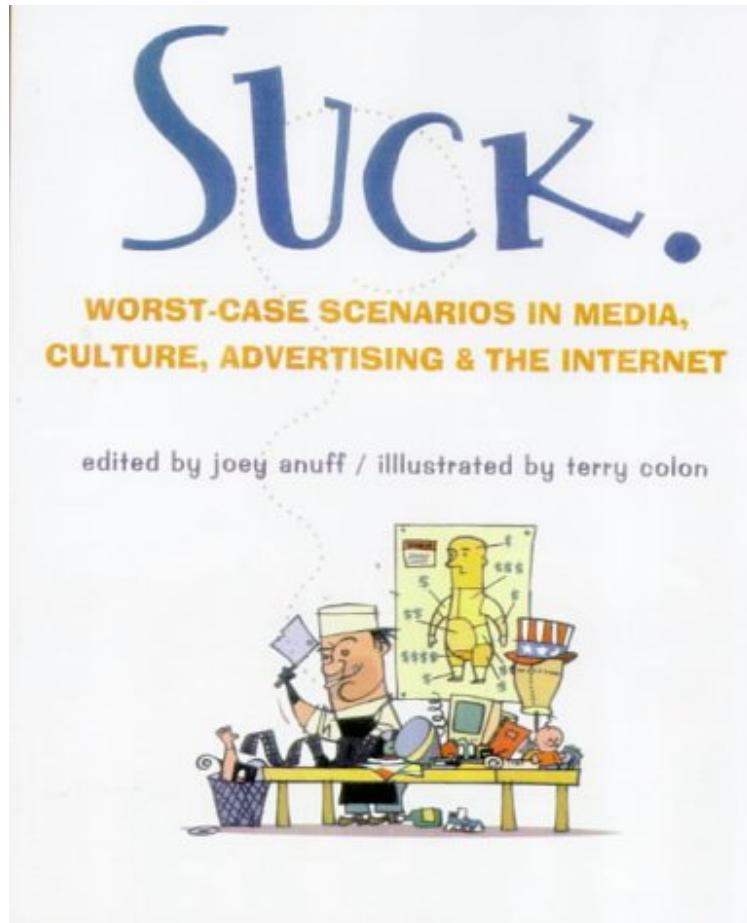


Suck: Worst-Case Scenarios in Media, Culture, Advertising, and the Internet

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From Brand: Hardwired : Suck: Worst-Case Scenarios in Media, Culture, Advertising, and the Internet before purchasing it in order to gage whether or not it would be worth my time, and all praised Suck: Worst-Case Scenarios in Media, Culture, Advertising, and the Internet:

0 of 0 people found the following review helpful. A moment in time, frozen onto the pages of a bookBy Michael A. DuvernoisThe [...] folks had an aesthetic, a world-view, and a slacker mission to uplift the web surfers of the day. Then they were gone, the only remains were little bits of [...] and some cartoon rabbits. Oh yeah, and this book. It's a (scathing) view of the days when the web was first in the crosshairs of the advertisers, the spammers, the marketers, and all of those other sleazy folks who were looking to take away our great online thing.0 of 0 people found the following review helpful. Five StarsBy Gregory G. Neishperfect4 of 5 people found the following review helpful. the last puff of smoke from a dying breedBy Tim NekritzSince the Sucksters took their eternal summer vacation in June

2001 and the Web site at last fulfilled the e-zine's running joke by changing ownership to an adult-entertainment portal in December 2005, this is all that's left of the smartest, shrewdest and funniest site to emerge amidst the hot air of the Dot-Com Rise and Fall of the 1990s. Where else can you find an acerbic, pseudonymmed writer dismiss The Fugees as "reconstituted adult rock masquerading as hip-hop"? Or the pinpoint assertion that if you drop your kid off at any mall, "he'll quickly learn that community and commodity are not easily discernible from each other"? Or: "The only thing that kept Burning Man out of Business Week was that no one would admit to making -- or seeking -- a profit"? And really, you can find as good or better a bon mot on any of the pages of this book. Even from the mid-1990s, this book is a breath a fresh air from today's world of multimedia mergers, where reporters chase each others' tales in conflating and inflating pre-conceived notions and prepackaged soundbytes. Who today proclaims as forcefully -- or anywhere near as literately -- that the emperor has no clothes even as the mainstream media sources compete for more vivid adjectives to describe the non-existent garments? While the book has its faults and there were certainly better essays than some of the selections, it more than holds its own with any contemporary commentary. A full decade before VH1 announced its sure-to-be-crapecular series "Web Junk 20" as the latest lowest-common-denomination demon spawn of TV and Internet, Suck explained why attempts at merging the two media only seem to cull the worst of each and draw into sharp detail the differences -- not the similarities -- between technology's long-lost kin. With today's breathless tech reporters and hypesters trying to convince you that watching a movie on an iPod is somehow as good as enjoying it in widescreen, and a supplicant media (owned by those releasing those movies) coo their approval, the absence of sarcastic outsider wisdom by the likes of Suck is more missed than ever. While this book will not cure what ails society, consider it a drinking binge from the fountain of knowledge that won't leave you with a hangover in a stranger's apartment. If the drink is bittersweet given Suck's fate, at least it proves satisfying.

As the longest-running and most-often-imitated daily column on the Internet, "Suck" has generated plenty of buzz on and off the net. Here, cofounder Joey Anuff collects the column's most provocative words and pictures.