
A Critical Response Of “I’LI Take My Coffee With Fiction, Thanks”

We go through every day consuming information given to us by the media. Whether it be online, in the newspaper, or from another source, we are prone to hearing about what’s going on around the world. Targeting a young and old audience alike, Shannon Rupp discusses her observations of the modern media. Rupp believes that the news is flooded with useless updates, offers “tasteless” content (p. 151), and deprives people of their time. Using many examples help readers better decipher texts, and a blunt writing style that incorporates humor makes for an easier/appealing read.

Rupp uses both techniques to generate a plausible claim accusing the modern media of operating as a business, in hope of gaining attention by latching onto trending news, rather than enlightening readers with valuable content. For example, Rupp refers to an article from The Globe and Mail which covers a story about a donut shop chain that is altering 2 dozen donuts on their menu(p. 151). The story is dry and offers no important knowledge to the general public, excluding those who are donut fanatics. Instead, journalists should focus on issues that have a greater impact on society like the health-threatening effects of sugar-loaded donuts. Other topics include Kim Novak’s bad plastic surgery, a python eating crocodile, etc (p. 152). These trifling stories are a waste of people’s time and attention. Furthermore, she then brings up a concept called “traffic” (p.152); another misconduct. Modern media re-tells what’s already been told.

The python/crocodile story, for instance, made contact with Shannon 15 times. It’s like selling replicas of the Mona Lisa painting; it’s not the original but it still gets glorified for same reasons Leonardo Da Vinci’s art would be praised. In addition, this same process can be used to seduce readers, which Rupp describes as click-bait (p. 153). Click-bait is where an article, for instance, incorporates intriguing data in order to attract readers. Much like how advertisements attract consumers, it’s essentially the same thing. All of these elements drive Shannon Rupp’s analysis of the modern media and are explained through an overall excellent presentation.

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