



It's Not News, It's Fark: How Mass Media Tries to Pass Off Crap As News

By Drew Curtis

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A hilarious exposé on the media gone awry, from the creator of the wildly popular Fark.com.

Have you ever noticed certain patterns in the news you see and read each day? Perhaps it's the blatant fear-mongering in the absence of facts on your local six o'clock news ("Tsunami could hit the Atlantic any day!" Everybody panic!), or the seasonal articles that appear year after year ("Roads will be crowded this holiday season." Thanks, AAA.). *It's Not News, It's Fark* is Drew Curtis's clever examination of the state of the media today and a hilarious look at the go-to stories mass media uses when there's just not enough hard news to fill a newspaper or a news broadcast. Drew exposes eight stranger-than-fiction media patterns that prove just how little reporting is going on in the world of reporters today. *It's Not News, It's Fark* examines all the "news" that was never fit for print in the first place, and promises to have you laughing along the way.

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Editorial Review

From Publishers Weekly

The editorial principle behind Curtis's Web Site Fark.com is remarkably simple: readers submit news stories with their own wacky headlines, inviting snarky commentary from other readers. Here, he steps back to examine why "Mass Media" keeps churning out the sort of inane stories that are "supposed to look like news" that make the site so wildly popular. The critique is familiar—see Barry Glassner's *The Culture of Fear*, among others—but Curtis delivers it with richly sarcastic humor. A section on hysteria over unlikely disasters, for example, punctures alarmist stories with one-line synopses like "Oh my God, there's bacteria on everything." Other chapters explore fake news trends, such as "Equal Time for Nutjobs," which explains how 9/11 conspiracy theories manage to get public airing, or the proliferation of nonevents that are little more than publicity stunts. But the anger behind his criticisms of media companies for producing such nonsense is defused by the acknowledgment that readers actually want to be titillated. Unfortunately, the pleasure of reading Fark.com online, where you can always add your own two cents to the conversation, doesn't always translate to the printed page; old user comments aren't so much comic relief as tacked-on disruption. (June) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From [Booklist](#)

Curtis, founder of the hugely popular Web site Fark.com, recalls how and why he got the idea to feature news that is really "Not News." The genesis for the site was correspondence Curtis exchanged with a friend he'd met while living in England; much of it was trading odd news stories. On a whim, in 1997 he registered the domain name Fark.com while he pondered what to post. He decided to use the site as a clearinghouse for odd bits of news and commentary by contributors. Curtis includes excerpts from Fark.com--searching for modern descendents of Genghis Khan, tools Britons use for flossing--and biting commentary on modern news gathering, which Curtis complains has grown inane under the pressure of a 24/7 news cycle. Among his criticisms: canned seasonal stories, out-of-context celebrity comments, articles that are actually advertisements, and headlines that contradict articles. What's most fun about Fark.com, which is used by radio DJs and commercial news outlets, is its rewritten headlines and streaming commentary. *Vanessa Bush* Copyright © American Library Association. All rights reserved

Review

"It's Not News, It's Fark" does more to advance the journalistic art than all the millions spent by the Poynter Institute, the Shorenstein Center, the Nieman Foundation, the Project for Excellence in Journalism, the "Columbia Journalism Review" and the "American Journalism Review," the Committee of Concerned Journalists, the various Annenberg outposts, and the Freedom Forum, combined...Instead of urging journalists to raise their standards the typical tack taken by the press-guardian-industrial complex Curtis puts the onus on readers, insisting that they become better news consumers.

"Slate.com"

aA funny book, containing some of the siteas greatest hits, but itas also a sharp and well-deserved criticism of the news mediaaand life in a capitalistic, all-information, all-the-time world.a

aCNN.com

aDrew Curtis knows his crap. In "Itas Not News, Itas Fark," he dissects this ubiquitous scaremongering and space-filling fluff.a

a"Playboy"

aThe undisputed king of weird news online.a

a"Rolling Stone"

A funny book, containing some of the site's greatest hits, but it's also a sharp and well-deserved criticism of the news media and life in a capitalistic, all-information, all-the-time world.

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? "Rolling Stone"

Users Review

From reader reviews:

Walter McBride:

Do you one among people who can't read pleasurable if the sentence chained inside straightway, hold on guys this aren't like that. This It's Not News, It's Fark: How Mass Media Tries to Pass Off Crap As News book is readable by means of you who hate those perfect word style. You will find the information here are arrange for enjoyable reading through experience without leaving actually decrease the knowledge that want to offer to you. The writer of It's Not News, It's Fark: How Mass Media Tries to Pass Off Crap As News content conveys thinking easily to understand by lots of people. The printed and e-book are not different in the information but it just different available as it. So , do you nevertheless thinking It's Not News, It's Fark: How Mass Media Tries to Pass Off Crap As News is not loveable to be your top listing reading book?

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Lillian Vaughn:

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