

Do We Really Understand ‘Fake News’? | The New York Times

By Michael P. Lynch

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Given how much it’s talked, tweeted about and worried over, you’d think we’d know a lot about fake news. And in some sense, we do. We know that false stories posing as legitimate journalism have been used to try to sway elections; we know they help spread conspiracy theories; they may even cause [false memories](#). And yet we also know that the *term* “fake news” has become a trope, so widely used and abused that it no longer serves its original function.

Why is that? And why, given all our supposed knowledge of it, is fake news — the actual phenomenon — still effective? Reflection on our emotions, together with a little help from contemporary philosophy of language and neuroscience, suggests an answer to both questions.

[...]

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