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Jon Stewart is a television host, whose show “The Daily Show with Jon Stewart” on Comedy Central often comprised of satirical pieces on the political climate of the United States of America. Even though his works are mostly about the US, the messages and meanings embedded in his commentaries and rhetorics are sympathetic of human’s moral compass, trying to dictate subtly what is right and what is wrong in modern society. While *The Daily Show* is Jon Stewart’s most recognizable prank and was also confirmed by Jon Stewart as fake during one of the airings of the show itself, it is more practical to narrow down to a few episodes and skits in order to have a macroscopic view of Jon Stewart’s show in general. Such few exemplary pieces would be the “FED MED Redemption” criticizing the federal medical aid program and also a wordplay of the open-world, third-person shooter titled *Red Dead Redemption*, “Cracked” spot-lighting the former mayor of Toronto Rob Ford for his consumption of cocaine, and his segment with Neil DeGrasse Tyson named “Buzzkill of Science” where he sits down with Tyson (the astrophysicist, not the boxer) and the two debunk scientific misconceptions in the media. Even though the way of delivering news used by Jon Stewart is not the most objective and at times pseudo-factual, it is revolutionary thanks to its great appeal to the audience. And by such appeal, his show is able to highlight and embolden the societal problems that persist in America and the world. It is needless to say that Jon Stewart also inspires and influences a whole generation of ~~leftist reporters~~ news reporter and television hosts who employ the same tactics to give the audience the crucial wake-up call through laughter. John Oliver on *Last Week Tonight* on HBO, Trevor Noah – a direct successor to his show, Hasan Minhaj with the *Patriot Act* web episodeon Netflix, Stephen Colbert on the Colbert Report/Late Show, and etc. are some prime examples of employers of the Stewart/Colbert effect (Amarasingam, The Stewart/Colbert effect). Ultimately, what is gain from the kind of fake news that Jon Stewart and his ~~lackeys~~ successors to the medium propagate? That is to challenge how the traditional media delivers news on the television screen, have a definite stand on the morality of a subject matter or a problem facing their countries, make politics more approachable to younger generations, and criticize news networks that use rhetorical devices to push towards a malfeasant political agenda of their political alignment.

Delving in further to the elaborate and progressive prank that Jon Stewart employs in his show requires analyzing his inventive usage of rhetorical elements. The overarching **genre** of *The Daily Show* is originally television and then stretching out into internet media (YouTube). In consideration of the genre, Jon Stewart’s **audience** can be inferred fairly easily to be those who watch television, digest news through TV, are enthusiastic about the political scenes and conscious about the problems at-hand. But the audience is not strictly enclosed to the aforementioned alone, Stewart’s show has a ripple effect that spread out over the globe ***[note to self: further elaboration and evidence on this ripple effect needed].*** Since the audience is defined as such, Jon Stewart aims to inform and educate his audience about the existing problems in his country and the world. Not only that, but also, he wants to be iconoclastic about the rigid and off-putting way the traditional news media has been used to dissipate political facts and situations ***[note to self: this might be repetitive with respect to paragraph 1]*.** How could Jon possibly achieve such feat? As mentioned before, he is absolutely efficient and crafty with his multifaceted rhetoric. Anytime when an episode of *The Daily Show* starts, the audience can see Jon Stewart in a suit completed with a tie, groomed hair and a ubiquitous news channel background with a piece of paper on his desk. This rhetorical appeal is identified as ethos, since the audience views Stewart as a trustworthy person due to his appearance and the elaborate news set (even though Jon claims it is fake news that he delivers).

Jon Stewart uses an unconventional of delivering the news. By clever juxtaposition, Jon Stewart flips the position of news delivery as a form of entertainment to entertainment in the guise of new reporting (Kroft, *60 Minutes*). The form of laughter Jon Stewart induces for his audience is that of reckoning humor.

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