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*Ta pseudé : prolifération du faux et émergence de la post-vérité*

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This paper analyses the emergence of the concept of post-truth, in order to study its implications for the different forms of falsehood: in the first part, we analyse the first essay in which the concept was used in a theoretically consistent and systematic way, and we highlight its connection with the concept of 'lying'; in the second part, we take into account a concept which has proven to be paradigmatic in the discourses concerning post-truth, that is the concept of *bullshit*. Through our analysis, we will show that the concept of post-truth is best understood when we consider the social transformations underlying its appearance, characterised by the systematisation of the two forms of falsehood mentioned.