



Anti-news (*Communicology*)

Antinot cia (*Comunicologia*)

Antinoticia (*Comunicolog a*)

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Palabras-Clave

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Abstract:

An analysis of anti-news, a pathological human position which is the opposite of communicability, having as some of its synonyms: rumor, gossip and unreality. A classic example of dissemination of anti-news is the tabloid press. In Communicology, the news, in the sense of a new thing, is the essence of the leading-edge relative truths. Anti-news introduces the lie into the real universe, not even allowing the relative truths which have already been consolidated to develop. The analysis seeks to show that anti-news is generated by the exacerbated imagination of the intraphysical consciousnesses lacking self-discipline and cosmoethics, and that due to the deformation and disinformation that are peculiar to it, anti-news represents a counterfact.

Resumo:

An lise da antinot cia, uma posi o humana, patol gica e opositiva   comunicabilidade que tem no boato, na fofoca e na irrealidade alguns de seus sin nimos. Um exemplo cl ssico de dissemina o da antinot cia   a imprensa marrom. Na comunicologia, a not cia, na qualidade de coisa nova,   a ess ncia das *verdades relativas de ponta*. A antinot cia introduz a mentira no universo real, n o permitindo o desenvolvimento nem das verdades relativas j  consolidadas. A an lise procura mostrar que a antinot cia   gerada pela imagina o exacerbada de conscins sem autodisciplina e sem cosmo tica e que pela deforma o e desinforma o que lhe s o peculiares, se traduz num contrafato.

Resumen:

An lisis de la antinoticia, una posici n humana patol gica y que se opone a la comunicabilidad que tiene en el boato, en el cotilleo y en la irrealidad algunos de sus sin nimos. Un ejemplo cl sico de antinoticia es la prensa amarilla. En comunicolog a, la noticia, en calidad de cosa nueva es la esencia de las *verdades relativas de punta*. La antinoticia introduce la mentira en el universo real, no permitiendo el desarrollo ni de las verdades relativas ya consolidadas. El an lisis quiere mostrar que la antinoticia es generada por la imaginaci n exarcebada de conc ns sin autodisciplina y sin cosmo tica y que por la deforma n y desinformaci n que le son peculiares, se traduce en un contrafacto.

Definition. *Anti-news* is the sickly human position, opposite to communicability, that results in information that always explains *what did not happen* as if it had happened.

Synonyms: 1. Anti-information; rumor; *counterfact*; disinformation; factoid; gossip. 2. Appearance; imagination; unreality; virtual (pseudo) reality.

Euphemistic. Here is a euphemistic expression

that is widely used in television News for anti-news: *information from unconfirmed sources*. Here is a euphemistic political expression used for the public lie: *factoid*.

Archaistic. An archaism of anti-news used for decades: *bombshell*.

Antonyms: 1. Correct datum; information; innovation; news; piece of news; novelty. 2. Mental

alert.

Colloquialism. There are colloquial expressions that summarize anti-news very well, e.g. the following two: *chit-chat*; *idle talk*.

Summary. Anti-news can be summarized by a three-word megathosene: "Anti-news: dark light".

Questionary. The answers to the classic questions pertaining to anti-news, generally when it is non-political, remain unknown or unanswered, despite all speculation. The following are 7 examples:

1. Who invented it? A person or a *planting* group.
2. From where did it arise? It could be from a bar, an office or a shopping mall.
3. How did it arise? By word of mouth is the most used process.
4. What was the real intentionality? Slander can enter the picture here.
5. When did it arise?
6. Why? In general, money is the major interest and greatest factor provoking it.
7. Was there a hidden intention or was this case an exception?

Analogy. Here are two manifestations that are similar to anti-news:

1. **Counter-spying:** governmental belligerent anti-advertisement.
2. **Deceitful advertisement:** industrial and commercial publicity.

Factuistic. Within factuistic, every *uncommon fact* needs to be investigated with the maximum thoroughness because, in theory, it can be anti-news.

Record. One of the greatest records of anti-news was achieved by actor and director George Orson Welles (1915-1985) through a radio program in 1938, in which he informed loudly: "The Earth is being invaded by Martians". The lie exploded as a bomb in the air causing panic, disturbance and even accidents throughout the *United States* of America.

Omission. Anti-news can arise in the form of a *faulty omission*, e.g. the book that tells the story of the balloon and does not explain its dangers, the risk of fire and others. Example: *Balão: Paixão Inexplicável* (*Balloon: Inexplicable Passion*), by Odair Bueno and Ivo Patrocínio.

Specialties. Here are 10 specialties of Conscientiology, enumerated in alphabetical order, that give information for the better understanding of anti-news:

01. **Communicology.** Within Communicology, the news, in the sense of a new thing, is the essence of the vanguardist, revolutionary *leading-edge rela-*

tive truths, on which the principles of Conscientiology are based.

Intrusion. The anti-news represents the intrusion of the lie into the real universe, not even allowing for the development of consolidated or *ancient relative truths*. For that reason, it is an intrusion.

Press. The anti-news is a classic, spurious ancient product of the *tabloid press* that has existed for more than a century.

Planting. An always anti-cosmoethical journalistic practice is *to plant the news*. The results often used to be more disastrous in the financial-economic area, not rarely creating international repercussions, and can be generated in editorial rooms or more conspicuous journalistic enterprises, notably those who are less independent regarding their philosophy or policy.

Expressions. Here are 7 expressions, including slang, related to the processes of anti-news when it refers to people, be they politicians, artists, businessmen, or socialites and their futilities: *biting remarks*, *strong piece of gossip*, *talking about people behind their backs*, *intrigue*, *idle chatter*, *having a loose tongue*, *spitefulness*.

02. **Conviviology.** According to Conviviology, anti-news frequently appears in the environment of *politics* (politicking) by *planting rumors* or through the war of the political counter-advertisement, apart from the factoids.

03. **Cosmo-analysis.** Based on Cosmo-analysis, the anti-news, whatever it may be, is always *sabotage* against the effort of the researcher of the cosmogram in both periodicals and Internet.

Checking. The most intelligent response is to check any unusual news in various sources at the same time until reaching a useful and reliable consensus.

04. **Cosmoethics.** From the standpoint of Cosmoethics, anti-news is an *anti-cosmoethical anachronism*, a pathothosene, a flash of darkness.

05. **Experimentology.** According to Experimentology, there are 3 fundamental *facets* in a piece of news:

A. **Novelty.** The novelty can be characterized by a recent occurrence (fact), an updating, an innovation, an unpublished piece of information, an invention, a finding, a discovery, a transformation, an alteration for better or worse.

Rupture. The novelty is important when it breaks with moldy traditions, old things, fossilizations and

cultural idiotisms.

B. Knowledge. The novelty can represent an acquisition of a new understanding, a cognition that expands our good sense, discernment, maturity and capacity of reasoning, reducing our unawareness through learning.

Conscientiality. Knowledge is the product of the artifacts of knowledge, expanding the perceptions of the consciousness, that is, his/her conscientiality. Without new knowledge the evolution of the consciousness is unfeasible.

C. Complication. The anti-news always, invariably, does not explain. It complicates.

Facets. The confusion triggered by the anti-news can manifest itself through two facets of the facts:

A. Fact. The news is a constant of reality: a *fact*.

B. Counterfact. The anti-news is an antagonism, a deformation or a disinformation: a *counterfact*.

06. Mentalsomatics. According to Mental-somatics, fighting against the facts is a proof of great ignorance. The intelligent way is to produce new and better facts, and libertarians of the consciousnesses (clarification task).

07. Para-History. Under the view of Para-History, we cannot forget that the lie is so rooted in the human being that a long time ago *April 1st* was invented being officially considered "April fool's day".

08. Parapathology. In the analysis of Parapathology, anti-news is generated as a spurious effect of the *exacerbated imagination* of an intraphysical consciousness without discipline and cosmoethics, representing, in the end, a product of interconsciential intrusion.

Stress. The little but irritating attitudes of daily life make the quality of one's life much worse, and totally fit within the idea of anti-news.

Invisibility. Foolish annoyances contribute to what the English called, in a recent research (1999), the *invisible stress*.

Focus. Here are, as examples, 6 of these daily abuses or focal points of irritation of invisible stress generated by the so-called "owners of the world":

A. Cellular. The cellular phone turned on in meetings.

B. Replenishment. The lack of replenishment of the copier, fax or printer machine.

C. Rumors. The invasive acts of gossiping and

generating rumors in the middle of the work. A malicious phrase can generate big disruptions.

D. Pseudo-loans. The repeated fact of "borrowing" objects without giving them back.

E. Appropriation. The act of someone taking your stapler from the drawer without saying anything.

F. Garbage. The act of someone again leaving the little dirty coffee cup on your desk.

09. Paraprophylaxis. Within Paraprophylaxis, anti-news is completely negative, even when it includes the erroneous information of a *farce* or parody, because it misinforms rather than preventing from something.

Humor. In this case, even humor, when it distorts reality, can be anti-news.

10. Thosenology. In the universe of Thosenology, anti-news includes and comprises at least 8 *categories of thosenes*, listed in alphabetical order:

A. Cryptothosene: a fantasy.

B. Hypnothosene: an ill-intentioned suggestion.

C. Laterothosene: a piece of *almost-news*.

D. Manithosene: Someone's daydream, e.g. Paco Rabanne, who announced the fall of a meteor in Paris in 1999.

E. Nosothosene: the sickly thought of a psychopath.

F. Oneirothosene: the delirious idea, for example, of the psychopath leader of a sect in the *United States* of America, which resulted in the suicide of dozens of people due to the passage of a comet; or of the leader in Africa who led more than 500 people to suicide with the fallacy that Our Lady would take them to paradise.

G. Pseudothosene: the fallacy, even when logical, e.g. the cold fusion of the chemists Stanley Pons and Martin Fleischmann.

H. Semithosene: a garbled idea or a thinking that has gaps.

Correlations. Besides the subjects analyzed in this essay, here are 20 other themes, listed in alphabetical order, which are related to anti-news and can be of interest to the conscientiologist who is willing to deepen the research on the theme:

01. **Anti-cosmoethical apology.**

02. **Anti-professionalism.**

03. **Anti-science.**

04. **Antisocial attitude.**

05. **Camouflage.**

06. **Commerce.**

07. Consciential manipulation.
08. Consumerism.
09. Cosmoethical absurdity.
10. Cover-up.
11. Demagogy.
12. Excess.
13. Futility.
14. Heterocorruption.
15. Impacting text.
16. Implicit fallacy.
17. Intrapysical intruder.
18. Lure.
19. Mystification.
20. Sabotage.

Quotation. Here is a quotation concerning anti-news: - "Bad information is more desperate than lack of information" - Charles Caleb Colton (1780-1832).

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