**Why I think the “post-truth”**

**[Why I think the ‘post-truth’ theory leaves us even more open to its consequences](https://www.linkedin.com/profile/view?id=ADcAAAaI11sBFpS3pKEN5K8-I29l4tMYjsxG4bQ&authType=name&authToken=2-hq)**

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 [کسی حقیقت را میفهمد که حقوق همه انسانها را رعایت میکند وتفاوتی بین سیاه وسفید قائل نمی شود حقیقت با محاسبلت مغزی حاصل نمی شود وبه تقوا وعشق به خدا ومحبت به ملت ها مربوط میشود، درغیر این صورت او مرتد است وبه خدا اعتقادی ندارد](https://www.linkedin.com/profile/view?id=ADcAAAaI11sBFpS3pKEN5K8-I29l4tMYjsxG4bQ&authType=name&authToken=2-hq)

[Those who understand truth that he/she meets all rights of people and it not shows favoritism between black and white never, and truth will not be by brained Calculation and it is needs to Piety and love and affection for the Nations, otherwise, it is heretic and that is not believe to God.](https://www.linkedin.com/profile/view?id=ADcAAAaI11sBFpS3pKEN5K8-I29l4tMYjsxG4bQ&authType=name&authToken=2-hq)

**Why I think the ‘post-truth’ theory leaves us even more open to its**

**Consequences**

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 **Why I think the ‘post-truth’ theory leaves us even more open to its consequences**

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**‘Post-truth’ was Oxford Dictionaries’ international word of the year for 2016. But were the events of 2016 really a truth debate, or more about individual circumstances, and the age-old tussle of logic vs emotion?**

We’re now living in a post-truth society, apparently. The results of the US election and EU referendum exemplify it. Both cases were widely bemoaned by large chunks of the orthodoxy - with varying degrees of *Hail Marys* - as badly judged blunders.

And yet, they ultimately happened – heralding an age where the masses are less concerned with objective facts than with their realest emotions.

If that is post-truth, or a ‘new wave of populism’, it’s certainly not new. People have pretty much always been that way. So who really inhabits this post-truth sphere then?

A quick disclaimer: I’m neither a Trump fan nor a Brexiteer. Quite the opposite. [My last article on LinkedIn](http://www.linkedin.com/pulse/what-does-america-stand-lose-trump-chidi-eke) was a sincere repudiation of Trump’s candidacy.

As heretic as it sounds: the more I think about it, the more convinced I am that a Donald Trump could have happened in my country as easily as a Brexit. Likewise - for a lot of developing countries as well. Because for a majority of us, the objective reality is that we’re hurting economically. And that’s the overriding currency. The better-off you are, the more likely you’re disposed to other (perhaps more high-minded) considerations.

That - to me - explains the almost identical demographics that eventually went for either side. Each side was reflecting their *most important* truth. In the end, it largely came down to an economic question. That’s a very individual contemplation. If our most primal instinct as human beings is to survive, it makes sense that the ones who view their survival as most threatened will be dismissive of seemingly fringe facts like political correctness, globalization, misogyny or Putin.

Intuitively or not, Brexit and Trump appealed to the core instincts of those disaffected people *emotionally*, and they rallied in a way that defied the conventional wisdom. That’s how I understand it. Whether Brexit/Trump go on to actually solve problems is up in the air. The point is enough people believe they could.

We might disagree with methods – fair enough – but by and large, it’s probably more about the message than the messenger. A vastly toned-down Trump may have sounded remarkably similar in some respects to a Bernie Sanders, for example. The populist subtext in each case was: No, America/Britain is not quite already great. Voter translation: *Our lives are not great as is*.  Think about how a status-quo premise would have sounded in comparison, fact-based or not.

I thought the events of 2016 were particularly instructive in my field of corporate communications. My message is only as resonant as my most dissenting audience – not the converted.  So perhaps the solution is not to try to label a phenomenon we don’t understand or play to stereotypes, but to understand the audience more. They’re not post-truth, they’re predominantly people trying to rationalize their own emotions. People simply looking to feel, then act in their own interest. I’m not advocating to say *just anything (*including spin, whoppers or ‘alternative facts’*)* to spark feelings, but maybe we simply need to march less, engage *more broadly* and ensure that honest messages are attuned to people’s most important needs – no matter how sceptical the audience may be.

It’s what corporate communicators have to do these days. Now the political world and media have to as well. *Especially* where we’re already convinced of our own rightness.

That’s my truth about post-truth.

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