

Prevarication And Cognizance In The Post-Truth Epoch

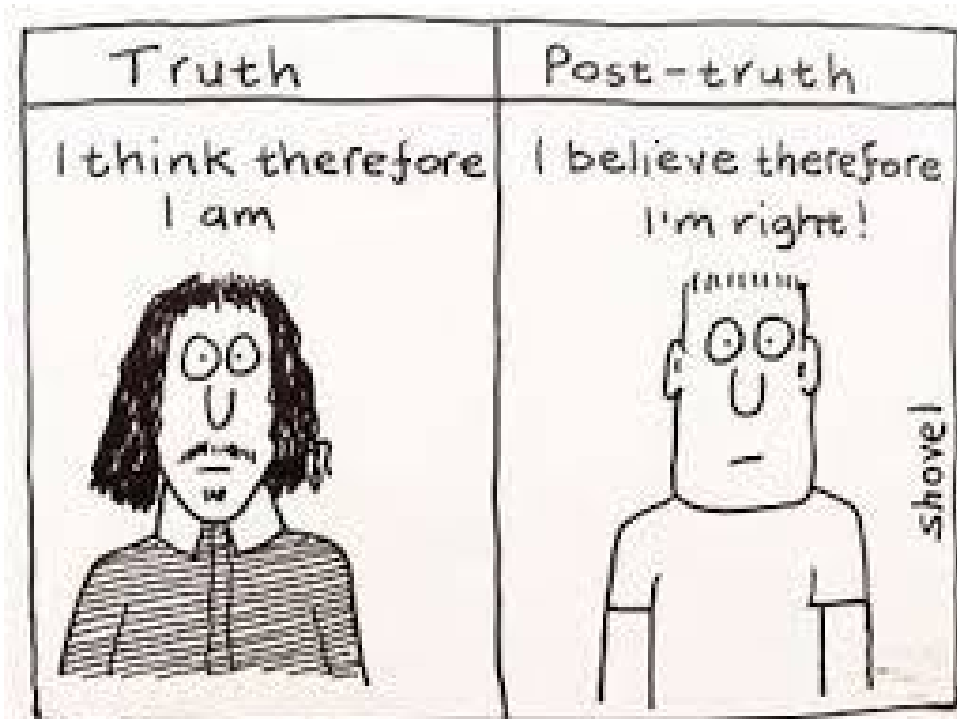
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Abstract

In the post-modern society the social media culture has deeply rooted in our day-to-day life. It has infiltrated our lives. The cultural sphere can be perceived in the contemporary scenario which promote variant prototype of knowledge and power. Today we have a transubstantiated perception of our own existence. Everything is decided by the so-called social networking systems. We are actually being trained and moulded as per the needs and protocols of the social media. The norms of the social medias like Facebook, Twitter, Instagram, etc., has subverted the existing notions of the human mind and thus they create a new dimension for our life. In the present contemporary society everything works under a false deception. It looks so perfect in its outer cover but it is not. We are more likely to imitate others in their mannerisms and attitude. Thus we are repudiating our own selves. We want to be like others and we strive hard to be like them. If we cannot satisfy it then depression arises. We would like to post pictures like others on social media and want to be accepted by others. If we do not get the desired response, we get easily hurt by being 'rejected'. We are always under the false consciousness which is being created by the social hub. The paper entitled "Prevarication and Cognizance in the Post- Truth Epoch" is an attempt to analyse the ways in which the human psyche has been tangled by the post-truth deceits and beguilement.

Keywords: *the post-modern society, media, human mind, networking*



The society we live in has a hasty development in many of the fields. Technologically sounded society makes a venturesome attempt to crack the steeple of success. People also striving hard to attain a stature among others. The social media plays an indispensable role in the lives of people. Today everybody wakes up from their sleep and go to bed with a smart phone in their hands. The mobile phone has become a body part itself without which we cannot live. We cannot spend even a single minute without having a look in to the smart phone on regular intervals. It is not the phone which matters, it is the mobile application which matters the more. Facebook, Twitter, WhatsApp, Instagram, Telegram and so on and so forth makes a great fuss today in the lives of people. The social media impinges and perturbs lives of people. Moreover it affects the culture and mental stability and perseverance of a person.

Social media likes Facebook, Twitter, Instagram creates a monomania in the consciousness of Actually they does not think about the gimmicks clandestined in these social media. While talk about the defects of social media most of the people won't agree with that. Because for them it is a platform to raise their voice, to share their views. But the mental stress that these medias gives won't get much deliberation. Social media has infiltrated our life. Tweets, blogs, comments, likes...and the list goes on and on. We have reached a point of minimalism. In the present contemporary scenario, most of us complain about the defalcation of time that we do not get sufficient time to do this and that. But these people get enough time in social media and this won't become a problem at all. We are always ready to swim and swam through the social media pool. But we are inconversant of the hidden dangers of social media. We spend half of the day by skipping and scamming through the Facebook, WhatsApp. If we are bored or feeling lazy we swiftly go through the messages, posts, shares. This is the present scenario. But in

earlier days, when we get bored, we usually go out and get some fresh air, play and talk with our friends. But now it has wavered. Today most of the people does not want to go out, they just want to simply sit in their premises. If they get food then they are more than happy with that. Thus they become more lazy and dumpy individuals. They do nothing but simply sitting somewhere with their smart phones. This kind of life style abominably alter their own lives.

Even today's conversation has switched on to codes, emojis and abbreviations. Common people won't understand what does the code means. The young culture has subverted the established notions and they have formulated a new culture of their own. In earlier decades we have letters, telephones to communicate. But now we have smart phones which provide all the facilities we ought to have. We can chat, have a video call, group chat, group conference call and whatever we need to. Even the chat become laconic and brusque. A very simple example is 'pics', the word 'picture' is reduced to mere 'pics' in media language. The we tend to use 'dp' for the picture that we upload as wallpaper or profile picture in WhatsApp or Facebook or Instagram. This 'dp' is actually a computer language that is, 'desktop picture'. It has converted in to a digital minimalized language which is accepted by the whole social media community. Sometimes we get through our emotions with a smile or emojis. Even in literature, it makes of this brevilquent phrases in communication.

The youth creates a trend during different time period. They become the trend setter of that particular time. In the social media platform they sets a particular tenor of profile pictures, comments, likes. They used to update their profile pictures. Some people update it on a regular basis. They rely more on the 'likes' or 'comments'. They post pictures with various back ground and visual effects. They try to make their pictures discrepant from others. They focus more on the external appearances. This kind of people easily get affected by the 'likes' and 'comments'. Actually they posts these pictures for others to see and comment. They badly want positive response or comment from their peers. Once they get a negative feedback they get easily affected. Because for them it is the matter of their identity. Everybody wants to have a good image in front of others. Nobody needs to get nagged by others. So their ego works in such a way that they have to have a very clean effigy before their fellow beings. When their ego gets hurt by any kind of attitude or comment, it will affect their mental consciousness and pull them back from doing further things. It's all about the confidence level. Because most of the people's confident entrusts on others. It depends on how another person talks about him. We want to have a clear picture of ourselves from others. If it goes wrong we get easily depressed. Because our mind is structured like that. We cannot change the set patterns. We clearly know that there is no point in someone's comment. There is nothing to do with others who are always keep on criticising. We have to believe in ourselves.

We know that the external apperances alone won't make a perfect human being. There are a lot of things which have to go along with that. But even that we focus more on the physical part. This is a kind of post truth. We would like to believe lies than truth. Because the lies we hear have more sweetness than the truth.

That is, truth sometimes become bitter and we cannot accept it. In this post truth era, everything appeals to the emotion rather than reality. Many assertions are created based on the objective facts, opinion and belief. It is a discourse in which we tend to create facts which is good for us. Friedrich Nietzsche, who is frequently invoked as one of the chief predecessors of post-truth. He argues that humans create the concepts through which they define the “good and the just, thereby replacing the concept of truth with the concept of value”. Thus the ‘truth’ that we believe now is not the actual truth or fact. It is derived through culture. Philosophers like Jacques Derrida, Michel Foucault and Bruno Latour are sceptical of the drift between values and facts. They argue that scientific facts are socially produced through relations of power.

We are living under the false consciousness of ‘truth’. We cannot distinguish truth from falsehood. We believe that this is the best of all possible worlds. But the fact is more pathetic. Everybody is not free to create a code of their own. Only ‘selected’ individuals can go for that. These ‘individuals’ are those who have the equipment called ‘power’. Contemporary post truth rely more on emotions rather than facts or evidence. Most pitiful side is that we know it is not true but we like to be surrounded by the lies.

In this scenario, an individual cannot find an existence of their own. Because everybody is living under deception and being surrounded by the meaningless facts. In a defactualised environment, the individual “loses all contact with not only his audience, but also the real world, which will still catch up with him because he can remove his mind from it but not his body”. The truth that we believe and accept now is a weak form of knowledge. Those who are in power supersedes the facts in favour of them and discard other’s opinions. Thus, we, the commoners are being repudiating from the social constructions of codes.

This can be related to the media culture of present day society. Media makes us believe that the things they are portraying are the ‘real’ and we tend to blindly follow the ways which is shown by them. The same thing happens in social media also. The youth culture conceives the false notion and make others believe that they are right. The uploading of profile pictures forges false assumption that it should be done this way. Otherwise we won’t get much recognition. Most of the people seeks attention and acceptance from others and they are willing to do anything for its sake. Today’s young generation gets easily dejected when they are being ignored by someone. They cannot survive the situation. Because their consciousness is structured in such a way that this kind of appreciation is crucial for their future development. So they try different modes of photography and they use filters to make their physical appearance more appeal to others. It is meaningless to impress others for such kind of concession. But unfortunately we are more attention seekers than confident builders. Our confident lies in other’s perception. Our identity is being fabricated by the opinions of others. Actually we are ‘othering’ our own selves. Without discerned the fact of being rescind we follow the views of others and thus we mimicks them to become the ‘real’. We lose our own identities and get trapped in the web of false apprehension. The youth have to rethink their perceived conception and they have to be the real. The beauty of the mind is the paramount of

all and the physical beauty will fade way on the course of time but the heart with beauty will remain eternal. It is not an easy thing to do because we cannot dexterously change the established consciousness of the people. But then we have to be a change whereas there is no point in going with the same flow.

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