

ICS Seminar
Tuesday, August 22, 2017
POST 302 3:00pm-4:00pm

Title: Digital Communication and Fake News
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Abstract: The rapidly changing fields of digital communication, social media and disruptive technologies have profoundly transformed the broadcasting landscape. The introduction of new communications channels, platforms and formats contribute to the diminishing popularity of traditional media among audiences and advertisers. Every aspect of communication is undergoing radical transformation. This talk first discusses a strategic approach to digital communication and how to successfully integrate digital, social and mobile platforms into a strategic business and marketing. The second part of the talk focuses on fake news. In recent years, the Internet has provided a low-cost distribution channel for fake news. Posting fake news online requires little, if any, technical knowledge. Social media has proved to be an easy venue for distributing fake news. Although some creators and distributors of fake news have political or social agendas, others are more entrepreneurial, using fake news that appeals to recipients on an emotional level to make money from digital advertising placed around the content. When fake news is used to spread propaganda, it can be dangerous. In addition to shaping public opinion and behavior, it can also cause mistrust, encourage dissent and deflect attention from real news.

Marco Camisani Calzolari is the CEO and founder of Megashouts Ltd. – London (Socialbombing.org) and a Professor in Business Digital Communication at Università di Pavia. He has worked as Digital Communication or Digital Transformation advisor for several large enterprises and has authored several books about Digital Strategy.