

François DEMERS  
Université Laval, Québec (Canada)

## **Émergence de l' « alternative » dans la communication publique ou comment la table a été mise pour Trump et les autres**

### **The rise of the “alternative” in public communication or how the table was set for Trump and the others**

**Abstract:** This text extends to the whole public communication the designation “conflictual gathering” that Géraldine Muhlmann forged for journalism. It advances firstly that the recent emergence in public debate of the concepts of “fake news”, “alternative information”, “alternative truths”, and “post-truth” reveals the *gatekeeper* role of controlling the access to the media public place that traditional media have played until recently. On the other hand, it recalls that this unveiling has been prepared by many intellectual streams that criticized the media as well as stimulated a growing yearning for an alternative to that censorship. In support to that thesis, the text evokes two important intellectual families of the twentieth century: the North American countercultural movement and the media criticism from Marxist inspiration, including the *cultural studies*, its more recent offspring. It adds the epistemological relativity produced by the “disenchantment” (Weber 1953) of science by science itself in the second half of the twentieth century. In short, after the death of God and postmodernity, no more transcendence can assume arbitrage in the actual media public place - not even science. But some clues point to a reconstruction of some sort of *gatekeeping*, with a central core probably made of the transnational platforms of the GAFAM, “truth” being the discursive spearhead of the recovery.

**Key words:** media, fake news, alternative truths, conflictual gathering, gatekeeping, public communication, counterculture, scientific journalism