

Metafiction and media

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Abstract

Numero Zero (2015) is Umberto Eco's last novel. In it he ironizes journalism, journalists, history, even science and conspiracy. Through many digressions in the narration the homodiegetic narrator ironically narrates the social situation of 1992 Italy and the collapse of trust in journalistic truth. Made up of 18 chapters, the novel stands as a great truth of what is termed "Machine del fango", namely the undermining of a personal or a group honor and/or credibility with a clear purpose of blackmail. *The intertextuality* (Kristeva, 1969), *the double coding* (Jencks, 1977) and the structure of a *historiographic metafiction* (Hutcheon, 1988), make this a novel written according to postmodern poetics.

Keywords: Double coding, intertextuality, postmodernism, historiographic metafiction, media, effective journalism, irony.

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