

(Mobile ebook) The B.S. Factor: The Theory and Practice of Faking it in America

The B.S. Factor: The Theory and Practice of Faking it in America

Arthur Herzog

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Arthur Herzog : The B.S. Factor: The Theory and Practice of Faking it in America before purchasing it in order to gage whether or not it would be worth my time, and all praised The B.S. Factor: The Theory and Practice of Faking it in America:

4 of 4 people found the following review helpful. Fakery and Hypocrisy in American Communications By Jody Mondo The B.S. Factor: the Theory and Technique of Faking it in America by Arthur Herzog is an outspoken and hilarious examination of America's "rogue rhetoric." Herzog presents forty-six categories illustrating the fake factor. For example a term called "Big Timing" derives from America's admiration of bigness for itself--quantity proves quality. Big Timing is at bottom inflationary according to Herzog, and leads straight to Big Time style--affluent, achieving, multinational--all words they love, but the most popular is-- power--. Another category is "Image Words"--used to sell policies, real estate, and so on. For example in realty ads "Golden Age" replaces senior citizen, "Estates" replaces housing development, and "Towne Houses" replaces high rise apartments. One sub-category of "Newstink" is "Countertrending". The general idea behind the trend is contradiction. This trend is very active during a general election. It goes like this: if the public has a perception about what is happening, one way to make news is to go against that perception. If the polls say the country is going to vote for the incumbant, countertrendings sets in when polls say another candidate is going to win. The media makes news by contradicting themselves. This is a witty book and just plain fun to read. I highly recommend it.

Fakery and hypocrisy in American communications are the subjects of this outspoken and hilarious book. Uncovering our thought-pollution problem for perhaps the first time, Arthur Herzog exposes Executalk ("name of the game" for "point" or "purpose," "ball-park estimate" for "rough guess"), Quote Facts (opinions made to seem like facts by virtue of being quoted), and Complex Complex (the compulsion to make things more complicated than they need to be), to mention only a few of the current crimes against logic and language. The perpetrators of these atrocities include Fadthinkers, Word Mincers, Sci-Speakers, Copy Cant-ers, and Anything Authorities, those who, having succeeded in one field, appear on TV talk shows as experts on everything else. Without the B.S. Factor, success in America is almost impossible, says Herzog, and he goes on to call for a new breed of "radical skeptics" to clear away the B.S. that is now engulfing our country. "An entertaining and witty attack." Publishers Weekly "Mr. Herzog has diagnosed the sickness brilliantly." The New York Times Book Review

About the Author Arthur Herzog is an award-winning novelist, non-fiction writer and journalist, renowned for his best-selling novels *The Swarm*, *Orca* (both made into popular movies), *Make Us Happy*, *Heat* and *IQ 83*, hailed by the British press as one of the best science fiction works ever written. His non-fiction best sellers include *Vesco*, which Publishers Weekly hailed as "A brilliantly researched story one of the years remarkable biographies" and *The Woodchipper Murder*. A *New Yorker*, avid reader, and world traveler, Herzog continues to write fiction and non-fiction books.