

Murdoch blunders with Bloggers

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A blunder of truly huge proportions is uncharacteristic of master media manipulator/mogul Rupert Murdoch. Allowing his Fox news 'attack dog,' Bill (bow wow) O'Reilly to attack something he has no hope of either influencing or overcoming is a gross miscalculation. The blogosphere is becoming the first choice for news and opinion for many readers tired of the fabricated fantasies and thin propaganda the mass media constantly spews at the public.

The winning formula of the bogosphere is raw honesty and uncontrived content. Polished styles and rough presentations prove that it's better to report all the facts and supply a torrent of opinion and commentary than to manufacture 'news' by selectively cherry-picking and presenting biased coverage or outright propaganda as 'news.'

Blogs are also guilty of bias and propaganda but they take the very wise approach of not presenting it as 'news.' INTEGRITY favours the blogosphere, and the people know it. So, Mr Murdoch, it is very heartening to see you showing your age in the form of very bad judgements, the consequences of which you may or may not live to see, you walking dead man!

When is a media mogul not a media mogul? When reader/viewer/subscriber support withdraws in favour of other sources.

When public confidence is lost, as a result of taking the public for granted, there's no one to blame but those who arrogantly imagine they set agendas and present 'realities' to an unsuspecting public willing to consume "without question." Fighting bloggers who dig for the truth and present the facts only increases disillusionment with the mass media.

But perhaps the greatest irony is that your most coveted acquisition, the Wall Street Journal, comes at a time your empire is poised to fragment with your mortal demise; to the East, West, North and South your empire will go. Haven't you noticed those closest to you taking greater interest in your health and well being?

Ni hao, Wendi, gaywar chien!

Postscript:

As readers abandon the mainstream, drunken journos are relying more on the blogs for direction and inspiration. It was inevitable that skilled and colourful reporting would win the day over contrived presentations and constrictive editorial policies. Never take the people for granted, Rupert, you rely on them not them on you -- 'bow wow'!