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The public discussion on scientific truth: the case of Esperantist-Epideictic discourse on Flat Earth

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There is a growing distrust in the institutions and science in the middle of ideological struggles. Some studies associate the spread of misinformation with the rise of 'echo chambers' powered by social media. We scrutinize how the public discourses about the Flat Earth have been shaped, considering not only the Flat Earthers (denialists) discursive production but also those in the name of science (affirmationists) that are attacking denialist groups and ideas. Findings show scientific truth is a part of conversations about the Flat Earth movement, and the Esperantist-Epideictic genre of discourse can be an analytical tool for researchers and educators.

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