



## A study of 'Fake News: Time to Rein in the Epidemic'

- Mona Singh • Priyanshi Singh • Pragyan Agarwal
- Amitabh Ranjan

Received : November 2017

Accepted : March 2018

**Corresponding Author : Amitabh Ranjan**

**Abstract:** *Beyond the need for increased alertness, fake news poses little danger by itself. However, beyond a point, fake news has the potential to affect society's information sharing.*

*The mass media in any country is its public information system. Its various platforms – the print, the broadcast and the digital – satiate the people's hunger for information and thrive on the freedom of speech and expression guaranteed by the constitution of all liberal democracies. For the mass media there is never a dearth of information to be disseminated among its audience. But what is required of it is a certain rigour*

*of sifting through the information and sanitising it before passing it off as news for the general public.*

*The rise of the social media and its usage as yet another medium of news disseminator has added another dimension to the mass media. The increasing use of the smartphone and urge to be on the social media first with a piece of information has posed a serious threat to a credible information ecosystem.*

**Keywords:** *Alertness, mass media, news disseminator.*

---

### **Mona Singh**

CEMS II year, Session: 2016-2019,  
Patna Women's College, Patna University, Patna,  
Bihar, India

### **Priyanshi Singh**

CEMS II year, Session: 2016-2019,  
Patna Women's College, Patna University, Patna,  
Bihar, India

### **Pragyan Agarwal**

CEMS II year, Session: 2016-2019,  
Patna Women's College, Patna University, Patna,  
Bihar, India

### **Amitabh Ranjan**

Guest Faculty, Department of CEMS,  
Patna Women's College, Bailey Road,  
Patna- 800001, Bihar, India  
E-mail: amitabhranjans@gmail.com

### **Introduction:**

The word 'fake' at its most basic level means forgery, a counterfeit, something that is not genuine. It implies an intention to deceive. In the context of the mass media, fake news refers to falsehood, half-truths and unsubstantiated reports. They attempt to play on the incredulity of the readers and lack of access to the truth to attain selfish goals.

We have witnessed how fake news could destroy peace and lead to loss of lives. From giving strength to religious obscurantism to stoking communal frenzy to false claims by the authorities, it has the potential of destroying social sanity.

The project is an effort to bring to the fore the implications of fake news for society and why it is necessary to put a leash on it. As Charles Dickens said, "Facts alone are wanted in life."