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POST-TRUTH: IS IT MANAGING OR MISMANAGING INFORMATION? (THERE IS ONE TRUTH, BUT THERE ARE A THOUSAND POST-TRUTHS!)

*Gerçek-Ötesi: Bilgiyi Yönetmek mi; Bilgiyi Kötü Yönetmek mi?
(Bir Gerçek Var, Bin de Gerçekten Öte!)*

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ABSTRACT

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Gerçek-Ötesi, Bilgi Yönetimi, İletişim

Keywords

Post-Truth, Information Management, Communication

There is a notion called post-truth that is often applied today in shaping the world (emotions, attitudes, behaviors) and can produce effective results in a short time. This notion can be accepted as a method of information management. However, managing and distributing information by manipulating it dominates managing it by processing it with truth. Post-truth is a communication design focusing on shaping emotions, which is why it weakens reason and science, even putting them into the background. Post-truth weakens or removes the effectiveness of objective truths in shaping public opinion. Alternative truth plays the role of truth in the face of objective truth and substitutes for objective truth, as in “bad dismisses the good”. Incorrect information spreads and reproduces faster than correct information. Besides, it substitutes for the correct information and affects people. So many things are said and written regarding the notion of post-truth. However, no consensus has been reached regarding its definition and content. This paper aims to create a content regarding the meaning of post-truth.

ÖZ

Son yıllarda dünyayı (duyguları, tutumları, davranışları) şekillendirmede sıklıkla başvurulan ve kısa sürede etkili sonuçlar üretebilen bir kavramla karşı karşıya yaşanmaya başlanmıştır. Gerçek-ötesi (post-truth) adı verilen bu kavram, bilgi yönetimi tekniklerinden birisi olarak kabul edilebilir. Ancak, bilgiyi manipüle ederek, yönetme ve yayma yönü; bilgiyi hakikatlerle işleyerek yönetme yönüne ağır basıyor görünmektedir. Gerçek-ötesi, duyguları şekillendirmeye odaklanmış bir iletişim tasarımı olması nedeniyle, birçok örnekte, akli ve bilimi zayıflatmakta, hatta ikinci plana düşürmektedir. Gerçek-ötesi, kamuoyunun şekillenmesinde, nesnel gerçeklerin etkililiğini zayıflatmakta veya ortadan kaldırmaktadır. Nesnel gerçekler karşısında, alternatif gerçek rolü oynamakta ve “kötü iyiyi kovar” misali, nesnel gerçekleri ikâme etmektedir. Yanlış bilgi, doğru bilgiye kıyasla çok daha hızlı yayılmakta ve çoğalmaktadır. Bununla birlikte, doğru bilginin yerine geçmekte ve insanları etkilemektedir. Kavramla ilgili olarak çok şey söylenmekte ve yazılmaktadır. Buna rağmen tanımı ve içeriği üzerinde görüş birliği oluşmamıştır. Bu çalışma ise gerçek-ötesinin ne anlama geldiğine ilişkin bir içerik oluşturmak amacıyla kaleme alınmıştır.

1. INTRODUCTION

Post-truth has become popular and been discussed since 2016, when the Oxford Dictionary chose it as the word of the year. It is a new notion, a new trend, and one of the significant questions of debate in our age. It means that cold facts are less effective in determining public opinion on a specific subject compared to emotions and personal opinions.

Playwright Steve Tesich used “post-truth” to mean “making truth meaningless, worthless” for the first time in an essay he wrote for The Nation magazine in 1992 regarding the First Gulf War and the Iran-Contra Scandal. The author said the following: “We, as free people, have freely decided that we want to live in some post-truth world”. Even though the term was first used in 1992, it only became popular in

2016 thanks to the Oxford Dictionary. For the last three years, it has been discussed in both formal scientific publications and less formal magazines.

This study was written with this perspective and tried to form a conceptual framework for “post-truth”. After discussing the definition and scope of post-truth and the causes and results of post-truth, the paper ends with an ex-post evaluation of post-truth made in terms of rhetoric theory.

2. THE NOTION OF POST-TRUTH: DEFINITION AND SCOPE

Truth is everything that exists independently of an individual and it is not possible to deny its existence. Truth is objective and does not change according to people. Truth is something that can be touched, understood, observed, heard, tasted, and felt, and that has scientific evidence. Truth can be an idea, case, object, or phenomenon (Yılmaz, 02.16.2018). Meanings proposed for truth by the Turkish Language Association are as follows: “not lie, straight”, “something that carries qualifications in accordance with its original, genuine”, “something that exists as in nature, that reflects nature as is”, and “something that is not artificial” (TDK, 09.08.2019).

No consensus has yet been reached regarding the meanings of “post-truth” and “non-truth”. Actually, “truth” and “truths” are defined by the “elite” serving for themselves. They present their own real definitions by ignoring the attitudes and thoughts of society. One of the reasons for this situation is that society does not understand science and scientists. Another reason is the widespread use of the internet and social media (Bauma, 2018). The information production process for a post-truth idea takes place as follows (Grech, 2017):

- Existence of a pure truth situation
- Distortion of reality
- Production of an unoriginal (inauthentic) copy
- Running an over-realistic simulation that has no relationship with any truth in any circumstances

Post-truth is a notion that has been discussed since being the word of the year in the Oxford Dictionary in 2016. Examples of this notion are seen in Brexit discussions in England and Trump’s election campaign. George Orwell stated that post-truth is designed to strengthen the political language and lies. From the perspective of Nicola Machiavelli, post-truth “is creating wind (strong tendency) to shape the minds of people by gaining discourses respect, credibility, and legitimacy. In a word, it is cunning” (Marmot, 2017).

The “post” prefix in English indicates that the situation/phenomenon that follows the term has been overcome or cleared up. It also indicates that the situation/phenomenon has become meaningless, has lost its validity, and become worthless. Based on this information, “post-truth” may indicate that emotions and personal beliefs are more effective in creating public opinion than objective reality (Yılmaz, 02.16.2018).

Post-truth whereby governments (sovereign, dominants) impose their own truth against reality has actually been a concrete phenomenon since the “Cain and Abel”. While it was referred to with different names in previous times, such as lies, agitation, simulation, propaganda, or disinformation, it was conceptualized and started to gain popularity as “post-truth” after 2016 (Cinmen, 02.16.2018). According to Harry Frankfurt, statement, action, etc. trying to get away from true understanding is palaver. People use this kind of expression to represent and describe themselves as different. They try to be the center of attention. “Using statements different than truth” is lying (Marmot, 2017).

Post-truth is a designed expression of reality and is cleverer than a lie. When the public believes in post-truth, we see examples such as the British people voting for Brexit or Trump being elected as president. As we shy away from being scientific, avoid scientific discussions, and do not use the right to question, instead of “truth”, “post-truth” will continue to shape attitudes and behaviors. The process of shaping attitudes with post-truth is implemented by the intermediaries (those who have been bought). Intermediaries emerge as people suggesting arguments in fields such as “modern medicine, alternative medicine, nuclear armament” and paving the way to shaping attitudes. These people may be scientists, artists, journalists, politicians, etc. (Marmot, 2017).

Mercy, anger, guilt, hope, disobedience are presented with the designed truths and people unwittingly become a part of an emotional play. Any designed action attracts attention when presented as embellished with beliefs and emotions. For example, a study indicated that 52% of the target audience paid attention when a happy child played in an advertisement for the product. However, 77% of the target audience paid attention when a sad child played in an advertisement for the same product (Horton, 2017).

Science is the most reliable way of understanding the truth. Science is responsible for understanding, telling, and explaining the objective truth. This responsibility is hard and inevitable to fulfill. Objective truth does not change according to people. For example, it is not possible to say, "gravity may exist for you, but it does not exist for me because I do not like it". This is because gravity exists objectively. On the contrary, the notion of "post-truth" is based on the acceptance of the idea that "everyone has their own truth". This acceptance is dangerous, and several things presented as truth may be a lie/wrong (Yilmaz, 02.16.2018).

In science, belief is based on clarity and transparency efforts. The common point of these efforts is the balance of "understanding, explaining, and control". Popper contributed to this balance with the falsifiability principle. According to Popper, theories can never be confirmed exactly, however, they can be falsified. A piece of information should be falsifiable to be accepted scientifically (Grech, 2017).

When fundamental considerations such as "belief, understanding, explaining, control, and falsifiability" are excluded, science turns into pseudoscience. Pseudoscience may stem from scientific fraud or the politicization of science. Scientific fraud is "scientists' making up study results or distortion of them" while politicization of science is "including the political expectation in the research process". Whatever the source, pseudoscience is the transformation of truth into something far away from reality and it may be considered a human rights violation. The rate of incidence (emerging rate of new cases) of pseudoscience is low. However, it has never been zero. It is the responsibility of scientists to not compromise their honesty and not enable predatory journals (Grech, 2017).

Post-truth indicates the situations in which people have high possibility to accept arguments based on their emotions. In other words, it is "people's shaping truths based on emotions and beliefs without paying attention to the truth (quiddity)". It is also possible to describe post-truth as the situations in which people have the high possibility to accept an argument based on their emotions and beliefs instead of truth. It seems easy to create results regarding this situation, examples of which are often seen today. We need real science to be able to deal with this situation (Gonzalez, 2017).

The notion of post-truth has existed in the literature since 1992. It is discussions' focusing on shaping the emotions and designing and repeating lies and disadvantages to seem like the truth. The meanings of words are disguised, reversed, or distorted. This situation causes "doublethink" (believing/accepting two opposite/different things at the same time) to appear, as George Orwell stated in his book 1984. Post-truth is supported by spreading through media or scientists. False news can sometimes create major effects. For example, when the headline "Martians invaded the earth", which was adapted from an old novel, was announced on the radio, several Americans became super sensitive and developed dramatic personality disorders. This example confirms the following saying: Some people may be foolish. Sometimes it is possible to fool some people. However, it is not always possible to fool all people (Grech, 2017).

Post-truth weakens or removes the effectiveness of objective truths in shaping public opinion. Alternative truth plays the role of truth in the face of objective truth and substitutes for objective truth, as in "bad dismisses the good" (Dablen, 2017). Incorrect information spreads and reproduces faster than correct information. Besides, it substitutes for the correct information and affects people (Lewandowski et al. 2017a).

In the post-truth era, information is elitist and experts' legitimacies are controversial. This situation leads to the construction of a dystopic future. Truths do not spread through expert opinions, but they spread through social media and social networks. They are also sensitive to manipulation. Misinformation undermines societies' capacity to take democratic and rational decisions and increases the possibility of a dystopic future. The following issues need to be discussed regarding this problem: how modern society reached this point and how the traditional borders were disrupted. A

vast amount of data can be transmitted worldwide through the internet and social media. Thus, content made by people who lack ethical principles can easily grow (Webb and Jirotko, 2017).

Even if the dystopic future is fictional, people being misunderstood (people's misunderstanding) cannot be evaluated as an individualistic cognitive disorder that can be fixed through proper media. The emergence of the post-truth world and its image of progressing in a dystopic way is the result of some social tendencies (Lewandowski et al. 2017b):

- Decreasing trust in institutions, civic participation, and social accumulation of capital
- Increasing inequality and displeasure based on political polarization
- Increasing conflicts based on race because of political polarization
- Decreasing trust in science
- Asymmetric information gaining acceptance regarding political rights
- Media tools' paving the way for polarization

3. CAUSES AND RESULTS OF POST-TRUTH

Some scientists hide the truth instead of sharing it with society in a comprehensible way and with usable characteristics, which causes the fictions of the dominant people to be embraced as the "truth" by society. Here the point in question is that communication is fictionalized upon exaggeration, inconsistency, and lies (Marmot, 2017).

Individuals need truth to be able to be conscious citizens. Individuals learn about the developments in their cities and inner circle, and determine their political, economic, and social preferences with this information. However, governments can present truths in a differently designed way (e.g. a manipulated way) to realize their own priorities. Post-truth designs also divert individuals from their purpose (Cinmen, 02.16.2018).

In science, truths do not reach the level of reality without question, inquiry, and multiple evidence and without the clear presentation of observation, measurement, experiment, hypothesis. A product of the scientific process can be accepted if it is connected to the experiences of humans. This situation shows exactly the interaction between belief and truth. Experienced, valid, and scientifically corroborated belief can bear the identity of truth (Gonzalez, 2017).

The complex interaction between belief and reality reveals the notion of pseudoscience as mentioned above. Pseudoscience is set forth using scientific arguments. However; it is a body of claims, beliefs, information, and applications that do not meet the standards required of scientific studies, such as materials, methods, and testability (Gonzalez, 2017).

Of course, science cannot ignore traditional beliefs. Traditional beliefs are one of the ways of generating information; however, the most reliable method of information generation is clearly science. Pseudoscience unethically "serves to spread the wrong beliefs or applications in society by looking as if it is based on the scientific method. Scientists and professionals in every field have a great responsibility in the solution of this ethical problem and all sections of society need to accept that truths (and reality) are more important than beliefs (Gonzalez, 2017).

Limited resources needed by humanity are running out, which intensifies and brutalizes the race for resource sharing. Greed to take a major share from resources causes the application of methods such as the imposing of designed truths. International organizations, governments, scientists, and media organizations have significant roles to play in the management and solving of this severe problem (Kelvin and Peh, 2018).

One of the reasons for the emergence of post-truth communication processes and thought is the operability of democracy. An operative democracy is based on a well-informed society. On the contrary, if humans are commonly misinformed, social decisions' being at the bottom level in terms of rationality is inevitable. Similarly, if an individual is misinformed, that individual's decisions may not provide the best option and may cause negative results. For example, as the information that vaccines cause autism became popular, the number of parents refusing to vaccinate their children increased

dramatically. However, there is not enough scientific information to prove a cause-effect relationship between vaccines and autism (Lewandowski et al., 2017a).

Incorrect information (post-truth) reigns in mainstream fields i.e., individuals and societies through the internet and social media. To be able to say that post-truth discourse characterizes politics, new tendencies and reality distortions based on these tendencies need to emerge. In the absence of significant scientific opposition, post-truth makes way for reality distortions. Those who want the reality distortions obviously want to protect the status quo. Post-truth discourses prevent the truth and reality from being long-term. Politics grounded by post-truth is built on a strategy. This strategy is based on denying and ignoring scientific information and concrete evidence and acts as a sort of smokescreen. It is also assumed as rational for the realization of political aims. If there is no strong scientific opposition, there are deficiencies in the education of the society, and there are problems in terms of communication, development, speed, objectivity, those making post-truth discourses inevitably win the struggle for power (Lewandowski et al. 2017a).

The existence of incorrect information causes people to believe in truths. When correct information comes from reliable resources, beliefs and attitudes revert to type. For example, increasing scientific findings regarding the absence of a strong connection between greenhouse gases and climate change and studies claiming that the world has not warmed in the past ten years have started to reshape the beliefs regarding climate and climate changes. The existence and wide spread of incorrect information reveal that individuals and societies embrace unreal thoughts and attitudes through conspiracy theories (Lewandowski et al. 2017a).

Most likely, post-truth reveals social and political polarization. The winner of the polarization is the side or interest group that is dominant in spreading the post-truth discourse. This may cause the masses to easily move, relocate, and gain space in the opposite side (Boussalis and Coan, 2017).

Post-truth is not only a problem about the people embracing misinformation. Accepting or rejecting information is also a problem concerning worldviews (paradigms). For the effectiveness of the corrections made regarding this, people need to be able to challenge their worldviews. People look for information in concordance with their worldviews while reading or surfing on social media, which is because of the ease of coding and connecting to this information. The possibility of the effectiveness of the information on human is almost absent even if the information that is inconsistent with the worldview is true (Hyman and Jalbert, 2017).

The post-truth period (era) caused truths that can simultaneously be accepted by everyone and objective truths to lose their significance. Expressions directed at the masses using populist methods and playing to beliefs, emotions, and social values turned to reality after a while. The meaning and importance of alternative truths are removed for the relevant mass. Interestingly, fiction or manipulated truths may insistently and blindly become dependable for the respondent (recipient) masses. In this period, conspiracy theories also easily find supporters and scientific realities may become an object of humor and derision (Ahi, 02.16.2018).

4. CONCLUSION AND EVALUATION

Post-truth is a notion that is often applied in shaping the world (emotions, attitudes, and behaviors) and can produce effective results in a short period of time. Post-truth is accepted as a method of information management. From this point of view, managing and distributing information by manipulating it dominates managing it by processing it with truths. Post-truth is a communication design focusing on shaping emotions, which is why it weakens reason and science, placing them in the background.

Post-truth is effective and expansionist, as mentioned. The reason for this is that individuals and society look at issues not from an objective perspective, but rather from the most beneficial perspective. This stems from not learning the objectivity and value. If objectivity can be embraced as a perspective balancing everyone, the problem can be solved on a large scale. Otherwise, strong, and dominant groups will establish rules in their way and passive groups will embrace these as their own rules in time (Ahi, 02.16.2018).

Editors of Oxford Dictionaries determined a 20-fold increase in the use of “post-truth” in journalism

and social media resources in the United States of America and England in and after 2015. This was when the presidential elections in America and Brexit referendum in England took place. For this reason, “post-truth” was chosen as the word of the year in 2016 (Dossey, 2017). Populist leaders like Trump pave the way for spreading truths that are far away from rationality. They play to the emotions of voters feeling, or being made to feel, like outsiders, which creates supporter for falsifiable designs (Gross, 2017).

Post-truth especially exists in the fields of politics and media. In this sense, it is a mechanism aim to arrange the relationship between individuals and truths. In addition to features like denying, skipping, and ignoring the cold facts, it aims to feature abstract emotions and create a new perspective and truth to falsify truth (Cinmen, 02.16.2018).

It is possible to see several examples of post-truth communication in areas such as election campaigns, disorder causality, nuclear armament, and terrorism”. Some of them are mentioned below:

PolitiFact, an independent auditor in the 2016 American presidential election, detected that 70% of the expressions used by Trump were mostly wrong. This rate was quite low (26%) for Hilary Clinton compared to Trump (however, the rate was calculated as being quite high in terms of correct information production). This difference did not decrease Trump’s attraction (his chance of winning the election); on the contrary, it increased his attraction. Trump’s social media traffic was four times more than Clinton’s social media traffic, which was another remarkable statistic regarding the campaign. (Lewandowski et al. 2017a). For example; in Trump’s election campaign, “a sexist and racist language was used” and a perception operation was created on the basis of the health system and climate change (Marmot, 2017).

England’s Conservative Prime Minister David Cameron’s expressions such as “we are the government that will be the friend of the family” and “we will be the greenest government ever” do not have “true-statement-content correspondence” (and did not come true) and may be evaluated as true or wrong. Regardless of the outcome of the evaluation, they should be accepted as statements that could not go beyond drawing attention since discourse does not have concrete content (Marmot, 2017).

Briefly, Brexit discussions and the referendum in England were designed as EU’s colonization and removing the sovereignty of England. These discussions and the referendum also continued under the shadow of “post-truth”. The 2016 American presidential election also continued and ended under the shadow of Obama’s not being born in America and having the mission to socialize America design (Kalaycıoğlu, 02.16.2018).

The first significant results of post-truth politics in developed democracies were the 2016 American Presidential Election and the Brexit discussions in England. These discussions also included the war of representative democracy against fundamental institutions and rules. Political leaders coming into power at the end of a war and claiming themselves as the representative of the “national will” remain in power by distributing resources and values to their supporters, their fundamental base. The most significant outcome of corroding representative democratic institutions by using the results produced by economic structures and politics will be the end of democracy, which can occur even in the developed democracies (Kalaycıoğlu, 02.16.2018).

Most of the explanations regarding post-truth are through politics and politicians. Politicians do not take truths seriously in managing societies, which is why they are proper examples. The most important issues for politicians are emotions and personal beliefs in society. Those who can form people’s emotions and beliefs in the direction of their aims come to and remain in power. Emotions and beliefs are substitutes for reason in “post-truth”. However, emotions and beliefs are not opponents or enemies of reason; rather, they are its complementary and supporters (Yılmaz, 02.16.2018).

One of the clear and sad examples of post-truth is the belief in the connection between the ivory trade and terrorism. Recently in Africa, the elephant population has been decreasing and acts of terrorism are seen in several places. The United Nations also takes claims that acts of terrorism are financed through the ivory trade seriously. This bad situation in Africa is associated with its being maladministered but the truth does not exactly resemble the things that are said. The most important issue in Africa is human trafficking, which is the biggest financial resources of terrorism. It is

attractive to attribute the problem to the ivory trade or wildlife. Fast, transparent, and fair scientific resources and resources that spread scientific information and news may prevent the wrong diagnosis or different expression of the problem (Kelvin and Peh, 2018).

It also seems possible to make explanations through the notion of rhetoric regarding the meaning of post-truth. "Rhetoric" means "persuasive use of language to realize specific interests, especially political goals" (Taslaman, 2014).

Even though rhetoric is actually an oratory art, some corporate actors may deliberately use it to support or change corporate logic included in organizational fields. Previous studies have indicated that rhetoric plays a major role in gaining legitimacy (Green, 2004). Some studies focusing on the deliberate use of language in a persuasive way within the context of management applications in organizational fields have indicated that organizations used rhetoric and language as tools for gaining legitimacy (Suddaby and Greenwood, 2005; Green et al., 2008).

An example of an interesting use of rhetoric involves terror. The relevant example was seen in American's attitudes against Afghan mujahids. Upon the invitation of the Marxist government in Afghanistan, the Soviet Union invaded Afghanistan and waged a war that continued for ten years (1979–1989) against Islamic Mujahids. America called the Afghan mujahids making a stand against the Soviet invasion "holy warriors" and helped them in their war. However, when the Afghan Taliban started to target America, "holy warriors" became "terrorists" and the first target of the "war against terror" (Taslaman, 2014).

Aristotle and Plato are the philosophers that first come to mind when it comes to rhetoric. While Plato abstractly approached rhetoric within its philosophical aspects, Aristotle explained it by disconnecting it from philosophical grounds and transferring it to more realistic situations regarding daily life. While Plato defines rhetoric as the "art of enchanting the soul of listeners", Aristotle defined it as "the faculty of discovering in any particular case all of the available means of persuasion". For Aristotle, the theory of rhetoric gives three fundamental results. These steps are named logos, ethos, and pathos (Thompson, 1998):

Reasoning (Logos): A logical approach for convincing (persuasion). Logos is based on reasoning and producing concrete evidence regarding reality (argument) and aims to reveal the sense of curiosity (asking, questioning) of a person. For example, doctors use a logical approach when giving a speech regarding a treatment method they have just discovered to their colleagues. A logical persuasion method needs to be applied for the approval of projects in business life. Logos uses two fundamental lines of reasoning in addition to truths and numbers. These are induction and deduction. The most well-known line of reasoning method is comparison. For example; "All humans are mortal. Ali is a human. Therefore, Ali is also mortal." The inductive line of reasoning proceeds from specific to general. For example; "Someone goes to a store to buy a CD, hears their favorite song, is affected and buys that CD."

Emotion (Pathos): Those who want to convince (persuade) aim to make emotions attractive when they prefer to appeal to emotions. This is more effective than reasoning. An effective emotional attraction differs with the mood of the audience and the subject selected to create a message. It may emerge in many ways as rewarding attraction, attraction that stimulates fear, and needs, requests, and values attraction. Rewarding attraction may be effective when the audience seeks some personal gains. For example, "When university administrators tell students that a diploma opens several doors in life, it is an emotional attraction regarding the necessity of finding a job." Fear attraction is the exact opposite of rewarding attraction. People act responsibly towards the subject when they perceive a threat of personal damage. For example: "Advertisements indicate a fire hazard at home for products relating to security." The attraction of requests, needs, and values is directly linked to the necessity for security. "Use of love, esteem, and self-actualization needs to change attitudes, beliefs, and behaviors of people" is an example of this situation.

Resource Reliability (Ethos): Ethos means the reliability of the source. A speaker is effective when perceived as reliable by the audience. According to Aristotle, the speaker will be perceived as reliable if s/he is smart and has ethical principles and professional experience. If someone has

these qualifications, s/he also has strong convincingness (persuasiveness). The reliability of the source does not contribute to the subject but makes it convincing. For example: “There is a difference between the convincingness of a speech made by an author with a Nobel Prize and a speech made by an author who just released a book for the first time”. If a resource is not reliable, the level of convincingness will be low, regardless of how well-edited the message is.

By looking at Aristotle’s rhetoric theory, “post-truth” communication coincides with emotion (pathos). Notions regarding post-truth (politics, election, terror, disorders, vaccines, climate change, nuclear armament, mine search, etc.) are remembered, receptive masses to the message will be convinced with reward, punishment, and safety needs.

Ongoing rhetoric starting with Aristotle comprises the following factors (İşler, 2018): Structuring a mindset in the audience; satisfying impressions; reviving the request of the person; and controlling these strong emotions. Post-truth (designed) communication processes also carry these elements. First, the message is dramatically emphasized to the recipient. Therefore, a scheme regarding the message forms and strengthens its place in the mind of the target audience. Next, an impression is made on and managed in the target audience. Therefore, the message owner is provided to be reliable and convincing. In the third step, the request for the target audience to act with the message owner is revived. In the last step, the target audience embraces the emotions that the message owner wants and starts to behave based on this.

The 2016 American Presidential Elections and Brexit Referendum should be accepted as examples of a framework made with both Aristotle’s theory of rhetoric and today’s approach to rhetoric. From this perspective, post-truth is a rhetoric technique causing masses to act by using emotions. However, this subject needs to be supported by concrete evidence. For example; within the context of Turkey, “survival” discussions starting with the 2017 Constitution Referendum and continuing with 2019 local elections may be the subject of studies designed on the basis of “post-truth and rhetoric”. Similarly, studies regarding Syrian immigrants may be conducted. In addition to these macroscale studies, subjects such as employee motivation on the basis of institutions and businesses may be researched from the perspective of post-truth and rhetoric.

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