EXPLORING THE ORIGIN OF FALSE NEWS.
A CASE STUDY ON PERSUASION, DISTORTION AND EMOTION IN THE NEWS.

César Augusto Tapia Hernández

RESEARCH
It describes how a deceptive event framed in the journalistic genre of “interview” constitutes a deceptive narrative AFFECTING EMOTIONAL AND IDEOLOGICAL HEARINGS

FALSE MATERIAL = CONSTRUCTION OF FALSE NEWS

OBJECTIVE
Show how traditional media such as television and its narrative persuasion strategies provide their audiences.

FALSE MATERIAL

CONSTRUCTION OF FALSE NEWS

TOOLS
Case study developed through a content analysis to explain how false news emerges in a private television news program in Colombia.

INTRODUCTION FALSE OF PHRASES + EMOTIONAL NARRATIVES AND DISTORTIONS = ACHIEVE POLITICAL POLARIZATION

RESULTS
Distortion biases, not necessarily partisan, and emotions aligned with ideological principles alongside market gains, are the breeding ground for the creation of false news.

IN PLAY ARE THE AUDIENCES OF THE BEST COLOMBIAN TELEVISION SCHEDULE