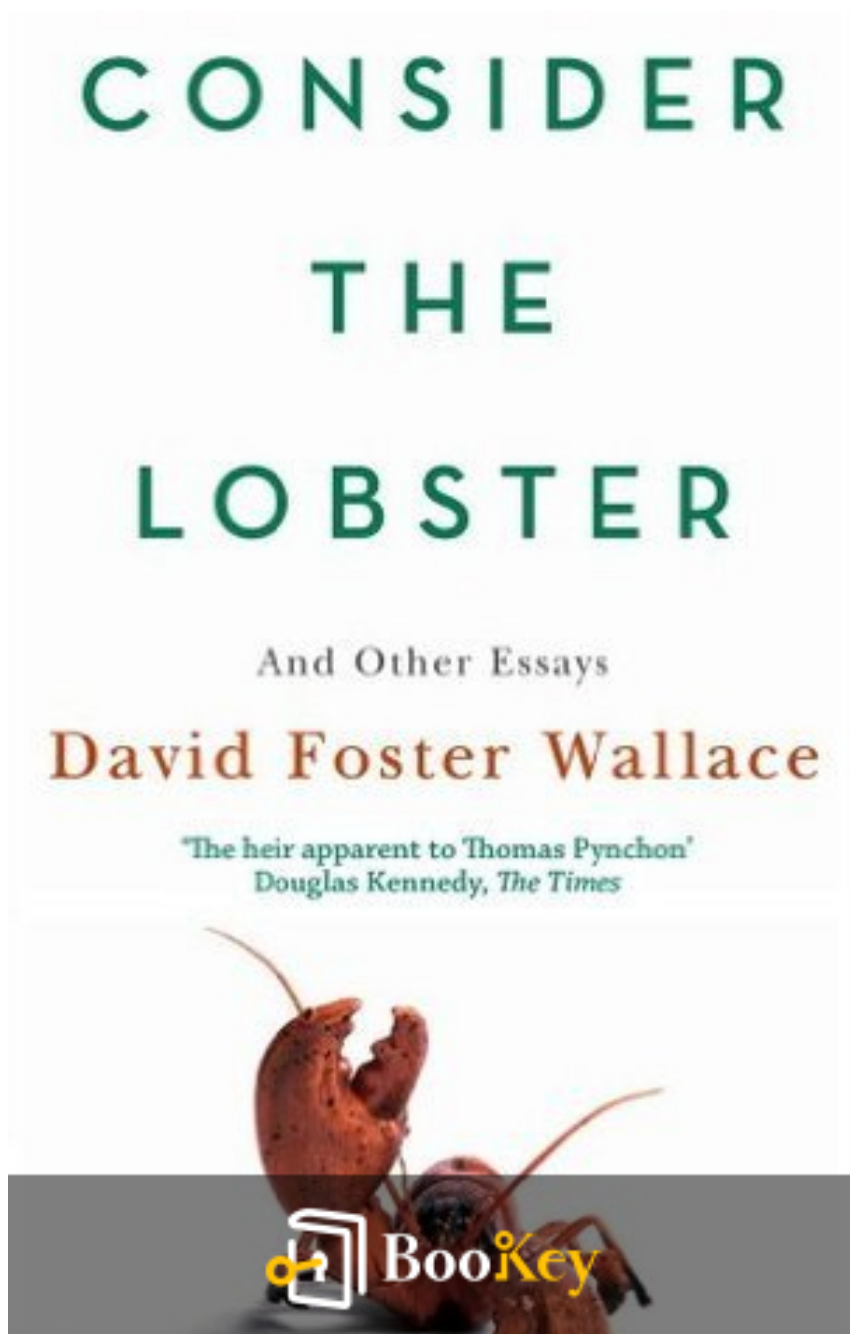


Consider The Lobster PDF (Limited Copy)

David Foster Wallace



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Consider The Lobster Summary

"Examining Human Complexity through Cultural and Ethical Lenses"

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About the book

"Consider the Lobster" by David Foster Wallace dives deep into the complexities of human nature, consciousness, and societal norms through the guise of everyday observations, culminating in a reflective exploration of morality, empathy, and cultural critique. This illuminating collection of essays, where the titular essay delightfully begins with an exploration of a Maine lobster festival, artfully unravels broader ethical questions about pleasure and pain in our modern world. Wallace's penetrating insight, witty prose, and poignant curiosity bridge the gap between the familiar and the profound, inviting readers to consider the ethical implications of even the simplest aspects of life. It dares you to pause, think deeply, and maybe even reconsider where your moral compass points, making it impossible to leave its pages without being stirred or introspective. Embark on a journey where each essay is a springboard into unexpected revelations, challenging your perceptions of both the mundane and the profound. As intriguing as it is thought-provoking, "Consider the Lobster" promises to leave readers questioning and contemplating long after the book is closed.

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About the author

David Foster Wallace was an acclaimed American writer renowned for his deep, intricate writing style and innovative narratives that captivated readers and critics alike. Born on February 21, 1962, Wallace's work often explored the nuances of modern life, characterized by a profound wit and an inquisitive approach to everyday subjects. He graduated from Amherst College and went on to earn his Master of Fine Arts in creative writing from the University of Arizona, setting the stage for his literary career. Wallace's notable works include "Infinite Jest" and "A Supposedly Fun Thing I'll Never Do Again," which established him as a significant voice in contemporary literature. His posthumous novels, essays, and short stories continue to inspire new generations, reflecting his unparalleled ability to dissect the human condition with both humor and depth.

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Chapter 1 Summary: BIG RED SON

"Big Red Son" delves into the juxtaposition of mainstream and adult entertainment cultures in America, drawing connections between the commercial glamor of the Academy Awards and the unapologetically raw nature of the Annual AVN Awards. The chapter kicks off with a startling statistic: a number of adult males in the U.S. resort to self-castration due to extreme sexual conflict. The authors humorously suggest an alternative—becoming a judge for the AVN Awards, where the exposure to explicit content would surely suppress sexual urges.

The Academy of Motion Picture Arts and Sciences organizes the Oscars, a spectacle criticized for its self-congratulatory nature that still manages to captivate millions. In contrast, the AVN Awards, hosted in Las Vegas every January, celebrate achievements in the U.S. adult industry, which is a booming business exceeding the mainstream film industry in annual gross. The AVN Awards are humorously offered as an alternative for those tormented by their sexual desires—a chance to be so overwhelmed by explicit material that one's libido might be permanently subdued.

Set in the vibrant yet superficial ambiance of Las Vegas, the AVN Awards echoes the vacuous splendor of mainstream entertainment but with a different twist. The adult industry, centered in the San Fernando Valley, is likened to Hollywood's "Big Red Son"—a thriving twin distinguished by its

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unabashed vulgarity and lucrative nature. The chapter paints Las Vegas as the perfect backdrop for the AVN Awards, with its extravagant casinos and endless neon signs offering a microcosm of indulgence.

Attending the AVN Awards, a journalist encounters a world both fascinating and grotesque. The industry personalities, from infamous directors like Max Hardcore to lavishly embellished starlets, exhibit a striking blend of self-importance and detachment. There are tales of figures like Max Hardcore, who, amidst his controversial filmmaking tactics, humorously recounts stealing an AVN statuette. Characters like Harold Hecuba and Dick Filth navigate this intriguing environment, providing an inside look into the surreal dynamics of the adult industry.

The chapter also mentions the darker side of the industry, hinting at tragedies like the suicides of several performers and the psychological strains of the profession. It highlights how the adult industry mirrors and exaggerates the dysfunctions of mainstream Hollywood, embodying an unapologetic pursuit of profit intermingled with the distortion of human desires.

As the Awards night unfolds, the event is compared to a high school assembly, with elements of chaos and earnest self-promotion. Notable speeches, interludes, and the quirky traditions hint at the paradox of seeking respectability amidst unabashed explicitness. Through humor and sharp



observations, the chapter contrasts the glamour and absurdity of the adult industry with mainstream entertainment, ultimately revealing a unique cultural commentary on America's infatuation with both.

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Chapter 2 Summary: CERTAINLY THE END OF SOMETHING OR OTHER, ONE WOULD SORT OF HAVE TO THINK

The chapter provides a critical analysis of John Updike's novel **Toward the End of Time**, highlighting its many flaws and expressing disappointment in the book's execution. The reviewer positions the novel against a backdrop of Updike's previous works, renowned for their introspective focus on solipsistic characters who reflect the self-absorbed tendencies of Updike himself. Although known for his gorgeous descriptive prose, Updike's later works, including this novel, have been criticized for their lack of character depth and excessive focus on the protagonist's inner life, primarily revolving around themes of sex, death, and self-obsession.

The narrative of **Toward the End of Time** is set in a dystopian 2020, post a Sino-American nuclear war, and features Ben Turnbull—a prototypical Updike protagonist who is erudite yet narcissistic, dealing with aging and existential dread. Despite a futuristic setting that might promise innovation, the novel is criticized for scant attention to its speculative elements, focusing instead almost monomaniacally on Turnbull's ruminations about his life, death, and persistent sexual desires. Key futuristic concepts, such as a collapsed government and societal breakdown, are hardly explored, making them feel more like extraneous world-building than integral parts of the plot.

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The reviewer provides statistical evidence of the novel's skewed focus, demonstrating that the supposed sci-fi elements are significantly overshadowed by descriptions of mundane topics like flora around Turnbull's New England home, golf, and the protagonist's sexual life, including his thoughts on his own genitals. The critique extends to Updike's prose, which though intermittently beautiful, often lapses into overwrought, clunky sentences, deviating from his previous literary strengths.

The narrative is also punctuated by imaginative set pieces where Turnbull imagines himself as historical figures—a technique that displays Updike's writing prowess but is disconnected from the novel's main plot. These diversions, while well-crafted, serve more to showcase Updike's writing abilities than contribute meaningfully to the narrative, underscoring the novel's pretentiousness and giving it a fragmented feel.

Ultimately, the heart of the critique rests on Updike's inability to evolve beyond his established character archetypes—middle-aged, self-absorbed men navigating sex and mortality with little growth or self-awareness. The novel's emotional climax, revolving around Turnbull's impotence, is portrayed as a devastation worthy of great mourning, yet fails to resonate due to Turnbull being portrayed unsympathetically as self-pitying and disconnected. The reviewer concludes with the insight that Turnbull's—and by extension, the novel's—greatest flaw is not his condition but his character, implying that neither he nor Updike seem to recognize that



Turnbull's unhappiness is a result of his self-centric worldview rather than any external circumstances.

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Critical Thinking

Key Point: Overcoming Self-absorption

Critical Interpretation: In the pages of David Foster Wallace's critique, you find a powerful lesson on how self-centeredness can lead to personal stagnation. John Updike's **Toward the End of Time** exemplifies the pitfalls of an inward-focused existence, represented in the character of Ben Turnbull, who is entrenched in his own ruminations about mortality and desires. The novel's failure to expand beyond this solipsistic viewpoint reveals a vital truth: that fulfillment arises not from isolating oneself within personal concerns, but from broadening one's perspective and integrating into the larger fabric of life. Let this critique inspire you to shift the lens from merely introspective thoughts to external connections and actions, transforming self-awareness into empathy, and ultimately, finding growth in community and diversity.

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Chapter 3 Summary: SOME REMARKS ON KAFKA'S FUNNINESS FROM WHICH PROBABLY NOT ENOUGH HAS BEEN REMOVED

The chapter discusses the unique humor in Franz Kafka's work, emphasizing its complexity and how it often goes unrecognized, especially by American students. The author explains that Kafka's humor is deeply intertwined with the power of his stories, relying on the concept of "exformation," where crucial information is omitted, prompting the reader to make associative connections. This technique creates a sudden, intense effect similar to the experience of both jokes and literature.

The author finds teaching Kafka frustrating because his humor often eludes students due to its unconventional nature, lacking the typical characteristics of American humor such as slapstick, wordplay, or situational comedy. Instead, Kafka's humor arises from literalizing metaphors that we usually understand figuratively. This approach reflects a complex, often dark, exploration of human existence where humor is inseparable from tragedy and joy.

Kafka's stories, like "A Little Fable," employ absurdity and nightmarish imagery to probe deep philosophical and existential dilemmas. They do not offer the escapism modern audiences often seek in humor, as they confront readers with the harsh realities of life and the human condition. The chapter



also touches on the challenge of discussing Kafka's work in a classroom setting, where students expect humor to be straightforward and entertainment to be reassuring.

Ultimately, the humor in Kafka is described as possessing a religious dimension, not in the sense of being overtly spiritual, but in its profound engagement with the complexities of the human soul. The struggle depicted in Kafka's work suggests that the journey towards understanding oneself is both endless and integral to our sense of humanity. Kafka's wit challenges the reader to reconsider the nature of selfhood and existence, making it both unsettling and enlightening.

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Critical Thinking

Key Point: Kafka's humor as a gateway to deeper self-understanding.

Critical Interpretation: You are often seeking laughter as a mere distraction, a way to temporarily escape from the rigors of your daily existence. Yet, Kafka invites you to view humor as an intimate exploration of life's most perplexing questions. Through his work, humor comes not from punchlines, but from prompting you to engage with the unsettling truths of human nature. By embracing Kafka's perspective, you're encouraged to explore beyond superficial layers, diving instead into the depths of your own consciousness. It reveals that by confronting your fears and insecurities, you might find a path to greater self-awareness. Kafka teaches you that understanding your place in the world requires more than just light-hearted amusement – it demands an acceptance of life's complexities and a willingness to laugh amidst them. This journey towards self-knowledge, underscored by a humor that both unsettles and enlightens, can inspire you to reconsider the essence of authenticity and existence in your life.

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Chapter 4: AUTHORITY AND AMERICAN USAGE*

In "Authority and American Usage," we delve into the intricate world of U.S. lexicography, epitomized by the recent release of Bryan A. Garner's "A Dictionary of Modern American Usage" (ADMAU). Through this exploration, we uncover a wealth of ideological collisions and stylistic debates, akin to a societal undercurrent of the Heritage vs. Liberal Dictionary dichotomy. The chapter dissects how dictionaries are imbued with political ideologies, with liberal and conservative biases often evident in their compilation, highlighting the ongoing conflict between Descriptivism and Prescriptivism—the latter advocating strict adherence to traditional linguistic norms and the former embracing language as it is naturally used.

The reader is invited to consider the role of authoritative figures like Garner, who, despite the apparent subjectivity of linguistic "authority," provide guidance on usage through scholarly objectivity. Garner, both a lawyer and a seasoned lexicologist, champions a middle ground with deep respect for the duality of descriptive precision and prescriptive norms, tackling subjects from the practicality of grammar to the political nature of language—framed within a "Democratic Spirit."

The chapter criticizes both the sanctimoniousness of Prescriptivism and the laissez-faire approach of Descriptivism, suggesting both camps fall short in



addressing the real need for linguistic compliance within specific discourse communities. From grammatical debates such as the appropriateness of "where's it at" to broader societal controversies around politically correct language, Garner navigates these waters by humanizing linguistic norms, emphasizing utility and consensus, and highlighting the necessity of

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Chapter 5 Summary: THE VIEW FROM MRS. THOMPSON'S

The chapter "The View from Mrs. Thompson's," set in Bloomington, Illinois, from September 11 to 13, 2001, offers a poignant depiction of the Midwest's reaction to the tragic events of September 11. The author describes Bloomington as a typically reserved Midwestern community, where despite the tendency towards reticence, the shocking Horror of 9/11 breaks down social barriers, giving people something urgent to communicate about. Overheard conversations reveal confusion and disbelief as residents, like others across the nation, grapple with the unprecedented nature of the attacks which obliterate the ordinary with their cinematic, surreal brutality.

By Wednesday, American flags proliferate throughout the town. Flags adorn homes, cars, and businesses, including enormous multistory banners, reflecting a surge of nationalism and solidarity. However, the abundance creates a subtle pressure for those without a flag, leading to anxiety about appearing unpatriotic. The narrator humorously notes the impossibility of purchasing a flag in Bloomington due to high demand, while the symbolic importance of the flags becomes an integral, albeit ambiguous, part of the communal response to the tragedy.

The chapter intricately explores the dynamics in Mrs. Thompson's living room, where the narrator and several others gather to watch the unfolding



events on television. The intimate setting of Mrs. Thompson's home, described with its detailed Midwest decor, becomes a microcosm of communal grieving and shock. The crowd includes the narrator's church community, including Mrs. T., a resilient elderly woman, and her recently divorced son, F—. The horrifying visuals broadcasted on TV prompt a mix of visceral reactions and collective silence. The narrator reflects on the visible torment of individuals leaping from the World Trade Center, acknowledging the grotesque disparity between viewing trauma and experiencing it.

As people process the unfolding events, their conversations reveal layers of innocence and ignorance, especially concerning New York's geography. This lack of familiarity underscores the predominantly televisual connection to national symbols and cities, leading to a disconnection from actual places and events. Yet, this innocence shields the community from cynicism, as they unite in empathy and prayer rather than critique.

While national leaders respond with bombastic rhetoric, Mrs. Thompson's gathering epitomizes an earnest, grassroots emotional response. The narrator feels isolated, caught between the innocence of the group and a cynical awareness of how the attacks reflected deeper American divides. The underlying criticism portrays the Midwest's earnestness, contrasting it with a more jaded view of national politics and media narratives.



Ultimately, the chapter intertwines acute observations of a Midwest town, a heartfelt depiction of ordinary people confronting immense horror, and an exploration of the varied expressions of patriotism and community solidarity, encapsulating the mixed, often poignant, tribulations of a nation in crisis.

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Chapter 6 Summary: HOW TRACY AUSTIN BROKE MY HEART

In "How Tracy Austin Broke My Heart," the author reflects on the allure and frequent disappointment of sports memoirs, focusing specifically on Tracy Austin's autobiography, **Beyond Center Court: My Story**. As a devout fan of tennis and Austin, the author anticipates her memoir with great enthusiasm, only to find it lacks depth and insight, epitomizing the issues often inherent in this genre.

Tracy Austin was a tennis prodigy who rose to fame at a young age, becoming a world-renowned champion. She won the US Open at sixteen and emerged as one of the top players in women's tennis. However, her career was tragically cut short by recurring injuries and unfortunate accidents, forcing her into early retirement. This narrative could have offered a profound exploration of the fleeting nature of athletic success and the shift to a life beyond sports. Instead, Austin's memoir is criticized for its lack of substance, consisting mainly of platitudes, clichés, and a superficial recounting of her life that fails to delve into the complexities of her experiences and challenges.

The piece dissects why sports memoirs, though popular, often fail to satisfy readers. The author suggests that part of the appeal lies in the societal obsession with competitive superiority and statistics, as athletes represent



clear, quantifiable excellence. Their stories promise insight into genius and the human experience, arousing curiosity about the athletes' internal lives and the nature of their achievements. However, these memoirs rarely fulfill these promises, offering instead generic narratives that perpetuate myths rather than providing genuine insights.

This disconnect is attributed to the nature of athletic genius itself. The author argues that top athletes possess an ability to perform under pressure with a level of focus and instinct that is almost otherworldly, something the average person struggles to comprehend or articulate. This capacity enables them to excel in performance but may leave them unable to effectively communicate the intricacies of their experiences or introspect about their lives in a way that resonates with readers.

Ultimately, the author concludes that while sports memoirs like Austin's are seductive due to their potential to unlock the mysteries of genius, they are often disappointing because the qualities that define athletic greatness aren't easily translatable into compelling narrative. The perception of genius as something both profound and prosaic complicates the audience's expectations and contributes to the continuous cycle of allure and letdown in these autobiographies.

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Chapter 7 Summary: U P, SIMBA

In David Foster Wallace's essay "Up, Simba: Seven Days on the Trail of an Anticandidate," originally published as an article in Rolling Stone and later included in his collection "Consider the Lobster," the author recounts his experience following Senator John McCain's 2000 presidential campaign. Wallace was among a select group of non-political journalists chosen by Rolling Stone to cover the day-to-day happenings of the early primary races. The focus of Wallace's piece is McCain, the "anticandidate," known for his straightforwardness and appeal as a political outsider.

Wallace sets the scene with McCain's unexpected triumph in the New Hampshire primary and the subsequent oscillation in his campaign fortunes. Despite his impressive reputation as a war hero and a senator with conservative credentials, McCain's status as a "straight-talker" and his refusal to accept traditional party money made him a magnetic figure among young voters, disillusioning them with the political process of the time.

The narrative unfolds with Wallace's intimate portrayal of campaign life, revealing the exhausting yet exhilarating experience of trailing a candidate. It captures the conflicting nature of McCain's campaign, one that was a mixture of marketing tactics and genuine appeal. The piece delves into Wallace's own struggle to balance skepticism with the pull of McCain's sincere presentation. Wallace dissects the paradox of the political spectacle,



questioning whether McCain's tactics are truly transparent or another layer of campaign artifice.

Central to Wallace's essay is the tension between authenticity and spin, which is highlighted in the infamous Chris Duren incident, where a negative push-poll call visibly affects a young supporter of McCain. The candidate's heartfelt response suggests sincerity, but the ensuing media strategy reveals a calculated effort to leverage that vulnerability for political gain. Wallace probes deeply into McCain's identity, juxtaposing his heroic wartime past against the strategic environment of modern campaigning.

In exploring these themes, Wallace examines the broader cultural and electoral cynicism of the time, exacerbated by repeated political scandals and media spin. Through his keen observations and introspective analysis, Wallace invites readers to question the nature of political leadership and the capacity for a candidate to remain genuine amidst the pervasive mechanics of salesmanship that define modern electoral politics. Ultimately, "Up, Simba" is as much a reflection on the American political landscape as it is a critical examination of the limits of authenticity in a world dominated by media-driven narratives.

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Chapter 8: CONSIDER THE LOBSTER

"Consider the Lobster" delves into the intricate world of the Maine Lobster Festival, a grand event held annually in Rockland, Maine, which showcases the state's vibrant lobster industry. This festival is a significant tourist attraction, drawing over 100,000 attendees with its concerts, beauty pageant, parade, and an impressive array of lobster delicacies, prepared in various styles using the World's Largest Lobster Cooker.

Historically, lobsters were once considered lowbrow food, but over time, they have become a gourmet delicacy, akin to steak in the American culinary imagination. The Maine Lobster Festival, organized in partnership with the Maine Lobster Promotion Council, seeks to promote lobster as an affordable and healthy food option, countering the perception that it's an extravagance.

The narrative addresses the ethical concerns of lobster consumption, notably the discomfort around the practice of boiling lobsters alive. The text raises questions about the morality of this method, drawing attention to the sentience and potential suffering of lobsters. This ties into broader discussions on animal rights, a subject championed by organizations like PETA, which has historically protested the festival's practices.

The piece goes further, exploring the complex discussion of whether animals experience pain similarly to humans. It presents varying views, from



scientific to philosophical, acknowledging that lobsters have nervous systems capable of feeling pain. However, it also suggests that the nature of their pain might differ due to their anatomy, lacking the same pain-mitigating chemicals found in mammals.

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I've learned. Highly recommend!

Alex Walk

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Chapter 9 Summary: JOSEPH FRANK'S DOSTOEVSKY

The exploration of Dostoevsky's works by Joseph Frank is woven into an intricate tapestry that invites readers to delve into the blend of literary genius and profound ideology that marks Dostoevsky's oeuvre. Frank begins by examining Dostoevsky's **Notes from Underground**, with its protagonist embodying universal themes of grandiosity and self-loathing against a backdrop of 1860s Russian utopian socialism. This ideological clash, loathed by Dostoevsky, forms a gateway for Frank to bridge formal aesthetic critique and social-ideological literary interpretation.

Frank, a Princeton professor, dedicates his scholarly pursuit to creating a comprehensive contextual framework for understanding Dostoevsky's life and works. This pursuit materializes into a monumental five-part literary biography series, encapsulating Dostoevsky's tumultuous journey through key historical moments—his challenge of utilitarian socialism, ideological awakenings, and exploration of profound moral and spiritual themes.

A significant aspect of Frank's work is his capacity to balance literary critique with historical and ideological context, allowing a deep dive into Dostoevsky's character development and thematic richness. Dostoevsky's universal themes resonate with life's profound questions: the nature of goodness, faith, and the relentless quest for moral integrity despite



humanity's complex and often contradictory instincts.

Frank's holistic approach not only examines Dostoevsky's narrative but also unravels the lasting impact of formative experiences like Dostoevsky's mock execution and his subsequent metamorphosis into a deeply ideological writer—one who regarded morally unanchored existence as depraved. By focusing on this transformation and providing an exhaustive account of Dostoevsky's existential grappling, Frank illuminates how Dostoevsky's genius was not merely in his storytelling prowess but his engagement with life's ultimate moral and philosophical dilemmas.

Dostoevsky's life and works illuminate broader contemporary literary questions—our modern skepticism towards ideological convictions and the challenges faced by writers in engaging deeply moral narratives in an age that often prizes ironic detachment and aesthetic sophistication. Frank's work asks readers and writers alike to ponder the seriousness and thematic depth drastically differing Dostoevsky from contemporary literature.

Frank's exploration encourages a renewed appreciation for Dostoevsky, underscoring his relevance and providing insight into his moral and spiritual preoccupations that contrast sharply with modern literary trends. The culmination of Frank's study serves as a powerful reminder of literature's potential to confront, engage, and embody ideological passion, encouraging readers to appreciate the profound connections between narrative, ideology,

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and the human condition.

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Critical Thinking

Key Point: Literature's power to confront life's moral dilemmas

Critical Interpretation: Consider the way Dostoevsky's life and literature confront universal moral and philosophical questions — this isn't just about appreciating literary artistry, it's about seeing the potential of narrative to engage deeply with the human condition. As you navigate your own journey, remember that life's most relentless questions about goodness, faith, and moral integrity are not meant to be avoided. Frank's exploration of Dostoevsky inspires you to face these questions head-on, just as the literary giant did, and recognize the strength in grappling with your ideals in a world that often leans toward aesthetic detachment and ironic distance. Connecting with these profound themes can enrich your understanding of yourself and the world around you.

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Chapter 10 Summary: HOST

In the chapter centered on John Ziegler and his talk radio show on KFI AM-640, we are introduced to the intricate inner workings of a large-market talk radio station and the complex dynamics that underpin the popular media outlet. At 37, John Ziegler hosts the "Live and Local" show in Southern California, marking his most significant hosting job after a nomadic career in smaller markets. This chapter delves into his history, starting with his move to Los Angeles, and explores how his past experiences shaped his current approach to his talk show.

KFI, an influential 50,000-watt radio station, is deeply conscious of its branding, which is managed by its Imaging Department. Operating under taglines such as "More Stimulating Talk Radio," the station relies heavily on personality-driven content to engage its late-night audience, a challenge for a market where "hardly anything reputable's open after nine." Ziegler, previously a TV sportscaster and self-proclaimed critic of the media, engages his audience with a blend of news, opinion, and provocative rhetoric. His broadcasts reflect his contentious views, including his belief in America's superiority over what he vaguely terms "the Arab world," despite criticisms over such sweeping assertions.

The chapter situates Ziegler's show within a broader media landscape marked by immense variety and fragmentation, resulting from digital



advancements and the consolidation of media companies like Clear Channel Communications. KFI is a part of this conglomerate, benefiting from economies of scale and the ability to share resources across stations. The chapter highlights the competing demands of maintaining high ratings and managing ad loads in a complex market environment.

Ziegler's controversial career is chronicled, from his formative experiences in various radio markets to his struggles against what he calls "Political Correctness." His firing from previous positions due to clashes over statements he made on-air, and incidents involving high-profile cases such as O.J. Simpson and Kobe Bryant, underscore his contentious relationship with media standards. His biography reflects a man embattled by his own opinions and convictions, whose career has been both shaped and hindered by controversies.

As a host, Ziegler exhibits little distinction between his on-air and off-air persona, often reflecting a cynical and combative outlook. His contentious and sometimes abrasive rhetoric is viewed through the lens of stimulating radio — the primary currency in the industry. This unique brand of infotainment is deeply embedded in today's political talk radio, shaped by factors like the repeal of the Fairness Doctrine, which once mandated balanced coverage, and the rise of figures like Rush Limbaugh.

In an industry driven by large corporate interests and cutthroat competition,



Ziegler's show embodies the fusion of news, entertainment, and personal commentary. It thrives on the tension between media responsibility and the pursuit of strong listener engagement in a provocative, if not always politically correct, manner. Despite the controversies, Ziegler's brand of unapologetic rhetoric persistently seeks to engage the audience's underlying emotions — a hallmark of talk radio's enduring appeal in the American media landscape.

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