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# Ten (actually 12) basic forms of fake news used by major media

Jan5 by [Jon Rappoport](#)

The basic purpose of these ten forms is the presentation of a false picture of reality. You could find more forms, or divide these ten into sub-categories.

The ten basic forms are:

- \* Direct lying about matters of fact.
- \* Leaving out vital information.
- \* Limited hangout. (This is an admission of a crime or a mistake, which only partially reveals the whole truth. The idea is that by admitting a fraction of what really happened and burying the biggest revelations, people will be satisfied and go away, and the story will never be covered again.)
- \* Shutting down the truth after publishing it—includes failing to follow up and investigate a story more deeply.
- \* Not connecting dots between important pieces of data.
- \* Censoring the truth, wherever it is found (or calling it “fake news”).
- \* Using biased “experts” to present slanted or false “facts.”
- \* Repeating a false story many times—this includes the echo-chamber effect, in which a number of outlets “bounce” the false story among themselves.
- \* Claiming a reasonable and true consensus exists, when it doesn’t, when there are many important dissenters, who are shut out from offering their analysis.
- \* Employing a panoply of effects (reputation of the media outlet, voice quality of the anchor, acting skills, dry mechanical language, studio lighting, overlay of electronic transmissions, etc.) to create an impression of elevated authority which is beyond challenge.

These are all traditional forms and methods.

Which leads to an 11th form of fake news:

- \* *If one lie doesn’t quite fly, tell a much bigger lie.*

These mainstream sources are currently shouting and bloviating about independent media spreading fake news. I guess you could call that number 12:

- \* *Accusing their opponents of committing the crimes they are, in fact, committing.*