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"TRUTH DECAY" AND POPULISM: ERODING DEMOCRACY IN THE 21ST CENTURY

The paper presents a comprehensive analysis of the interconnected phenomena of the rise of populism and the erosion of factual discourse, known as «truth decay,» in the contemporary socio-political context.

The study examines the resurgence of populism in the 21st century, characterized by its deviation from historical populism due to modern economic inequalities and the influence of digital platforms. This contemporary form of populism, driven by cultural anxieties and identity politics, is contrasted with its historical counterpart. The concept of «truth decay» is introduced as a defining feature of this era, marked by a diminishing reliance on facts and rational discourse in public discussions, accelerated by social media and fragmented media environments. The paper highlights how truth decay and populism fuel each other, contributing to a transformation in information consumption, characterized by rapid dissemination and the formation of echo chambers.

The research highlights the dynamics of truth decay and its intricate relationship with populism. It delves into how the erosion of factual discourse leads to the spread of disinformation and the manipulation of public opinion, hallmarks of populist strategies. The work discusses the impact of populism in fostering skepticism towards established sources of information and the ensuing reliance on alternative facts. The role of digital platforms in the proliferation of false narratives is analyzed, highlighting their influence on public opinion and the undermining of essential democratic principles such as transparency and accountability.

The paper addresses the global implications of truth decay and populism. It emphasizes the phenomenon's role in geopolitical conflicts, elections, and the importance of international cooperation to confront these challenges. The analysis proposes strategies to combat truth decay, including enhancing media literacy, investing in fact-checking, promoting ethical journalism, and encouraging responsible use of technology. The paper underscores the need for embracing diversity and inclusion as countermeasures against populism and the spread of false narratives.

Key words: political populism, «truth decay», democratic integrity, digital disinformation, public opinion manipulation.

Introduction. In recent years, the rise of populism has been accompanied by a phenomenon known as «truth decay.» This erosion of truth and facts has had a significant impact on democratic institutions and political discourse. As populism continues to gain traction, the manipulation of information and the spread of false narratives have become increasingly common. The increasing prevalence of populist

politics and the erosion of truth pose significant challenges to democratic foundations in the 21st century (Kavanagh & Rich, 2018). With the spread of misinformation and the manipulation of facts, democratic institutions and political discourse are facing unprecedented challenges. In an era where truth is often subjective and open to interpretation, the implications for the future of political systems around the world are significant (Juon & Bochsler, 2020). Populism, characterized by its appeal to the desires and prejudices of ordinary people, has gained traction in many countries, influencing political agendas and policy decisions. However, the accompanying «truth decay» has led to a polarization of society and a breakdown of trust in traditional sources of information. The decline of verifiable knowledge not only undermines democratic institutions, but also fosters an environment that is conducive to the spread of misinformation. (Cheyfitz, 2017). Populist leaders often exploit this environment by spreading their own narratives and dismissing dissenting voices as part of the elite establishment. Understanding the relationship between populism and «truth decay» is crucial in addressing the current state of democracy. By analyzing the contributing factors and implications of this phenomenon, we can work towards developing strategies to mitigate its impact and uphold the principles of transparency and accountability in political systems.

Methodology. The research conducted in this paper employs a multi-faceted methodology, primarily focusing on qualitative analysis and comprehensive literature review. This approach is chosen due to the theoretical and complex nature of the phenomena of «truth decay» and populism, which require an in-depth understanding of underlying patterns, historical context, and theoretical frameworks. The qualitative analysis involves a detailed examination of various case studies and political events that epitomize the rise of populism and truth decay. This method is instrumental in understanding the nuanced dynamics between populist politics and the erosion of factual discourse, allowing for a thorough exploration of real-world implications and manifestations of these phenomena.

A comprehensive literature review forms the backbone of the research, encompassing a wide range of sources including academic journals, books, reputable news articles, and reports from think tanks and policy institutes. The literature is meticulously selected to ensure a balanced perspective, covering diverse viewpoints and interdisciplinary approaches. This method facilitates a deep understanding of the historical evolution, theoretical underpinnings, and current trends in truth decay and populism.

The rise of populism in the 21st century. The 21st century has seen a significant rise in populism across the globe, with several interconnected factors contributing to this phenomenon. One key driver of populism has been economic inequality and the perception of a dwindling middle class. Many individuals who feel economically marginalized have turned to populist leaders who promise to address their grievances and restore their economic security (Berman, 2021). Additionally, the increased interconnectedness through digital platforms has facilitated the rapid spread of populist rhetoric and narratives (Hameleers et al., 2020). Populist leaders have been adept at leveraging these platforms to directly communicate with their supporters, bypassing traditional media channels and reinforcing their messaging. Furthermore, the disillusionment with established political elites and institutions has fueled the appeal of populist movements. Many individuals have grown disenchanted

with the perceived inefficacy and detachment of traditional political establishments, leading them to seek alternatives outside of the established political framework (Droste, 2021).

The 21st century populism differs from the populism of previous eras in several key ways. While historical populism often focused majorly on economic grievances and class struggle, 21st century populism encompasses a broader range of issues, including cultural anxieties, identity politics, and the influence of digital platforms (Jami & Kemmelmeier, 2021; Zúñiga et al., 2020; Noury & Roland, 2020). One notable difference is the role of social media and digital platforms in shaping the narrative of 21st century populism. Unlike previous eras, contemporary populist leaders have leveraged these platforms to directly engage with their followers, disseminating their messages quickly and bypassing traditional media channels. This direct communication has enabled them to foster a loyal base of supporters and propagate their populist rhetoric more effectively (Zúñiga et al., 2020). Furthermore, the 21st century populism has seen a resurgence of nationalist and nativist sentiments, fueled by concerns about globalization and demographic shifts (Mihelj & Jiménez-Martínez, 2020). This has led to a more complex and multifaceted manifestation of populist movements in the current era. The manipulation of information and the spread of disinformation have amplified the polarization of society, leading to a breakdown of trust in traditional sources of information (Huguet et al., 2019). This phenomenon, commonly known as «truth decay,» contributes to the erosion of democratic foundations.

The «truth decay» phenomenon: components and novelty. The concept of «truth decay» first emerged as a term in the 2010s to describe the diminishing reliance on facts and analysis in public discourse (Kavanagh & Rich, 2018). This decline in truth is linked to a variety of interrelated factors, including the rise of social media and digital platforms, the blending of opinion and fact, and the increasing polarized and fragmented media environment. As these elements converged, the traditional gatekeepers of information were bypassed, and false narratives gained prominence, contributing to the increased difficulty in distinguishing between truth and falsehood.

The term «truth decay» gained traction as researchers and scholars sought to understand and address the implications of this phenomenon. Its novelty lies in the unprecedented scale and speed at which misinformation spreads, fueled by the digital age and the ease of sharing information online (Lazer et al., 2018). The shifting landscape of information consumption and dissemination has played a critical role in the propagation of «truth decay,» challenging established norms of truth and objectivity. The emergence of «truth decay» has had far-reaching ramifications, particularly in the realm of politics and democracy. The corrosion of truth has resulted in a decline in confidence in institutions and conventional sources of information, creating an environment conducive to the proliferation of disinformation and the manipulation of public opinion. As a result, the concept of «truth decay» has become a focal point for policymakers, researchers, and advocates seeking to safeguard the integrity of democratic processes and address the challenges posed by misinformation and its impact on society (Lasser et al., 2023). One of the central elements contributing to «truth decay» is the merging of boundaries between personal perspective and objective reality. In the current information landscape, individuals are often presented with a multitude of opinions and subjective viewpoints that are presented as factual information. This

blurring of lines contributes to the difficulty in discerning what is objectively true and undermines the foundation of shared understanding in society. Another component of «truth decay» is the amplification of disinformation through online platforms and social networking sites. The unprecedented speed and reach of information dissemination through these channels have facilitated the rapid spread of false narratives and conspiracy theories and has unprecedented consequences for societal trust (Dow et al., 2021). Additionally, the concept of «truth decay» is defined by the decline in confidence in conventional information sources. As individuals are inundated with conflicting narratives and misinformation, they may become disillusioned with established media outlets and authoritative sources of information. This breakdown of trust further contributes to the deterioration of shared reality and the proliferation of «alternative facts» and «infodemic» (Lasser et al., 2023; Radu, 2020).

Unlike historical periods, the current era is characterized by the rapid and unrestricted flow of information, which has magnified the challenges posed by «truth decay» potentially resulting in an unprecedented impact on the fabric of society. The pervasive influence of digital platforms and the interconnectedness of global communication have fundamentally transformed the way misinformation spreads and its consequences for societal cohesion (Starr, 2020).

The interconnection between populism and «truth decay». The relationship between populism and «truth decay» is complex and interconnected. It is essential to examine whether populism has driven the «truth decay» or if the «truth decay» has driven populism. On one hand, populism has contributed to the erosion of trust in traditional sources of information, leading to a proliferation of «alternative facts» and the blurring of lines between opinion and fact. Populist leaders often use rhetoric that undermines established institutions and mainstream media, further fueling skepticism and distrust among their followers. This deliberate strategy to discredit traditional sources of information has perpetuated the spread of disinformation and false narratives, thus accelerating the «truth decay» phenomenon (Waisbord, 2018).

On the other hand, the prevalence of «truth decay» has also created fertile ground for the rise of populism. The spread of false information and the distortion of factual boundaries have created a breeding ground for populist leaders to exploit societal divisions and capitalize on the resulting confusion and disillusionment. The propagation of misinformation via online channels has facilitated the rapid spread of populist narratives, enabling them to resonate with individuals who feel alienated from the traditional sources of information (Speed & Mannion, 2017). Furthermore, the intertwining of cultural anxieties and identity politics within contemporary populism has amplified the erosion of truth and facts. Populist movements often manipulate information to exploit and perpetuate societal fears, further contributing to the dissemination of disinformation and the polarization of society (Bergmann, 2020).

Transformations in information consumption as a contributing factor for «truth decay». The evolution of how we consume information in the last 20 years has played a crucial role in driving the phenomenon of «truth decay.» The advent of digital platforms and the rapid proliferation of social media have revolutionized the way information is accessed, shared, and perceived. The immediate and widespread nature of social media allows for the rapid dissemination of information, whether true or false, without stringent verification processes. This unrestricted flow of information has facilitated the spread of false information, making it challenging for

individuals to discern the veracity of the content they encounter (Lasser et al., 2023). As a result, false narratives and conspiracy theories can swiftly gain traction and influence public opinion, contributing to the breakdown of factual accuracy and the proliferation of «alternative facts.»

Moreover, the personalized nature of digital content consumption has amplified existing echo chambers and created new ones, where people are mainly exposed to information and perspectives that match their current beliefs and inclinations (Kitchens et al., 2020). This phenomenon can reinforce selective exposure to information, further exacerbating polarization and decreasing the likelihood of encountering diverse perspectives or factual information that challenges pre-existing beliefs. The concept of «digital dementia» can also be linked to the way information is consumed in the digital age (Moledina & Khoja, 2018). The constant availability of information at our fingertips can lead to a reliance on digital devices for memory storage and retrieval, potentially diminishing the capacity for critical thinking and analytical reasoning. This reliance on digital tools for information retention may contribute to a passive consumption of information, reducing individuals' inclination to critically evaluate the accuracy and reliability of the content they encounter (Marsh & Rajaram, 2019).

In essence, the transformation of information consumption in the last two decades has significantly influenced the phenomenon of «truth decay» by facilitating the rapid spread of disinformation, reinforcing selective exposure to information, and potentially diminishing critical thinking skills through «digital dementia.»

Information manipulation and its threat to democratic integrity. The impact of «truth decay» on democratic foundations is profound and multifaceted, posing significant challenges to the functioning of democratic societies. At its core, «truth decay» undermines the essential principles of democracy, such as transparency, accountability, and informed decision-making. One of the prominent impacts of «truth decay» on democratic foundations is the erosion of public trust in democratic institutions and processes. When disinformation and false narratives proliferate unchecked, the public's ability to make well-informed decisions and hold elected officials accountable is compromised. This erosion of trust can lead to widespread skepticism about the validity of democratic processes, potentially diminishing civic engagement and participation (Sanchez & Middlemass, 2022).

Moreover, the manipulation of information can distort public discourse and debate, hindering the ability of citizens to engage in constructive dialogue based on factual information. In a healthy democracy, informed public discourse is essential for the discovery of common ground and the formulation of sound policies. However, «truth decay» disrupts this process by muddying the waters with misinformation, making it increasingly challenging for meaningful and productive conversations to take place. Another significant impact of this phenomenon on democratic foundations is the potential for polarization and social division. As false narratives and disinformation spread, they can amplify societal divisions and foster an environment of distrust and hostility. This polarization can hinder the collaborative spirit necessary for democratic governance, making it difficult to address pressing issues and find solutions that benefit the entire society. It can also undermine the integrity of election processes and democratic decision-making, as the dissemination of false information has the potential to sway public opinion, manipulate electoral outcomes, and undermine the

legitimacy of elected officials (Bader, 2018). In an environment where truth is eroded, the fairness and transparency of democratic elections are called into question, posing a fundamental threat to the democratic process itself. This impact on democratic foundations is far-reaching, touching upon the pillars of trust, informed discourse, social cohesion, and the integrity of democratic processes.

One prevalent tactic employed by populist leaders is the delegitimization of established sources of information and the propagation of alternative narratives. By dismissing credible news outlets and labeling them as purveyors of «fake news,» populist leaders create an environment where their supporters are encouraged to question the validity of factual reporting (Waldrop, 2017). This tactic not only undermines the role of journalism as a gatekeeper of information but also fosters a climate of doubt and skepticism towards verified sources of news and information (Singer, 2023).

Additionally, populist movements have capitalized on the utilization of social media platforms to spread their messaging widely, often without adherence to factual accuracy. The rapid and unfiltered nature of social media allows populist leaders to bypass traditional fact-checking mechanisms, enabling the dissemination of misleading information directly to their followers. This approach contributes to the amplification of disinformation and the blurring of lines between reality and manipulated narratives (Vicario et al., 2016). The utilization of fear-based messaging and inflammatory rhetoric is another tactic employed by populist leaders to sow distrust in established institutions and delegitimize opposition. By stoking fears and exploiting emotions, populist movements can create an environment where objective facts are overshadowed by subjective perceptions, ultimately contributing to the erosion of truth and the proliferation of «alternative facts» within the public discourse (Lasser et al., 2023; Glăveanu, 2017).

The role of technology in amplifying «truth decay». The rapid advancement of technology has undoubtedly transformed the information landscape, offering both opportunities and challenges in the battle against «truth decay.» Digital platforms, social media, and online communication have significantly altered the way information is accessed, shared, and consumed, thereby influencing the prevalence of misinformation and disinformation in society (Menczer & Hills, 2020).

One of the key ways in which technology amplifies «truth decay» is through the phenomenon of algorithmic amplification. Social media algorithms are designed to prioritize content based on user engagement, leading to the amplification of sensational and emotionally charged narratives. This algorithmic amplification can inadvertently favor the spread of false or misleading information that resonates with preconceived biases or emotional triggers, contributing to the erosion of truth in digital spaces (Brady, 2023).

Furthermore, the rise of deepfakes and other technologically manipulated content poses a significant challenge to the authenticity and veracity of digital information. Deepfakes, which are highly realistic manipulated videos and audio recordings, have the potential to deceive and misinform viewers, further blurring the boundary between reality and fiction. The widespread occurrence of such technologically manipulated content undermines the trust in visual and auditory evidence, making it increasingly difficult for individuals to discern genuine information from manipulated or fabricated media (Nieweglowska et al., 2023).

Another aspect of technology's role in «truth decay» is the phenomenon of information bubbles and filter bubbles created by personalized algorithms and recommendation systems. These mechanisms contribute to the segregation of individuals into ideologically homogeneous groups, limiting exposure to diverse perspectives and contributing to the reinforcement of existing beliefs and biases. As a result, individuals may become more susceptible to the influence of false or misleading information that aligns with their existing worldview, perpetuating the cycle of «truth decay» within digital echo chambers (Brugnoli et al., 2019). The focused distribution of content on digital platforms has the potential to create new echo chambers, further dividing society in an artificial manner.

Moreover, the anonymity and ease of creating and disseminating content on digital platforms present challenges in holding creators and distributors of false information accountable. The viral nature of misinformation on the internet can lead to widespread distribution before corrections or fact-checking measures can effectively counteract the initial spread, resulting in persistent and long-lasting effects of «truth decay» in the digital space (Singer, 2023).

Global echoes of «truth decay»: from the U.S. to worldwide impact. The phenomenon of «truth decay» has had a significant impact on the United States, where it was first mentioned, influencing public discourse, political dynamics, and societal trust (Kavanagh & Rich, 2018). As partisan divides have intensified, individuals have become increasingly entrenched in their ideological echo chambers, consuming information that aligns with their pre-existing beliefs and minimizing exposure to opposing perspectives (U.S. Media Polarization and the 2020 Election: A Nation Divided, 2020).

The media landscape in the United States has also played a crucial role in the propagation of truth decay. The expansion of digital platforms, coupled with the rise of opinion-driven news and the commodification of information, has led to the blurring of lines between factual reporting and opinion-based content (Iyengar & Massey, 2018). This conflation has created challenges in distinguishing credible sources from biased or misleading narratives, further contributing to the erosion of truth within the public sphere.

In addition, the prevalence of disinformation campaigns and coordinated efforts to manipulate public perception has exacerbated truth decay within the United States. The deliberate dissemination of false or misleading information, often through online channels and social media, has aimed to sow seeds of doubt, undermine trust in democratic institutions, and distort the public's understanding of reality (Klimburg, 2018; Benkler et al., 2020). Such campaigns have exploited technological vulnerabilities and the viral nature of digital content to propagate deceptive narratives, ultimately contributing to the undermining of truth and the spread of false information.

The impact of «truth decay» is not limited to the United States, as similar examples can be observed on a global scale. In recent years, several instances have highlighted the erosion of truth and the proliferation of misinformation in different geopolitical contexts.

Geopolitical conflicts have often been arenas for the manipulation of truth through disinformation campaigns. In various regions around the world, state-sponsored efforts have distorted factual narratives, manipulated public opinion,

and undermined trust in established sources of information (Jankowicz, 2020). For example, the spread of false or misleading information during conflicts in the Middle East, Africa, and Asia has contributed to the exacerbation of societal divisions and the perpetuation of false narratives to advance strategic interests. The dissemination of untrue or deceptive content during Russia's aggressive actions in Ukraine and the annexation of Crimea by Russia in 2014 illustrates how misinformation can be weaponized to promote strategic goals, perpetuate false storylines, and deepen societal rifts (Pillars of Russia's Disinformation and Propaganda Ecosystem, n.d).

The influence of «truth decay» has also been observed in the realm of elections and political processes globally. Deliberate dissemination of false information and the exploitation of digital platforms have undermined the integrity of democratic processes in several countries. Instances of the use of social media to spread misleading content and polarizing narratives, as well as the proliferation of fabricated news stories aimed at influencing voter perceptions and behavior, have been documented in various international elections (Marshall & Drieschová, 2018; From post-truth to post-trust?, 2018; Truth Decay in Europe: Exploring the role of facts and analysis in European public life, 2022).

The COVID-19 pandemic has served as a global illustration of the impact of «truth decay» on public health. The proliferation of inaccurate information and conspiracy theories has heightened the risks to public health and diminished trust in scientific expertise, not just in the United States but also worldwide (Iyengar & Massey, 2018). Instances of the spread of false cures and prevention methods, as well as the politicization of public health guidance, have underscored the detrimental effects of «truth decay» on public understanding and response to critical global health issues (Carrión-Álvarez & Tijerina-Salina, 2020).

Strategies for combating «truth decay». Addressing «truth decay» necessitates a focus on enhancing media literacy to empower individuals with the skills to critically evaluate information and discern credible sources from misinformation. By promoting media literacy initiatives in educational curricula and community programs, individuals can develop the capacity to navigate the digital landscape with discernment, mitigating the susceptibility to false or misleading information (Media Literacy and Critical Thinking Online, 2022).

Investing in robust fact-checking infrastructure is essential to combat «truth decay.» By supporting organizations dedicated to verifying the accuracy of information and debunking falsehoods, there can be a concerted effort to counteract the spread of misinformation and hold creators and distributors of false content accountable. Furthermore, integrating fact-checking mechanisms into digital platforms can contribute to the dissemination of accurate information and mitigate the viral spread of deceptive narratives (Media Literacy Standards to Counter Truth Decay, 2021).

Fostering ethical journalism practices and promoting transparency within media organizations are crucial steps in combating «truth decay.» Upholding standards of journalistic integrity, providing access to diverse perspectives, and transparently disclosing sources and potential biases can contribute to rebuilding trust in the media landscape and mitigating the amplification of misleading narratives (Rodgers, 2020).

Collaborating with digital platforms to enforce policies that prioritize the integrity of information and mitigate the proliferation of false content is imperative in combating «truth decay.» Implementing measures to address algorithmic

amplification of misinformation, regulating the advertising of deceptive content, and enhancing user education on identifying disinformation can contribute to fostering a more responsible digital environment (Pherson et al., 2020).

Given the global nature of «truth decay,» fostering international cooperation and information sharing is essential in addressing the multifaceted challenges posed by the erosion of truth. Collaborative efforts among nations, organizations, and technology companies can facilitate the exchange of best practices, insights, and resources to develop comprehensive strategies for safeguarding the integrity of information ecosystems on a global scale (Transparency, communication and trust: The role of public communication in responding to the wave of disinformation about the new Coronavirus, 2020).

Conclusions. The future of populism and «truth decay» in democracy hinges on the collective efforts to address the underlying challenges and safeguard the foundational principles of truth and informed decision-making. As societies navigate the complexities of the digital age, it is imperative to recognize that the prevalence of «truth decay» is intrinsically linked to the broader dynamics of populism, polarizing narratives, and the erosion of trust in institutions.

Central to combating the influence of populism and «truth decay» is the cultivation of an informed and engaged citizenry. Encouraging active participation in democratic processes, promoting critical thinking, and fostering a culture of civil discourse can fortify the resilience of democratic societies against the divisive tactics of populism and misinformation. Moreover, empowering individuals to critically evaluate information and engage in constructive dialogue is essential for upholding the democratic norms and values essential for a robust and inclusive society.

The resilience of democracy in the face of «truth decay» and populism also relies on the strengthening of institutions and governance mechanisms. Upholding the independence of media, ensuring transparency in decision-making processes, and reinforcing the accountability of public officials are crucial pillars in mitigating the influence of deceptive narratives and preserving public trust. Additionally, investing in mechanisms to counter foreign and domestic disinformation campaigns is essential for safeguarding the integrity of democratic processes and protecting the sovereignty of nations.

Embracing diversity and inclusion within the fabric of democratic societies serves as a potent counterforce against the divisive nature of populism and the spread of false narratives. Celebrating diverse perspectives, safeguarding minority rights, and promoting inclusive policies underscore the resilience of democratic systems in the face of «truth decay.» By fostering environments that value pluralism and equitable representation, societies can mitigate the propensity for misinformation to exploit societal divisions and erode the foundations of democratic governance.

Harnessing technological innovation while implementing responsible regulation is vital for mitigating the adverse effects of «truth decay» and populism in the digital era. Investing in technologies that enhance digital resilience, combat the spread of misinformation, and safeguard the integrity of online information ecosystems can bolster the ability of societies to navigate the evolving landscape of information dissemination. Simultaneously, enacting balanced regulatory frameworks that hold digital platforms accountable for their impact on public discourse and information dissemination is imperative for preserving the public sphere as a space for informed deliberation and civic engagement.

In essence, the future of populism and «truth decay» in democracy necessitates a concerted commitment to nurturing informed and engaged citizenry, strengthening institutions and governance, embracing diversity and inclusion, and promoting technological innovation and regulation. By fostering a collective resolve to address these challenges, societies can cultivate a resilient democratic fabric that upholds the principles of truth, inclusivity, and participatory governance amidst the complexities of the modern information landscape.

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«ЗАНЕПАД ПРАВДИ» І ПОПУЛІЗМ: ПІДРИВ ДЕМОКРАТІЇ В 21-МУ СТОЛІТТІ

Резюме

У статті представлено комплексний аналіз взаємопов'язаних явищ зростання популізму та ерозії фактологічного дискурсу, відомого як «занепад правди», у сучасному соціально-політичному контексті.

У дослідженні розглядається відродження популізму в 21-му столітті, що характеризується його відмінністю від історичного популізму через сучасну економічну нерівність і вплив цифрових платформ. Ця сучасна форма популізму, зумовлена культурними занепокоєннями та політикою ідентичності, контрастує з його історичним аналогом. Вводиться поняття «занепаду правди» як визначальної риси цієї епохи, що характеризується зменшенням опори на факти та раціональний дискурс у публічних дискусіях, що прискорюється соціальними мережами та

фрагментованим медіа-середовищем. У статті висвітлено, як занепад правди і популізм підживлюють одне, сприяючи трансформації споживання інформації, що характеризується швидким розповсюдженням і формуванням «ехо-камер».

Дослідження висвітлює динаміку занепаду правди та її складний взаємозв'язок з популізмом. Воно заглиблюється в те, як ерозія фактичного дискурсу призводить до поширення дезінформації та маніпулювання громадською думкою, що є характерними ознаками популістських стратегій. У роботі обговорюється вплив популізму на формування скептичного ставлення до усталених джерел інформації і, як наслідок, зростання інтересу до «альтернативних фактів». Аналізується роль цифрових платформ у поширенні неправдивих наративів, підкреслюється їхній вплив на громадську думку та підрив основних демократичних принципів, таких як прозорість і підзвітність.

У статті розглядаються глобальні наслідки занепаду правди та популізму. Підкреслюється роль цього явища в геополітичних конфліктах, виборах та важливість міжнародної співпраці для протистояння цим викликам. Аналіз пропонує стратегії боротьби з дезінформацією, включаючи підвищення медіаграмотності, інвестиції у фактчекінг, популяризацію етичної журналістики та заохочення відповідального використання технологій. У документі підкреслюється необхідність прийняття принципів різноманітності та інклюзивності як контрзаходів проти популізму та поширення неправдивих наративів.

Ключові слова: політичний популізм, «занепад правди», демократична цілісність, цифрова дезінформація, маніпуляція громадською думкою.