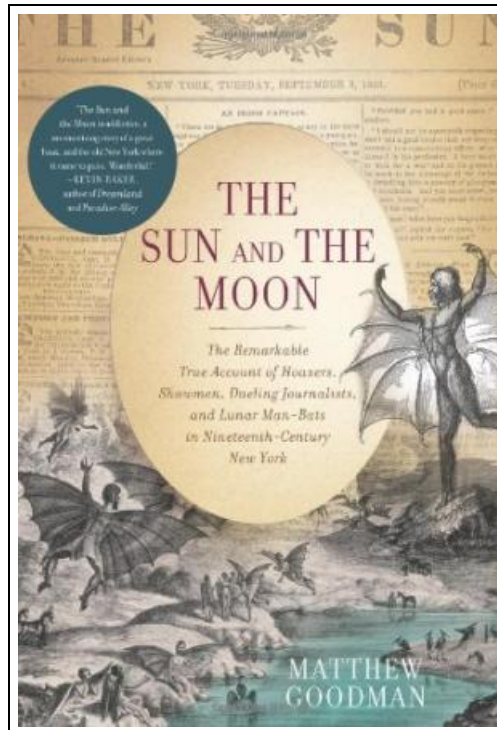


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The Perseus Books Group, United States, 2008. Hardback. Book Condition: New. 236 x 160 mm. Language: English . Brand New Book. This is the remarkable story of the outrageous newspaper hoax that captivated 19th century America and gave birth to tabloid journalism. 1835 was an extraordinary year in New York City. As the most populous city in America, business was booming, its port was the busiest in the world, and a huge surge in construction was rapidly transforming the city. It was a chaotic time when anything could happen, and for a few weeks during that sweltering summer, something quite extraordinary did: the New York Sun, the first of the city's penny papers, perpetrated one of the greatest hoaxes of all time when it convinced the people of New York that the moon was inhabited. In an Orson Welles-like feat that presaged the War of the Worlds radio hoax by a little over a century, the Sun ran a series of seven articles presenting new findings by a famous astronomer about forms of life on the moon. In astonishing detail, the author presented the various alien beings - the birds, buffalo, one-horned zebras, and four-foot-tall man-bats. As a result of the moon series, the Sun - an upstart working-class newspaper less than two years old - became the largest-selling newspaper in the world, and for the first time, newspapers became a truly mass market medium. Those who have written about the Moon Hoax in the past (and there are very few of them) claim that it was perpetrated by the newspaper to increase circulation. But in fact, Matthew Goodman shows, the hoax had a far more earnest basis. Its author was Richard Adams Locke, an English radical who had very strong ideas about the importance of protecting free scientific inquiry...



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