looks like Linda Evans.

my friend or a close mother, but I really

don't get disgusted with the tabloids

anymore. Nope, I've decided they just

aren't meant to be taken seriously,

kind of like Madonna. I still get dis-

gusted with people who believe them;

you know, those "people with Enquir-

ing minds," but as for the papers them-

selves, well, they're just not important

enough to merit scorn.

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•LESSONS

Geoff McMurtry

At one time there may have been legitimate concerns among journalists that these "newspapers" would drive actual "news" newspapers out of business with their eye-catching headlines and "hard-to-believe-but-I-swear-it'strue" stories. With "scoops" like "Grandma Was A Bigfoot" and "Lost Scrolls Reveal Jesus Christ's Secret Diary," it's hard to believe anyone takes tabloids seriously. These kinds of headlines aren't designed to actually tell you anything - they're just supposed to get your attention. The story behind them always turns out to be disappointing, usually with a "source" who's probably senile and wanted their name in the paper. Compared to that, mundanities like farm policy, world affairs, and current US covert wars hardly seem noteworthy or interesting by comparison.

What these "newspapers" actually represent is a monumental achievement in advertising; an entire publication for ads with no products. And if advertising isn't immoral, there's probably a place for the Stars, the National Enquirers and the New York Posts of the world.

These papers' "articles" usually run in the form of UFO contacts or incredible human oddities and stupidities -"Bombay Woman Has 2-Headed Baby," or "Victim Unaware He'd Been Shot." Some, like the new York Post, are infamous for their rhyming headlines. An incident in which an employee of New York's garment district named

clients could have a headline like; Zoot the show? Suit's Toot Causes Boot - Moore Stores Score in Store.

I shocker: tabloids aren't trash

The main argument against tabloids is that as newspapers, they serve no useful purpose for the public and in fact only prey on its innocence, ignorance, and gullibility. But then, so do designer clothes, expensive beer and most of TV in general. As entertainment, they're at least as good as the bombardment of soaps and sitcoms and other sludge we're offered daily. As long as nobody actually expects to see news in tabloids, there shouldn't be part of public trust, and there's no any danger. If you want to believe that benefit in having a nation of suspi-Edgar J. Robinson of Plankton Forks, clous, mistrustful paranoids looking Mississippi, really was taken up in a over their shoulders at anyone with a UFO and watched TV and ate pizza with microphone or a notebook, a little bit 3-foot-high purple skinned crustacean of suspicion may help people notice from Alpha Centauri, that's your prob- that even "real" news, like that on TV, lem. Even if we can't prove that he is dependent on its entertainment didn't, why worry? If he did, he'll value more than its news for its livelialways have someone to talk to at par-hood. After all, if ratings weren't impor-

Columnist has two-headed baby Bob Moore is fired from his job at a parties. After all, if it weren't for the designer boutique for delivering co- tabloids, how else would we know what This is kind of hard to admit, even to caine along with the suits he took to happens on Dynasty before we watch

> One real problem is that this trivialization of the news media undermines a basic public confidence and trust in the media, and, by extension, things the media reports on, such as politics. Yet, I can't help thinking that anyone who has more than cautious faith in politics or the media not only deserves Dynasty, but they deserve to read what happens a week ahead of time and still watch it anyway.

> So, while they do erode a certain



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