

CONTENTS

Note to Readers	1
Introduction	9
1. The Beauty Contest: Press Coverage of the 2016 Election	23
2. The Ten Rules of Hate	41
3. The Church of Averageness	75
4. The High Priests of Averageness, on the Campaign Trail	91
5. More Priests: The Pollsters	103
6. The Invisible Primary: or, How We Decide Elections Before You Decide Them	115
7. How the News Media Stole From Pro Wrestling	123
8. How Reading the News is Like Smoking	135
9. Scare Tactics: All the Folk Devils Are Here	147
10. The Media's Great Factual Loophole	161
11. The Class Taboo	175
12. How We Turned the News Into Sports	189
13. Turn it Off	201
14. The Scarlet Letter Club	213
15. Why Russiagate is This Generation's WMD	233
Appendix 1: Why Rachel Maddow is on the Cover of This Book	257
Appendix 2: An Interview with Noam Chomsky	273
Acknowledgments	291