

shit my dad says justin halpern

****Shit My Dad Says Justin Halpern: The Story Behind the Viral Sensation****

shit my dad says justin halpern is more than just a viral phrase; it represents a unique blend of humor, family dynamics, and the power of social media storytelling. Justin Halpern's candid and often hilarious recounting of his father's blunt, no-nonsense remarks captured the hearts of millions worldwide, transforming a simple Twitter feed into a bestselling book and even a television show. But what exactly made "Shit My Dad Says" such a cultural phenomenon? Let's dive into the story behind Justin Halpern's rise, the impact of his work, and why his dad's brutally honest quotes resonate with so many.

The Origins of "Shit My Dad Says"

Justin Halpern started the Twitter account @shitmydadsays in 2009 to document the hilarious and often profane things his father would say daily. His dad, a gruff but lovable man with a sharp tongue, became the unexpected star of the internet almost overnight. What began as a personal outlet quickly morphed into a viral sensation, with thousands of followers eagerly awaiting new posts that mixed humor, wisdom, and a touch of irreverence.

The simplicity of the concept was key. People loved the raw authenticity and relatability of Justin's dad's remarks, which ranged from brutally honest life advice to sarcastic commentary on everyday situations. This authenticity struck a chord with audiences who appreciated the honesty that is often missing in mainstream comedy.

From Tweets to a Bestselling Book

The Twitter account's success led to a book deal, and in 2010, Justin Halpern released **Sh*t My Dad Says**, which expanded beyond the 140-character limit of Twitter to include stories, anecdotes, and deeper insights into his relationship with his father. The book became a New York Times bestseller, proving that the appeal of his dad's humor was far from a passing trend.

What made the book stand out was its ability to blend humor with heart. Readers didn't just laugh at the sarcastic remarks; they also connected with the themes of family, aging, and the quirks of parent-child relationships. The book's success highlighted how social media could be leveraged to create meaningful, multi-platform storytelling.

The Impact of Justin Halpern's Work on Comedy and Social Media

Justin Halpern's "Shit My Dad Says" helped pave the way for content creators who use social media as a springboard for broader creative projects. His success demonstrated that everyday experiences, especially those grounded in family and personality, can become compelling content when told with honesty and humor.

The Rise of Authentic Voice in Social Media

Before Halpern's viral fame, social media content was often polished or promotional. His straightforward, unfiltered portrayal of his dad's personality was refreshing and gave birth to a new kind of comedic storytelling that thrives on authenticity. This approach has since influenced countless comedy writers, bloggers, and influencers who share candid moments from their lives.

Shit My Dad Says on Television

The popularity of the Twitter feed and book caught the attention of television producers, leading to the creation of a sitcom adaptation, also titled *Shit My Dad Says*. Starring William Shatner as the dad, the show aired on CBS in 2010. Although it only lasted one season, it marked an important milestone in how internet-born content could transition into traditional media.

The TV show brought Justin Halpern's dad's personality into living rooms across America, illustrating that the humor and themes of the original tweets had broad appeal beyond just online audiences.

Why "Shit My Dad Says Justin Halpern" Resonates So Deeply

At its core, the appeal of "Shit My Dad Says" lies in its universal exploration of family dynamics and the ways parents and children communicate, often awkwardly but always with love.

The Power of Humor in Family Relationships

Humor acts as a bridge in many family relationships, helping people navigate

conflicts, misunderstandings, and generational gaps. Justin's dad's blunt yet affectionate remarks capture this perfectly, showing how humor can be a coping mechanism and a form of tough love.

For many readers, his dad's words remind them of their own familial experiences, making the content feel personal and relatable. This connection is a big part of why the tweets and book have such staying power.

Breaking the Mold of Traditional Parenting Narratives

"Shit My Dad Says" challenges the typical portrayal of fathers in media as either overly stern or emotionally distant. Justin Halpern's dad is flawed, funny, and openly expressive, albeit in a gruff way. This honest depiction offers a refreshing alternative to sanitized parental images, highlighting that love can be loud, messy, and imperfect.

Lessons from Justin Halpern's Journey

Beyond the laughs, there are valuable insights to glean from Justin Halpern's rise to fame with "Shit My Dad Says."

- **Embrace Authenticity:** Sharing genuine experiences can resonate deeply and build a loyal audience.
- **Leverage New Platforms:** Social media can be a powerful launching pad for creative projects beyond the internet.
- **Find Humor in the Everyday:** The best comedy often comes from real-life situations and relationships.
- **Value Family Stories:** Personal narratives, especially about family, create emotional connections with readers and viewers.

These lessons are not only relevant for aspiring writers or content creators but for anyone looking to communicate more effectively or find humor in daily life.

Expanding the Brand Beyond the Original Concept

Justin Halpern didn't stop at just the book and TV show. He has continued to write and produce content, building a career that leverages his unique voice

and storytelling style. This adaptability demonstrates the importance of evolving with your audience and exploring new creative avenues.

The Enduring Appeal of Shit My Dad Says Justin Halpern

Years after the initial Twitter feed went viral, "Shit My Dad Says" remains a beloved cultural reference. It's a testament to the power of genuine storytelling and the timeless humor found in family life. Justin Halpern's work reminds us that sometimes, the most profound insights come wrapped in blunt, unmistakably dad-like phrases.

Whether you're a fan of social media humor, interested in parenting dynamics, or simply looking for a good laugh, exploring Justin Halpern's "Shit My Dad Says" offers a refreshing perspective on how humor can bring us closer to the people we love – even when the words are a bit rough around the edges.

Frequently Asked Questions

What is 'Shit My Dad Says' by Justin Halpern?

'Shit My Dad Says' is a bestselling book by Justin Halpern that compiles humorous and candid quotes from his father, capturing his unique and often blunt outlook on life.

How did Justin Halpern come up with the idea for 'Shit My Dad Says'?

Justin Halpern started by tweeting funny and blunt things his father said, which quickly gained popularity and eventually led to the book deal for 'Shit My Dad Says.'

When was 'Shit My Dad Says' published?

The book 'Shit My Dad Says' was published in 2009.

Was 'Shit My Dad Says' adapted into any other media?

Yes, 'Shit My Dad Says' was adapted into a television sitcom that aired on CBS in 2010, starring William Shatner as Justin Halpern's father.

What is the main theme of 'Shit My Dad Says'?

The main theme revolves around the humorous, blunt, and often insightful

remarks made by Justin Halpern's father, reflecting on life, family, and society.

Is 'Shit My Dad Says' appropriate for all audiences?

'Shit My Dad Says' contains strong language and adult humor, so it may not be suitable for younger readers or those sensitive to profanity.

What impact did 'Shit My Dad Says' have on Justin Halpern's career?

The success of 'Shit My Dad Says' launched Justin Halpern's writing career, leading to further books, writing opportunities, and television projects.

Where can I read or follow 'Shit My Dad Says'?

Originally popularized on Twitter, 'Shit My Dad Says' can be found in book form and occasionally on social media platforms, but the original Twitter account is no longer active.

Additional Resources

****Exploring the Cultural Impact of "Shit My Dad Says" by Justin Halpern****

shit my dad says justin halpern is a phrase that immediately calls to mind the viral Twitter feed and subsequent book that captured the quirky, often blunt wisdom of a father through the eyes of his son. Justin Halpern's creation transcended social media, becoming a cultural touchstone that blends humor, family dynamics, and candid reflections on life. This article takes an investigative look into the phenomenon of "Shit My Dad Says," examining its origins, style, reception, and its enduring footprint in popular culture.

The Genesis of "Shit My Dad Says"

The story behind "Shit My Dad Says" is as compelling as the content itself. Justin Halpern, a writer and humorist, began chronicling his father's unfiltered comments on Twitter in 2009. The account was born from a simple intention: to capture the raw, humorous, and often brutally honest things his father said daily. Halpern's father, Sam, was characterized by his bluntness, sarcasm, and a unique perspective on the world, which resonated widely with audiences seeking authentic and relatable humor.

What started as a personal diary of sorts quickly became a viral sensation. Within months, the Twitter feed amassed hundreds of thousands of followers, turning Halpern's candid snapshots of family life into a broader commentary on generational relationships and societal norms. This rapid rise to fame

culminated in the publication of the book **Shit My Dad Says** in 2010, which further expanded the audience by offering a more in-depth, narrative-driven exploration of the father-son relationship.

Stylistic Elements and Narrative Voice

One of the defining features of "Shit My Dad Says" is its unvarnished and conversational tone. The humor is grounded in the authenticity of everyday life, punctuated by the father's sharp wit and sometimes abrasive honesty. This style breaks away from polished or scripted comedy, instead relying on the immediacy and spontaneity of real interactions.

The narrative voice, primarily Justin Halpern's, serves as a mediator between the reader and the father's eccentricities. Through concise, often punchy tweets and later expanded prose in the book, Halpern captures the contradictions inherent in family dynamics—the love, frustration, and humor that coexist in parent-child relationships.

Use of Social Media as a Narrative Platform

Halpern's innovative use of Twitter as a storytelling platform was instrumental in the success of "Shit My Dad Says." At a time when social media was becoming a dominant force in content distribution, Halpern leveraged the immediacy and interactive nature of Twitter to engage a growing audience. Each tweet functioned as a standalone vignette, making the content highly shareable and accessible.

This approach also allowed Halpern to test the appeal of his material in real-time, adapting to audience reactions and building a community around shared experiences of family life. The viral momentum on social media paved the way for traditional publishing and even television adaptation, demonstrating the potential of digital platforms to launch multimedia projects.

Reception and Cultural Significance

The reception of "Shit My Dad Says" was largely positive, with critics and readers applauding its humor and relatability. The book landed on bestseller lists shortly after release, a testament to its widespread appeal. Moreover, the content sparked discussions on generational differences, masculinity, and the evolving nature of family communication.

However, the project was not without its critiques. Some reviewers pointed out the occasional reliance on stereotypes and the risk of oversimplifying complex familial relationships for comedic effect. Nonetheless, the balance

between humor and genuine emotional insight contributed to its overall positive impact.

From Page to Screen: The Television Adaptation

The popularity of "Shit My Dad Says" extended beyond print and social media, leading to a television adaptation produced by CBS in 2010. Starring William Shatner as the father, the sitcom aimed to capture the essence of the book's humor and family dynamics. Despite the initial excitement, the show was short-lived, canceled after one season.

The reception of the TV series highlights the challenges of translating social media and literary content into traditional scripted formats. While the source material's charm lies in its brevity and rawness, the television adaptation struggled to maintain the same tone, illustrating the difficulties of adapting digital narratives for mainstream audiences.

Comparative Analysis: "Shit My Dad Says" in the Landscape of Family Humor

To contextualize "Shit My Dad Says" within the broader genre of family humor, it is useful to compare it with other contemporary works that explore family relationships through comedy. Unlike traditional sitcoms or family memoirs that often idealize or dramatize familial bonds, Halpern's work is marked by its candid and sometimes irreverent portrayal.

- **Authenticity:** Halpern's content stands out for its unfiltered honesty, contrasting with the polished narratives found in many comedic works.
- **Format:** The use of Twitter as a primary medium was innovative, influencing subsequent humorists to harness social media platforms.
- **Generational Voice:** The dynamic between Halpern and his father reflects broader generational tensions, a theme echoed in shows like *Modern Family* but with a more personal edge.

While "Shit My Dad Says" shares thematic commonalities with other family-centric humor, its distinct voice and format carve out a unique niche in the comedy landscape.

Pros and Cons of the "Shit My Dad Says" Phenomenon

Examining the strengths and limitations of Justin Halpern's creation provides insight into its cultural resonance.

1. Pros:

- Relatability: Readers connect with the genuine portrayal of family interactions.
- Innovative use of social media for storytelling.
- Humor that balances bluntness with affection.

2. Cons:

- Potential reliance on stereotypes for comedic effect.
- Challenges in adapting short-form humor into longer narratives or visual media.
- Risk of alienating audiences unfamiliar with the cultural context.

These factors collectively shape the legacy of "Shit My Dad Says," influencing how humor rooted in personal experience can find mass appeal.

Legacy and Continued Influence

Years after its initial surge, "Shit My Dad Says" remains a reference point in discussions about social media's role in modern storytelling and humor. Justin Halpern's ability to pivot from viral tweets to bestselling author exemplifies the potential for digital content creators to expand their reach.

The work also serves as a case study in the evolving nature of father-son relationships portrayed in media—eschewing idealization in favor of complexity and humor. Its impact can be seen in subsequent social media accounts, podcasts, and books that embrace a similarly candid, conversational approach.

In sum, "Shit My Dad Says" by Justin Halpern encapsulates a moment in cultural history where digital platforms empowered new voices and redefined

how humor could be shared and consumed. Its blend of sharp wit, familial insight, and social media savvy continues to inspire creators navigating the intersection of personal narrative and public entertainment.

[Shit My Dad Says Justin Halpern](#)

shit my dad says justin halpern: *More Shit My Dad Says* Justin Halpern, 2013-06-06 'Human beings fear the unknown. So, whatever's freaking you out, grab it by the balls and say hello. Then it ain't the unknown anymore and it ain't scary. Or I guess it could be a sh*tload scarier' Sam Halpern Soon after Sh*t My Dad Says began to take off, comic writer Justin Halpern decided to take the plunge and propose to his then girlfriend. But before doing so, he asked his dad's advice, which was very, very simple (and surprisingly clean): 'Just take a day to think about it.' This book is the story of that trip down memory lane, a toe-curlingly honest pilgrim's progress of teenage relationships, sex and love by one of the funniest writers at work today. Sh*t people say about Justin Halpern: 'Ridiculously hilarious' Chelsea Handler 'Shoot-beer-out-your-nose funny' Maxim 'Funny, silly, honest, lively and fresh' Sunday Times

shit my dad says justin halpern: *Sh*t My Dad Says* Justin Halpern, 2010-05-04 After being dumped by his longtime girlfriend, the 29-year-old author moves in with his 73-year-old dad, whose straightforward, expletive-laden advice and opinions became a hit on Twitter and are now offered in a hilarious collection. 50,000 first printing.

shit my dad says justin halpern: *Shit My Dad Says* Justin Halpern, 2010-06-04 'At 28 years old, I found myself living at home, with my 73-year-old father. As a child, my father never minced words, and when I screwed up, he had a way of cutting right through the bullshit and pointing out exactly why I was being an idiot. When I moved back in I was still, for the most part, an idiot. But this time, I was smart enough to write down all the things he said to me...' Meet Justin Halpern and his dad. Almost 1.5 million people follow Mr Halpern's philosophical musings every day on Twitter, and in this book, his son weaves a brilliantly funny, touching coming-of-age memoir around the best of his sayings. What emerges is a chaotic, hilarious, true portrait of a father and son relationship from a major new comic voice. As Justin says at one point, his dad is 'like Socrates, but angrier, and with worse hair'; and this is the sort of shit he says... 'You know, sometimes it's nice having you around. But now ain't one of those times. Now gimme the remote, we're not watching this bullshit.' 'Happy Birthday, I didn't get you a present... Oh, mom got you one? Well, that's from me then, too - unless it's shitty.' 'Your brother brought his baby over this morning. He told me it could stand. It couldn't stand for shit. Just sat there. Big let down.' 'The worst thing you can be is a liar . . . Okay, fine, yes, the worst thing you can be is a Nazi, but THEN, number two is liar. Nazi 1, Liar 2.' 'Why the f**k would I want to live to 100? I'm 73 and shit's starting to get boring. By the way, there's no money left when I go, just fyi.'

shit my dad says justin halpern: *Social Media Is Bullshit* B. J. Mendelson, 2012-09-04 A provocative look at social media that dispels the hype and tells you all you need to know about using the Web to expand your business If you listen to the pundits, Internet gurus, marketing consultants, and even the mainstream media, you could think social media was the second coming. When it comes to business, they declare that it's revolutionizing advertising, PR, customer relations—everything. And they all agree: it is here to stay. In this lively, insightful guide, journalist and social critic B.J. Mendelson skillfully debunks the myths of social media. He illustrates how the notion of social media first came to prominence, why it has become such a powerful presence in the marketing field, and who stands to benefit each time it's touted in the press. He shows you why all the Facebook friends and Twitter followers in the world mean nothing to you and your business without old-fashioned, real-world connections. He examines popular tales of social media success,

and reveals some unsettling truths behind the surface. And he tells you how to best harness the potential of the Internet—without spending a fortune in the process. Social media is bullshit. This book gives the knowledge and tools you really need to connect with customers and grow your brand.

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shit my dad says justin halpern: Fatherhood 4.0 Dalton Higgins, 2010 Some of Canada's most acclaimed multicultural personalities, public figures, intellectuals, entertainers, athletes, and activists share stories, memories, insights, and revelations about fatherhood, from the comic to the tragic. Through critical essays, first-person musings, interviews, conversations, spoken word, and dub poetry, this collection examines the place where cross-cultural fatherhood intersects with the worlds of technology, hip hop, and hipster culture - a cool diverse dads movement! As an African-Canadian fatherhood advocate, Dalton Higgins also digs around to see how black fathers of this millennium are faring, as academics and pundits have debated for decades what is at the heart of the problem when it comes to the much-publicized shortcomings of black fathers. *Fatherhood 4.0* spots trends across a newer generation of media-savvy multi-culti dads influenced by everything from George Lopez and Bill Cosby to the Osbournes and Obama, with keen insights and essays from fatherhood activists. It includes essays on the baby daddy phenomenon and Bob Marley, pops in popular culture, technology and parenting, and crucial research on aboriginal fatherhood by Dr. Jessica Ball. The book contains candid interviews with: Michael Pinball Clemons, Broken Social Scene's Charles Spearin, Toronto FC's Dwayne De Rosario, Bollywood Boulevard's Mohit Rajhans, George Elliott Clarke, Hal Niedzwicki, Lawrence Hill, Fucked Up's Damian Abraham, dramatist Richard Lee, the CBC's Matt Galloway, social entrepreneur Sol Guy, Plex, and more!

shit my dad says justin halpern: Holy Sh*t Melissa Mohr, 2013-05-30 A humorous, trenchant and fascinating examination of how Western culture's taboo words have evolved over the millennia

shit my dad says justin halpern: Unfriending My Ex Kim Stolz, 2015-01-06 The author presents a humorous look at her obsession with the Internet and her cellular phone, arguing that her dependence is a sign of how social media has made it difficult for her and her peers to have meaningful connections to others.

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shit my dad says justin halpern: iPhone 4 Made Simple Martin Trautschold, Gary Mazo, MSL Made Simple Learning, Rene Ritchie, 2011-01-26 Congratulations—you've purchased an iPhone 4, arguably the coolest smartphone on the market. Now it's time to learn how to take advantage of

all the features, apps, and secret techniques available. To accomplish this, look no further than iPhone 4 Made Simple. Over 1,000 screen visuals and clear-cut instructions guide you through both basic and advanced features of the iPhone xG, from email and calendar tips to navigating the App Store and understanding Bluetooth and Wi-Fi networks. Written by two successful smartphone trainers and authors, this is the go-to guide for the latest and greatest version of the iPhone.

shit my dad says justin halpern: *Bad Words* Philip Gooden, 2019-09-05 Once upon a time, the worst words you could utter were short, simple and tended to be four letters in length. Now things are more complicated. To be insulted as a 'snowflake' or an 'expert' is arguably worse than being called a **** or a **** or even a ****. So what are today's 'bad words' and how are they different from yesterday's taboo expressions? This entertaining guide to the shifting sands of bad language is indispensable in an increasingly divided world in which abuse becomes ever more widespread and vituperative. Philip Gooden shows how and why taboo words and contentious expressions, including those four-letter ones, were first used in English. He discusses the ways such words have changed over the years and explores how a single syllable or two may possess an almost magical power to offend, distress or infuriate. *Bad Words* investigates the most controversial and provocative words in the English language in a way that is both anecdotal and analytical. Combining intrigue and scandal, the book delves into expressions connected to religion, ethnicity, nationality, politics, swearing and oaths, and includes contemporary issues like political correctness and elitism.

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shit my dad says justin halpern: *Ageing, Popular Culture and Contemporary Feminism* I. Whelehan, J. Gwynne, 2014-11-06 How has popular film, television and fiction responded to the realities of an ageing Western population? This volume analyses this field of representation to argue that, while celebrations of ageing as an inspirational journey are increasing, most depictions still focus on decline and deterioration.

shit my dad says justin halpern: *Alot* Tom Parham, 2015-04-22 My friend the late Hilton Yow and I talked often, mostly about sports, his beloved daughters, his really bad hip, and religion. Hilton was a strong born again. My dad was a Southern Baptist Minister. Hilton got my attention on TV. While channel-hopping, I spied him, next in line to be healed. The would-be healer called Hilton up. He put it like this: Come on up, sir, and tell us what is wrong. Im thinking hip all the way. But just as Hilton started to speak, the healer admonished my friend, No, dont say anything. Ill tell you where it is! My initial thought was that that was a little risky, even for a healer. Without a word from Hilton, the reverend began to trace with his forefinger parts of Hiltons lower face, his neck, and his upper shoulders. He looked confidently at Hilton and suggested, Im getting it, arent I? Hilton looked chagrined yet still hopeful, adding this, his only comment: Well, no. But go ahead and get all of it while you are in there! My first attempt at writing a book (*Play Is Where Life Is* [2007]) included a variation of this true story. But I didnt get it all. Allthis time includes parts of *Play Is Where Life Is* that bear repeating. And large portions of a blog (www.tomparham.wordpress.com), which has nearly one hundred articles on a variety of subjects. With the help of Johnnie Bonehead Dennis, I produced *Nearly Fifty* in 2013. A coffee-tablestyle book, I tried to portray almost fifty years of friendship among a group of buddies who held the first of these gatherings with a Super Bowl party, the first Super Bowl. We havent missed a year, Classic Americana and friendship. Included is a history in text and photos. I have to apologize for the blog guide. I tried to set it up myself, and that didnt work too well. The best I can offer is that all of the articles can eventually be found on the blog. In this book, I put the blog articles used in the text in the text order they are used. Additional blog articles that seemed appropriate for this book then appear as a group at the end of the text. That confuses even the author. Now to piss you off. There are two parts (A and B) that are new. Part A deals with serious stuff, while Part B is much lighter and hopefully fun stuff. The old coach in me couldn't resist several new tennis thoughts. As well as considerable classic information some may not have seen. Getting it all is tough work. Some are serious as a heart attack. Some are trivial. No

one will get it all. Or like it all, but you may not like all my music, but stay with me. Ill find you (Ray Charles).

shit my dad says justin halpern: Media Convergence Graham Meikle, Sherman Young, 2017-09-16 This book focuses on how everyday media such as Facebook, iTunes and Google can be understood in new ways for the 21st century through ideas of convergence. Key chapters explore the development of the internet, the rise of social media and the new opportunities for audiences to create, collaborate upon and share their own media.

shit my dad says justin halpern: Creating Meaningful Websites Smashing Magazine & Various Authors, 2013 What is it that makes a website stand out from the crowd? What makes it memorable and meaningful? This eBook wants to approach these questions. It's in no means a step-by-step guide to follow, but rather a collection of thoughts to give you some general impulses and perspectives on creating meaningful websites. Starting with a comprehensive website planning guide to the question, Which role does emotion play within the emotionless Web system?, our Smashing authors explored a variety of different aspects that all contribute to aesthetically beautiful and thoroughly thought-out user experience. TABLE OF CONTENTS - A Comprehensive Website Planning Guide - A Fun Approach To Creating More Successful Websites - Defending The Generalists In The Web Design Industry - Breaking Down Silos, Part 1: The Consequences Of Working In Isolation - MUD: Minimum Usable Design - A Craft Of Consequences: Reader, Writer And Emotional Design - Easier Is Better Than Better - Designing Engaging And Enjoyable Long-Form Reading Experiences - Symptoms Of An Epidemic: Web Design Trends

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shit my dad says justin halpern: Bloggerati, Twitterati Mary Cross, 2011-06-07 As timely as the latest tweet, this book tracks the digital revolution as a paradigm shift that is transforming popular culture in as yet unforeseen ways. Bloggerati, Twitterati: How Blogs and Twitter Are Transforming Popular Culture explores the ongoing digital revolution and examines the way it is changing—and will change—the way people live and communicate. Starting from the proposition that the Internet is now the center of popular culture, the book offers descriptions of blogs and Twitter and the online behavior they foster. It looks at the demographics of users and the impact of

the Internet on knowledge, thinking, writing, politics, and journalism. A primary focus is on the way blogs and tweets are opening up communication to the people, free from gatekeepers and sanctioned rhetoric. The other side of the coin is the online hijacking of the news and its potential for spreading misinformation and fomenting polarization, topics that are analyzed even as the situation continues to evolve. Finally, the book gathers predictions from cultural critics about the future of digital popular culture and makes a few predictions of its own.

shit my dad says justin halpern: *140 Ultimate Twitter LOLs* Sedge Beswick, 2014-10-27 A fast-paced rundown of Twitter's 140 strongest players, smashing it in the social space. Whether you're a Twitter novice looking to grab more followers, or an aspiring social media pro, this book will teach you everything I wish I'd known when I started out.

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