

IKER, THE MAGICIAN OF MYSTERY

Antonio Luis Moyano

Discover the X files of the "Cuarto Milenio" television program.

Synopsis

This book focuses on the media phenomenon created by Iker Jiménez, on the strategies he has used to increase his popularity, and on the tools that one needs to draw larger audiences. The book is divided in two clearly defined parts, the first one integrated by three subsections. The first subsection analyzes the common characteristics that people dedicated to pseudoscience share, as well as all those superstitious and irrational topics that always intrigue and surprise audiences and generate tremendous business. The second section looks at Iker Jiménez and Carmen Porter and how their careers as journalists and TV hosts on programs dealing with paranormal themes have taken off. The third section recounts in detail the techniques used by Iker Jiménez in his TV program Cuarto Milenio to convince and create a loyal and dedicated audience.

In the second part of the book, the author analyzes several of the most astonishing stories that Iker Jiménez has studied on his program and the various and notable journalistic errors that he has committed in telling these stories.

Biography

Antonio Luis Moyano (Barcelona) is a psychologist, researcher, and presenter of topics on the occult. His articles have appeared in the magazines Enigmas, Año Cero, Más Allá, and Karma-7. He is also the author of several books: Sectas: amenaza en la sombra (2002), Cine y Música malditos (2003), and Neonazis, la seducción de la esvástica (2004). Since 1998 he has followed the career of Iker Jiménez (and Carmen Porter), even contributing to Iker's radio and television programs and his book projects. The result of this relationship is this book that addresses some of the secrets behind the TV program Cuarto Milenio.

Sales pitch

FIRST BOOK ON IKER JIMÉNEZ: This is the first work on the market that analyzes the media phenomenon known as Iker Jimenez.

MEDIA ICON: The book looks at the rise to fame of Iker Jiménez: how he did it and what were his first steps towards becoming the television personality that he is today.

MEDIA MANIPULATION: The reader will learn about information manipulation in the media.

CARMEN PORTER: The book discusses the great influence that Carmen Porter has had on Iker.

CRITICAL REVIEW OF THE TOPICS DISCUSSED ON THE TV PROGRAM CUARTO MILENIO: The book offers a detailed studied of the errors and blunders that Iker has made on his program, such as the manipulation of information so as to increase audience numbers.

AUTHOR: Antonio Luis Moyano has known Iker Jimenez since the latter's beginnings in the world of paranormal phenomena and he is a contributor to various magazines dealing with this topic.



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