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## **The academy in times of post-truth**

### **Editorial**

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The post-truth in Colombia has become a phenomenon that has concerned to different sectors of society, politicians and the media. Just at the moment when the world has more access to information media the fake news have put the credibility of the media and politics in general.

The 2016 will be remembered as the year of the false news due to two facts of great importance; the triumph of Donald Trump as president of the United States of America and the BREXIT event in United Kingdom. These election results showed how it was possible to manipulate a society focusing on an election campaign, more fears and lies in proposals and political ideologies.

A study by Priscilla Muñoz Sanhueza (2017) of the Autonomous University of Barcelona presents three critical situations to understand the causes of these results: (...) a low credibility in the institutions; social networks, in general, were converted to its users in a reliable source of information; and, a group of politicians who ended up losing all scruples and used the lie and the relativization of the facts to achieve their electoral goals.

However, his concern extends in front of the loss of credibility on the part of the media, highlighting the role of the media in the social context; also Muñoz (2017) argues, since time ago, were losing credibility, among other

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things, because they were perceived as part of the establishment space that was winning, gradually, social networks, which have become a source - but the greatest- of information to the public, bringing consequences such as disinformation and de-formation of public opinion.

If the concern of the professor Muñoz Sanhueza we extendi it toward the academy, we may find many situations that should turn the alarms. If the role of the media in the middle of a democratic society it is important for his role, not only of information but rather to contribute and be a critical voice, Enabling the plurality of looks, what can we say of the role of the Academy in the midst of a society alienated by the disinformation. But to what extent the academy is perceived as a living consciousness in the middle of society?

It is important to reflect if the vision of universities is focused today on form for the market and the competitiveness more than in the training of men and women of integrity, which project their training with more human and social sense and not necessarily focused in that race strenuous and individual to possess the best of life, a remarkable  $h^1$  and a research group in category A1; all of it as the greatest.

The barometer of the universities today is not measured by the type of individual that is formed, for their critical contribution, irreverent, no-religious and humanist. No, it is measured by the number of students who enter and are graduates, by the graduate studies of their teachers and the category of its research groups; the question is whether this ensures a better contribution to society. Education today sees the student as a user-client, in the style of the health system, but we don't care about the type of education provided in these institutions. It seems that education also succumbed to the market.

If this continues, social networks will continue to be the means to inform and educate society and, to that same extent, universities, of whatever type, some of them without the quality and commitment - will be in charge of forming or de-form to those who put their expectations and scarce capital to obtain that longed for social ascent that education provides.

If the education system fails to get rid of the logic imposed by the market, of the measurement systems and the logical little consistent use of state

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<sup>1</sup> The h-index is used for the measurement of the production of academic researchers and scientific journals, the impact factor that have academic publications, which is given by the number of citations. It could be, in my opinion, controversial the concept of "impact".

institutions to measure the academic quality in Colombia, to higher education will happen the same thing has been happening to the media. We live in the age of the fake news, of the superficial nature of social networks and academic programs each time less committed to the profound changes that need our society, not to change this, the Academy will be the same as the policy, in which it already lacks ideals and only focuses on awakening emotions and hatred without arguments.

Several years ago Ignacio Ramonet (2003) raised the need to create a fifth power through the formation of a critical public opinion, that he might challenge the other four existing powers, the three traditional powers (executive, legislative and judicial), and the power of the media. However, it seems that social networks will be to consolidate the new power, and, with it, the alienation of a society that is becoming more consumerist and superficial.

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