

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

## RESEARCH

It describes how a deceptive event framed in the journalistic genre of "interview" constitutes a deceptive narrative

**AFFECTING EMOTIONAL AND IDEOLOGICAL HEARINGS**



## OBJECTIVE

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

**FALSE MATERIAL**

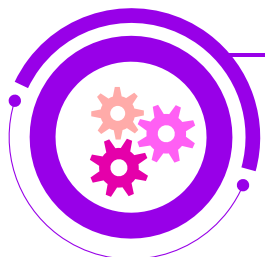
**CONSTRUCTION OF FALSE NEWS**



César Augusto Tapias Hernández

## TOOLS

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



## 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



**INTRODUCTION FALSE OF PHRASES**



**EMOTIONAL NARRATIVES AND DISTORSIONS**



**ACHIEVE POLITICAL POLARIZATION**

# IN PLAY ARE THE AUDIENCES

OF THE BEST COLOMBIAN TELEVISION SCHEDULE