

Lying



Stating a falsehood intended to mislead; generally considered unacceptable.



Using selectivity or devices when reporting; acceptable if done for socially desirable ends.

The Labour Party kept files called ‘real people’ – lists of seemingly ordinary individuals who could be called upon at a moment’s notice to endorse Labour in public, or to pose for photoshoots. And if too few ‘real people’ were around, party workers would make up the numbers.

Former Labour election campaign officer

There are a number of reasons why truthfulness is not considered necessary in a mediocracy.

- Mediocratic analysis casts doubt on whether concepts such as objectivity are meaningful.
- Mediocratic techniques such as *blurring* and *boggling* create the impression that reality is fuzzy.
- Appropriate social ends are assumed to justify any means.
- The primary audience for mediocratic output is the mass, not the intelligentsia, and the mass is presumed to be less interested in whether something is true than in whether it holds the attention.