Contents

Preface		page 1x
Acknowledgments		XV
	Introduction: Fox Populism in the Great Recession	I
	Rethinking Media Partisanship	II
	Beyond "Fair and Balanced": How Conservative Media Criticism Heralded a New Journalistic Epistemology	20
	Divergent Conceptions of TV Populism: Organizational	
	versus Aesthetic	27
	Chapter-by-Chapter Compendium	37
I	Channeling America's "Tabloid Soul": How Rupert Murdoch, Roger Ailes, and Bill O'Reilly Remade	
	Television News	40
	The Rise of Partisan Narrowcasting: "Affective Economics"	
	Meets "Affective Polarization"	44
	Tabloid!: The Debate Over "Bad" Journalism and Its	
	Class-Based Roots	55
	The "Aspirational" News Style: Anti-Tabloid Journalism in	
	the Twentieth Century	62
	The Unmaking of Middlebrow News in America	68
	Tabloids for Television: A Current Affair, Inside Edition,	
	and Bill O'Reilly before Bill O'Reilly	71
	"Partisanship Needs to Be Produced"	81
2	Populism on Cable News: A Theoretical Framework Fox News versus MSNBC: "Logic of Equivalence" versus	85
	"Logic of Difference"	88
	A Fox News Hermeneutics: Narrative and Performance	92

	Fox News versus <i>The Daily Show</i> : Performing Sincerity versus Irony	
	The Cold Shoulder: No Place for Populists in Liberal Cable News	99
		10.
	Populism's Race and Gender Problem The Feminine Populism of Consequentive Women	II
	The Feminine Populism of Conservative Women	III
3	"I'm a Blue-Collar Guy": How Fox News Hosts Imagine	
	Themselves and Their Audience as Working Class	12
	The Social Logic of Anti-Elitism	12
	The "Silent Majority" versus the "New Class": How the	
	Conservative Movement Redefined Class in America	12
	Is Fox News' Audience Working Class?	13
	"I Eat at Red Lobster": Performing Working-Class Taste	140
	"I'm Not an Expert, but I Am a Thinker": Performing	
	Working-Class Intellectuality	14
	Populist Journalism: An Enemy of Facts or of Cultural	
	Elitism?	15
4	"The Makers and the Takers": How Fox News Forges	
	a Working-Class/Business-Class Political Alliance	15
	From Traditional Producerism to Entrepreneurial	
	Producerism	15
	"The Job Creators": Fox News' Reinterpretation of the	
	Labor Theory of Value	16
	Racializing the Stimulus Act: The Producerist Narrative	
	of Theft	17
	"Who Have We Turned Into?": The Stimulus Act as a Sign	
	of Generational Transformation and Moral Decline	17
	Why Moral Discourses of Class Matter	18
5	The Populist-Intellectual Tactic: How Fox News Incorporates	
	Expert Knowledge within Its Populist Framework	18
	Creating the "Counter-Intelligentsia": Understanding the	
	Right's Close but Complicated Relationship with	0
	Intellectual Culture	18
	Amity Shlaes and the "Openness" of the Activist-Expert	19
	Translating Intellectual Knowledge into the Language of	-0
	Cable News	19
	Policing the Intellectual Content of a Populist Show	20
	The "Invested" Populist and the "Disinvested" Expert	21
	Switching Roles: The Communicative Versatility of the	21
	Fox News Pundit	21 2I
	Expertise Must Be Performed	21

Contents	vii
Conclusion: Trumpian Populism: Fox News' Respectable	
Conclusion: Trumplant of Future Clashes with Its Tabloid Past	222
A Defense of Populism	227
Learning from Fox News	232
Postscript: Fox News and the "Alt-Right": Populism	
and Nationalism	239
Bibliography	245
ider.	