

65

The O. J. Circus

JOAN NOGUÉS

The author makes reference to the current trends in American journalism, both in the big television networks and in the written press. The O.J. Simpson case, in which the former American football star is suspected of having committed a double murder in Los Angeles, one of the victims being his ex-wife, is one of the American media circus's three major news "rings". A new reporting genre, which mixes entertainment and information, reigns supreme in the United States. CNN, for example, did not think to assign a reporter specialising in court cases to broadcast the Simpson trial; rather, it has chosen a reporter who usually covers movies and entertainment.

The American media has opened up a bottomless pit. Dan Rather, the star anchorman, explained it a few months ago at the Journalist's Association in Barcelona. He said that American journalism had gone from drab grey to garish yellow. The newspapers wield great influence over public opinion. The prestigious Washington Post, along with the Boston Globe and the Los Angeles Times, directly influenced the election of Bill Clinton as President. The powerful media organisations have satellites, satellite dishes and information superhighways at their fingertips. O.J. Simpson could easily be renamed O.J. Simpson.

123.