



Noticias (Spanish Edition)

Santiago Alba Rico

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El manual del perfecto periodista miente. Dice que noticia es cuando hombre muerde a perro y no cuando perro muerde a hombre, pero miente porque la única noticia que interesa a los periódicos es hombre muerde a hombre. O perro muerde a Belén Esteban o Rajoy muerde a Zapatero o el guerrillero muerde el polvo. Mienten los periódicos cuando dicen y cuando no dicen. Cuando no dicen que el dueño del periódico tiene intereses económicos en ese país en el que se han cansado de que las p l usalías se las lleven tan totalitariamente el dueño del periódico y sus colegas del capital. Cuando no dicen que el crítico literario que hace la crítica de tal libro editado por tal editorial es un autor que publica y colabora laboralmente con esa misma editorial. Son los perros de presa (seamos objetivos: hay excepciones, dos) de los dueños de las noticias mentirosas, y estamos hartos. Este libro propone la expropiación de sus mentiras y su reconversión en valores del común aunque su cotización en Bolsa sea hoy escasa.

Hay que nacionalizar desde ya los medios de producción de la imaginación periodística y literaria, y por lo tanto esta editorial advierte a sus lectores y lectoras de que: por el mar corren las liebres, por el monte las sardinas; tres lectores no identificados adquieren un libro (no es este, por desgracia) que no aparece en la lista de libros más vendidos; un crítico iterario de renombre es sorprendido comprando un libro; el director general de la Oficina de Objetos Perdidos afirma que un honrado ciudadano ha encontrado, tirada en medio de las Obras completas de Federico Engels, la solución a la actual crisis económica; un editor independiente publica sus cuentas pendientes y gana el Premio Nacional de Fomento a la Lectura; Amazon descubre que todo lector sumergido en un e-book experimenta un empuje vertical hacia arriba igual al peso del papel desalojado.

Seamos realistas: leamos lo imposible. El que avisa no es traidor.

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