Murphy, Kyle

English 107

Professor Raskin

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Culture Jamming: Jumping off the Fiscal Cliff.

*The Fox News Channel* has become one of the largest news networks on cable television. Since 2002 it has been the most-watched cable news channel, and it has nine out of the top ten watched cable news shows. It is owned by media mogul, Rupert Murdoch, and according to a Morgan Stanley analyst, Benjamin Swinburne, estimates that the company is worth $12.4 billion. However, Fox News has been considered by many as a bias station that promotes a strictly Republican agenda.

First, shows like the O’Reilly Factor don’t always engage in honest reporting. Most shows, including the O’Reilly Factor, on this network have been referring to America’s fast approach to the fiscal “cliff.” Conversely, many of other networks and forms of media (Huffington Post and CBS) are claiming that we are on our way to slowly sliding down a fiscal “slope.” The meaning behind these metaphors is that our country isn’t about to crash and burn, like Fox would like us to believe; but, we are struggling as a nation and hard times are still ahead. Fox News’ and the O’Reilly Factor’s constant warping of the truth to install fear or their intended messages leaves them ripe for critique and would be an ideal for culture jamming.

Second of all, I would begin my culture jamming by calling the news network claiming to be an economics professor at Princeton University, one of the foremost prestigious schools in economics. I would proceed in telling the network that I found a great revelation that shows President Obama’s frivolous spending is the cause of the fiscal cliff. I would request that I would like to air this ground-breaking news on the soonest edition of the O’Reilly Factor using a live feed. Once I was live on the program I would bring out a chart showing that The President has just spent 15 million dollars to gain endorsements in one of his projects, hoping to stifle that particular projects main competitor; all of this because he brought this project for 5 billion dollars. Plus, he doesn’t like what this business has been saying about him. I will have O’Reilly agree that this is a terrible injustice, and that a president or any man with power shouldn’t behave in such a fascist manner. Then state, if President Obama is successful, it would put a lot of hard-working American’s out of jobs; doing this to a company that already had to decrease their payroll recently. As anticipation builds and Bill O’Reilly starts to become forcefully curious, I would tell him I have misspoken about one important matter. When I stated that The President I meant to say The President of Fox News Channel, Rupert Murdoch. As O’Reilly grows angry and demanding for answers, I will tell him of Murdoch’s “Project Amsterdam,” which is his plan to shut down the New York Times by making the Wall Street Journal more popular.

Finally, this culture jamming news segment will hopefully open a lot of the people’s eyes. Not just neoconservative’s or anyone watching Fox News but also those who stray far left. This will be done by showing them both sides of the story. In this case, that it isn’t just President Obama’s fault that we have lower than satisfactory unemployment rates. That the alleged “job creators” aren’t as focused on bringing jobs to Americans, but focused on bringing more money to their pocket. With any luck, this will help people reconsider where they consume their news. Instead of faithfully following one network they will expend their information palate.

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