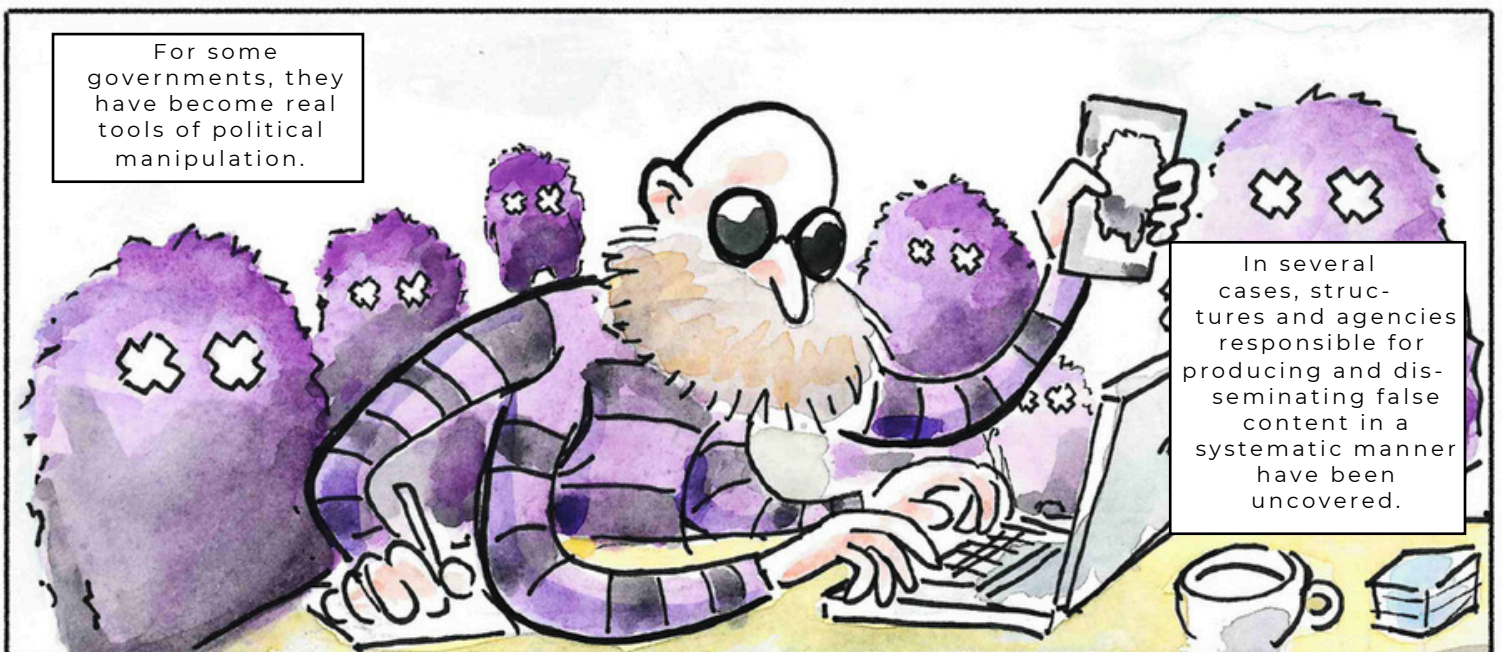
This mimetic nature makes them seem believable...



... Modern fake news has the ability to affect people with a level of involvement never seen before in the history of misinformation.

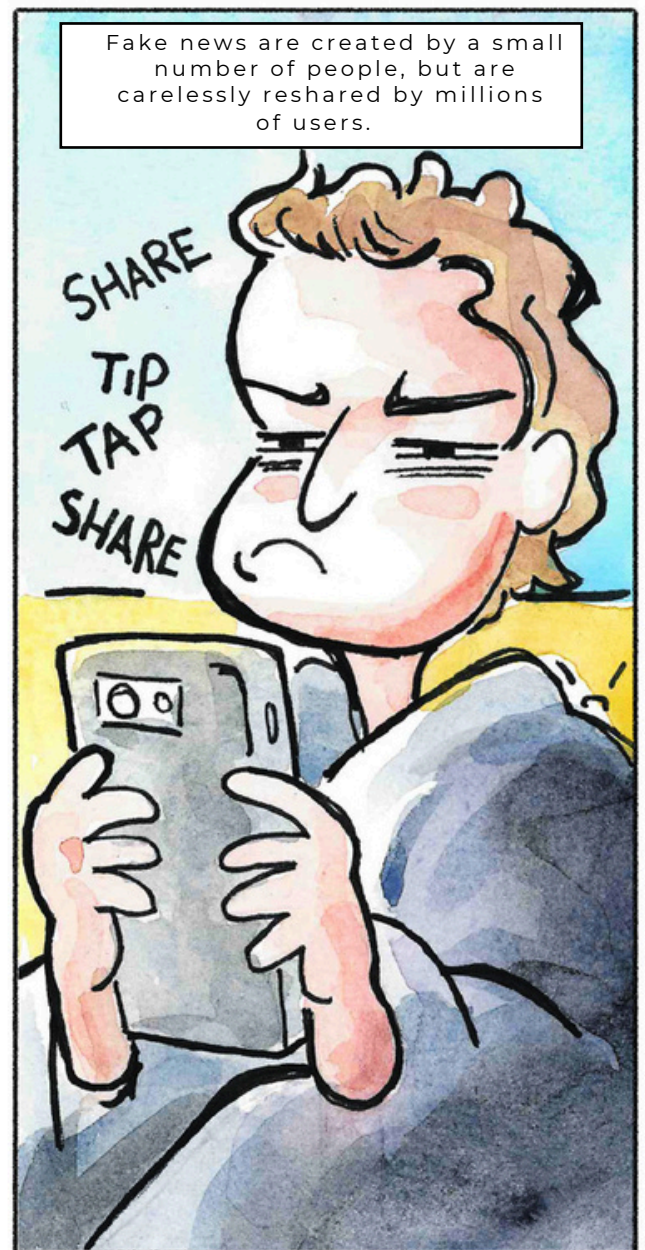


these are some of the characteristics that have made them the gold mine of our times.



For some governments, they have become real tools of political manipulation.

In several cases, structures and agencies responsible for producing and disseminating false content in a systematic manner have been uncovered.





Those who design them know very well that they can "use" social-media users to spread them rapidly.

