

CJ12

Cebu Journalism
& Journalists

2017

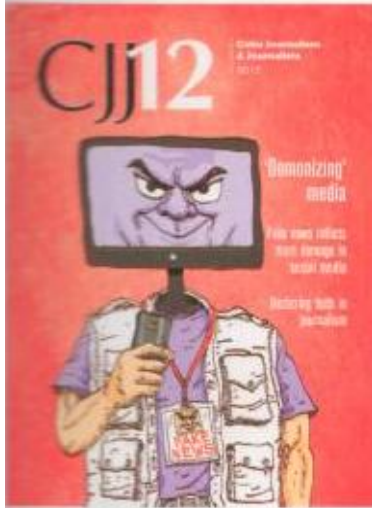


'Demonizing'
media

Fake news inflicts
more damage in
social media

Restoring faith in
journalism





Wanted: G.I.s (Genuine Items)

There's no gray scale to redeem fakes.

The tamest synonym for fake is perhaps *simulacrum*, which means an *imitation* or *substitute*.

Yet, *simulacrum* still implies something unsatisfactory, the kindest putdown for *fake*.

Applied to news and journalism, *fake* stirs up a cauldron of controversies.

As illustrated by multiple award-winning Josua Cabrera, art department chief of *SunStar Cebu*, fake news poisons audiences' minds with half-truths, unsubstantiated information, and maliciously altered facts.

Trolls and bots are not the worst creatures to crawl out of fake news. It's the stigma insidiously associating fake news with journalism.

If you don't like the news, blame fake news. If the news does not fit your biases, blame fake news. If you prefer to borrow opinions and your leader blames the @#!% media for everything he has not achieved, blame fake news.

The 2017 issue of *Cebu Journalism and Journalists* wants to cut the vicious cycle and remind every citizen, every stakeholder of these four essential points, excerpted from the "Truth Text" published by The New York Times:

"The truth is under attack.

The truth is worth defending.

The truth requires taking a stance.

The truth is more important now than ever."

Mayette Q. Tabada

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