

Oltre il *déjà vu*: fantascienza, inquinamento cognitivo e società mediatizzate

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Abstract

Within our complex and interconnected ecosystems, scientific and cultural discourses are often rendered through the rearview mirror of literary clichés. Within our mediated societies, we are in fact living in a fictional '*déjà vu*', borrowing a taxonomy from a very popular literary genre, as if we were living in a Sci-Fi novel. Today we have become *post-humans* living in *cyberspace* and *smart cities*, surrounded by *robots* and *intelligent machines*, including *intelligent bombs*. Consistently, fake news inhabit our fictionalized reality taking advantage of a media induced cognitive pollution that prevents us from understanding what is going on. Recycling old science fictional jargon turns literature into an environment we take for granted. It is a reassuring process that, however, leads to thought homologation, what media ecology critics call "Narcissus Narcosis". We need to reconsider the ethical dimension of storytelling; we need to claim a different ontology for the Science Fiction genre within our interconnected realities in order to regain free will as empathic but different individuals who truly care for each other.