

Fake news

Bisera Kostadinovska-Stojchevska, PhD



The first image that “pops” into one’s mind when mentioning the term
fake news

What is “fake news”?

- Before PE 2016: The word "fake" originates in the early 19th century. "'Fake,' in the sense of something being bogus or counterfeit, apparently began life a little over 200 years ago among the 'flash' language used by criminals in 18th- and 19th-century England
- After PE 2016: "False news stories, often of a sensational nature, created to be widely shared online for the purpose of generating ad revenue via web traffic or discrediting a public figure, political movement, company, etc."

Linguistically speaking...

- *Fake news*- self-explanatory compound noun — a combination of two distinct words, both well known, which when used in combination yield an easily understood meaning. *Fake news* is, quite simply, news (“material reported in a newspaper or news periodical or on a newscast”) that is fake (“false, counterfeit”). (<https://www.merriam-webster.com/words-at-play/the-real-story-of-fake-news>)

Is it dictionary-worthy?

- *Not blunt enough? In mid-February, following Trump's freewheeling news conference, Smith labeled Trump's responses "absolutely crazy." He even - horror of horrors! - defended CNN, Fox's mortal enemy, when **Trump blasted it as "fake news"** during another news conference. —Paul Farhi, *The Washington Post*, 23 Mar. 2017*

What is it?

- ***“Trump blasted it as “fake news””***

Does this mean that this kinds of news are fake (how can we prove that) or is it something that is tied to a specific person (President Trump, in this case)?

- <http://mentalfloss.com/article/92556/fake-etymology-story-behind-one-dictionaries-most-intriguing-words>

A theory claiming that *fake* could be related to the German *fegen* or Dutch *vegen*, both meaning “to polish,” or “to wipe clean”—the implication being that something might once have been said to have been “faked” when it had been cleaned up to appear more valuable than it actually was.

In contrast to Trump's understanding and use of *fake news*, Wikipedia tells us something else:

False statements

As president, Trump has frequently made false statements in public speeches and remarks. [\[262\]](#)[\[263\]](#)[\[264\]](#)[\[265\]](#)

Trump uttered "at least one false or misleading claim per day on 91 of his first 99 days" in office according to The New York Times, [\[262\]](#) and 1,318 total in his first 263 days in office according to the "Fact Checker" political analysis column of The Washington Post, [\[266\]](#) which also wrote, "President Trump is the most fact-challenged politician that The Fact Checker has ever encountered ... the pace and volume of the president's misstatements means that we cannot possibly keep up." [\[263\]](#) After 466 days in office, the tally was at 3,001 false or misleading claims, and it had risen to an average of 6.5 per day from 4.9 during Trump's first 100 days in office. [\[267\]](#) According to one study, the rate of false statements has increased, with the percentage of his words that are part of a false claim rising over the course of his presidency. [\[268\]](#) In general, news organizations have been hesitant to label these statements as "lies". [\[269\]](#)[\[270\]](#)[\[268\]](#)
(https://en.wikipedia.org/wiki/Donald_Trump)

Just an (innocent) example (from the post)

“I made a speech. I looked out, the field was — it looked like a million, million and a half people.”



Usually, it's a general complaint about news coverage — such as his Christmas Eve [tweet](#): “The Fake News refuses to talk about how Big and how Strong our BASE is.”
(<https://www.factcheck.org/2018/01/trumps-phony-fake-news-claims/>)

A mention..

FUTURE TENSE

The Macedonian Fake News Racket Was Sketchier— Maybe a Lot Sketchier— Than We Initially Thought

By [AARON MAK](#)

JULY 18, 2018 • 4:17 PM

TWEET

SHARE

COMMENT



At least 140 sensationalist news websites originated in the city of Veles. ...
ROBERT ATANASOVSKI/AFP/Getty Images



Putin to NWO Agents and Satan Worshipers: I'm Coming for You!

TOPICS: Putin Syria

Untitled

POSTED BY: USA POLITICS TODAY DECEMBER 26, 2015

272
SHARES



NWO agents and Satan worshipers have good reasons to be frightened by Putin's moves.

No kidding. **Putin** continues to send NWO agents and Satan worshipers in Russia and abroad a dire message, and they continue to panic. Pay close attention and see how he confronted factory owners in Russia—people who are playing dice with people's lives. He told them point-blankly that they "have taken" people

RECENT POSTS

BREAKING: Paris gunm behind attacks...

D.W. Ulsterman's Take Trump

Obama's Ex-Boyfriend | Wants To Hide From An

CODE RED: Military Ma Senate Gives Obama U

- Reporters found that the residents of Veles, a town in Macedonia with a population of 45,000, had registered at least 140 websites with names like USConservativeToday.com and TrumpVision365.com that published sensationalist, false, and often plagiarized content catering to the American right. Some articles incorrectly claimed that the pope had endorsed Trump for president, while others propelled the conspiracy theory that Chelsea Clinton is not actually Bill Clinton's daughter.

<https://slate.com/technology/2018/07/american-conservatives-had-a-hand-in-the-macedonian-fake-news-industry-report.html>

Fake news websites

(https://en.wikipedia.org/wiki/List_of_fake_news_websites)

List

Name	Notes
70 News	A WordPress-hosted site that published a false news story, stating that Donald Trump had won the popular vote in the 2016 United States presidential election; the fake story rose to the top in searches for "final election results" on Google News.
ABCnews.com.co	Owned by Paul Horner. Mimics the URL, design and logo of ABC News (owned by Disney–ABC Television Group).
American News	Published a false story claiming actor Denzel Washington endorsed Donald Trump for president. The fictional headline led to thousands of people sharing it on Facebook, a prominent example of fake news spreading on the social network prior to the 2016 presidential election.
Before It's News	Cited by US President Donald Trump at his 2016 campaign rallies. Before It's News and Infowars were described as "unabashedly unhinged 'news' sites" in 2014 by <i>The Washington Post</i> following its promotion of conspiracy theories relating to Malaysia Airlines Flight 17.
bients.com	
bizstandardnews.com	Its stories have been mistaken as real-news then shared and cited as real-news. Its disclaimer says the stories "could be true" because "reality is so strange nowadays". But the disclaimer also says it is "a satirical site designed to parody the 24-hour news cycle." ^[19] Its name is similar to the unrelated Indian English-language daily newspaper called <i>Business Standard</i> .
Bloomberg.ma	Designed to imitate Bloomberg.com . Was used to issue a false report announcing that Twitter had received a USD \$31 billion takeover offer, resulting in a brief 8% stock price spike of Twitter. The site is now defunct.
The Boston Tribune	Starting in February 2016, this website's outright hoaxes quickly became popular with its readers.
Breaking-CNN.com	Responsible for publishing numerous death hoaxes , including one for former First Lady Barbara Bush one day after her announcement that she would halt all further medical treatment in 2018. Designed to emulate CNN.
BVA News	
Celebtricity	Has falsely claimed that Barack Obama declared a state of emergency in Chicago, Illinois after more than 300 people were shot in one night; that a Wendy's employee put vaginal discharge on a burger as revenge against a partner; and that Bryshere Y. Gray was Jay-Z's son. Contains a "notorious fauxtire and satire entertainment" disclaimer which used to read "the most notorious urban satirical entertainment website in the world". ^[32]
cnn-trending.com	Imitated CNN.com, complete with the CNN logo. Pushed the <i>Hawking Code scam</i>

Breaking-CNN.com

Responsible for publishing numerous [death hoaxes](#), including one for former First Lady [Barbara Bush](#) one day after her announcement that she would halt all further medical treatment in 2018. Designed to emulate [CNN](#).

The New York Evening([TheNewYorkEvening.com](#))

This fake news website has spread numerous false claims, including a fake story claiming that [Malia Obama](#) had been expelled from [Harvard](#).

[ABCnews.com.co](#)

Owned by [Paul Horner](#). Mimics the URL, design and logo of [ABC News](#) (owned by [Disney–ABC Television Group](#)).





ALL THE NEWS
THAT'S FIT
FOR TRUMP

The Not-Fake News

MELANIA'S
beauty TIPS
INSIDE!

TRUMP BEST PRESIDENT EVER!

WE WON THE ELECTION
FAIR AND SQUARE
WITH LARGEST MARGIN
IN AMERICAN HISTORY!

[Blacked-out text]

DONALD'S
TOP FIFTY
TWEETS

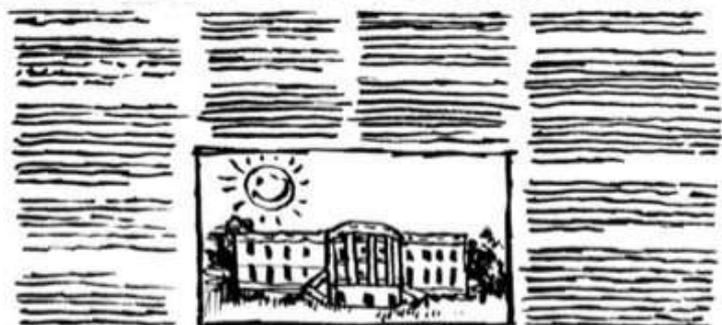
[Blacked-out text]



Steve Bannon is a
big, cuddly, cute
harmless puppy



POLLS UNANIMOUS IN PRAISE FOR
OUR SPECTACULAR LEADERSHIP



PRESIDENT TRUMP
A GREAT GOLFER



NEW **ADVICE**
COLUMN
by Stephen Miller
"I WILL NOT BE
QUESTIONED"
coming soon!

D.W. 17
MORIN
Miami Herald

TODAY'S T.V.
6AM FOX NEWS
7AM FOX NEWS
8AM FOX NEWS
9AM FOX NEWS
10/11/11

Is the “war against fake news” a
Sisyphus myth?



**COMBATING FAKE NEWS PANEL: GOVERNMENTS, ALONG WITH JOURNALISTS,
MEDIA AND THE CITIZENS, SHOULD BE AT THE FOREFRONT OF COMBATING FAKE
NEWS**

WESTERN BALKAN DIGITAL SUMMIT 2018 Skopje

- Matthew Jacobs, Digital Coordinator for the *Bureau of European and Eurasian Affairs* at the *U.S. Department of State*, responsible for combating fake news in this institution, defined the phenomenon of “fake news” as a deliberate undermining of democratic processes. According to his analysis, it is the users who are actually the ones actualizing the fake news, not the bots and other automated digital processes.
(<https://digitalsummitwb6.com/combating-fake-news-panel-governments-along-with-journalists-media-and-the-citizens-should-be-at-the-forefront-of-combating-fake-news/>)

fake news = an evolution of
misinformation

Eric Burns, Communications and media strategist

What George Lakoff thinks of POTUS?

- <https://twitter.com/GeorgeLakoff>
- *Trump uses social media as a weapon to control the news cycle. It works like a charm. His tweets are tactical rather than substantive. They mostly fall into one of these four categories.*

A Taxonomy of TRUMP TWEETS



1

PREEMPTIVE FRAMING

Be the first to frame an idea

EXAMPLE: The hacking of the DNC was the DNC's fault and Democrats lost by a wide margin. (when in fact it was one of the narrowest margins in US history).

JAN 7

@realDonaldTrump
Only reason the hacking of the poorly defended DNC is discussed is that the loss by the Dems was so big that they are totally embarrassed!

2

DIVERSION

Divert attention from real issues

EXAMPLE: Divert attention away from real issues around conflicts of interest and Russian hacking and toward Meryl Streep's speech at Golden Globe Awards.

JAN 9

@realDonaldTrump
Meryl Streep, one of the most over-rated actresses in Hollywood, doesn't know me but attacked last night at the Golden Globes. She is a.....

3

DEFLECTION

Attack messenger, change direction

EXAMPLE: Attack media in an attempt to erode public trust. Reframe story as "fake news" and establish Trump administration as source of truth.

JAN 11

@realDonaldTrump
Intelligence agencies should never have allowed this fake news to "leak" into the public. One last shot at me. Are we living in Nazi Germany?

4

TRIAL BALLOON

Test public reaction

EXAMPLE: Test public reaction to nuclear arms escalation.

DEC 22

@realDonaldTrump
The United States must greatly strengthen and expand its nuclear capability until such time as the world comes to its senses regarding nukes

WE GOTTA DO SOMETHING
ABOUT ALL OF THIS
FAKE NEWS ONLINE!

HOW DO YOU EVEN
TELL WHAT'S FAKE?



What's the Point of Fake News?

Entertainment

+

Social Commentary

=

Satire

Every good fake news article achieves two things: it entertains the reader but it also provides a social commentary. That's what makes Fake News such a good example of satire: an exaggeration of the truth to make a point.

1. Unnecessary Adjectives

Watchdog deems phrase 'Happy Holidays' extremely offensive

Dec 11, 2013 | Categories: [Headlines](#), [Main](#)



As the Holidays approach, with them brings the confusion over what is the politically correct way to give someone a seasonal greeting. Many employers have adopted the policy of banning the phrase "Merry Christmas" and instead encourage employees to offer the more universal greeting of "Happy Holidays". Well, according to the watchdog group The Canadian Association Alliance, the phrase 'Happy...

[Read More »](#)

2. Too Many Details

Manitoban says famous cookbook has plagiarized his grandmother's recipes including one for toast

Mar 12, 2014 | Categories: [Headlines](#), [Main](#)



Trouble is cooking in Brandon Manitoba: Earlier this week a lawsuit was filed by Doug Primbos on behalf of his grandmother, Hattie Milford, against The Better Cooking Cookbook. In the suit, Mr. Primbos claims that the makers of the cookbook have stolen hundreds of recipes from his "Bobo," although he is not sure how...

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 [Listen](#)

4. Absurdity

Dharma Initiative Denies Responsibility for Missing Malaysian Flight



The secretive scientific research organization known as "The Dharma Initiative" has denied responsibility for the disappearance of Malaysia Airlines Flight 370.

In a statement released today on the group's website, Dharma's CEO Hugh McIntyre said that despite the similarities between this case

and that of the infamous **Oceanic Flight 815**, the two incidents do not share a common cause....

[Read More →](#)

5. Social Commentary

Barbie Turns 55 — Still Has a 16 Inch Waist



 +1  3

 Tweet  5

 Like  31

 Share  31

(6") ...

EL SEGUNDO, CA — 32-16-29. If Barbie was a real person that's how she'd stack up in the figure department as Mattel Inc. celebrated her 55th birthday today with fat-free carrot cake and sugarless soy ice cream. Her head (22") would be bigger than her waist (16"). Her ankles

The People's Daily Online (a real news source) believed the Onion's fake news story, and published it as real.

Kim Jong-Un Named *The Onion's* Sexiest Man Alive For 2012 [UPDATE]

NEWS • North Korea • Lifestyle • ISSUE 48•46 • Nov 14, 2012



f 61.1K
t 4.5K
+ 734

人民网 English
People's Daily Online

China Politics | CPC News | Foreign Affairs | World | Opinion | Business | China Military | Society | Life & Culture | Travel | Sports | Science | Education | Photo | TheeOnline | Special Coverage

English >> World

North Korea's top leader named *The Onion's* Sexiest Man Alive for 2012
(People's Daily Online) 09:25, November 27, 2012



本文：金正恩被美国媒体评为全球最性感男人 可与奥巴马一争

Edited and translated by Zhang Qian, People's Daily Online

U.S. website: *The Onion* has named North Korean supreme leader Kim Jong Un as the "Sexiest Man Alive" for the year 2012.

"With his deviously handsome, round face, his boyish charm, and his strong, sturdy frame, his Pyongyang-bred heartthrob is every woman's dream come true. Blessed with an air of power that masks an unmissable cute, outdully slide, Kim made *The newspaper's* editorial board swoon with his impeccable fashion sense, chic short hair style, and, of course, that famous smile," I said.

"He has that rare ability to somehow be completely adorable and completely macho at the same time," said Melissa Blake-Zweibel, ed for *The Onion Style and Entertainment*.

What can fake news cause?

<https://medium.com/@DFRLab/three-thousand-fake-tanks-575410c4f64d>

Defence
1,430 times

Defence
Report,

Situation Reports
on Report,

US sends 3,600 tanks against Russia - Massive NATO deployment underway



Wednesday, January 4, 2017 - 16:43

The NATO war preparation against Russia, 'Operation Resolve', is in full swing. 2,000 US tanks will be sent from Germany to Eastern Europe, and 1,600 US tanks are stored in storage facilities in the Netherlands. At the same time, several countries are sending thousands of soldiers in to the region.

According to US Army Europe, 4,000 troops and equipment will arrive in three US transport ships to Germany next week at Bremerhaven, US troops and huge amount of equipment will be sent to Poland and Eastern Europe.

f 28k **vk** 11 **tw** 2 **g+** 98

<https://www.dw.com/mk/%D0%BB%D0%BE%D0%B2%D1%86%D0%B8-%D0%BD%D0%B0-%D0%BB%D0%B0%D0%B6%D0%BD%D0%B8-%D0%B2%D0%B5%D1%81%D1%82%D0%B8/a-37476294>

- The Dutch will count the votes manually to avoid Russian interference!
- 700 000 Germans leave their homeland because of Merkel's refugee policy!
- Split bursts at the seams, too many tourists in high season!

Which of these
titles are fake news
titles?

Scientists create world's tiniest 3-D glasses to show bugs 3-D movies

PEI to bolster tourism with 300 ft Anne of Green Gables Roller Coaster

Desperate Barnes & Noble To Give Unlimited Free Tablets To Anyone Who Walks In Store

Dubai: Pet taxi 'beats public transport ban'

Rob Ford Mistakenly Sues Himself: "I'm prepared to fight it." (Hammer in the News)

Area man digs 200-metre tunnel to Upper Canada Mall (Yolk News)

Unemployed gender studies major sues 'The Patriarchy' (The Daily Carrant)

Conservatives praise Antarctic ice sheet melt as beautiful expression of free market (Borowitz Report)



HOW CAN HE TELL THE DIFFERENCE BETWEEN FAKE AND REAL NEWS?

EASY, IF HE DISAGREES WITH IT, IT'S FAKE!