

# A Designer's Analysis of Vanity Fair's "Click Here for Conspiracy"

*"ALL graphic design has a purpose or function.  
Usually its purpose is to sell or explain something  
— to express, inform, and influence the thoughts of the viewer."*

By Jan L. Hoyer

OPENING PAGE

THE INTERNET

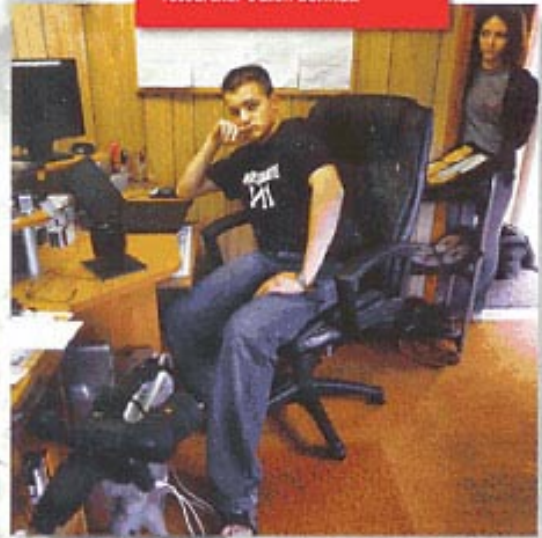
Why is **THE INTERNET** text block located in a prominent position on EVERY page of this article?

Might this text block's purpose be as a subtle clue to the reader that the "9/11 Conspiracy" is simply another crazy **INTERNET** theory?

*Pictures say a thousand words*

Many Vanity Fair readers will incorrectly conclude that these Loose Changers represent the 9/11 Truth movement. Despite a few token words to the contrary on Page 3 (and "wormhole" included in the reference to 9/11 Truthers) this seems to be the opening page's goal.

THE NEW GRASSY KNOLL  
Clockwise from left: Tower Two collapses on 9/11; Loose Change director Dylan Avery and his girlfriend, Samantha Woodhouse; producer Corey Rowe and researcher Jason Bernat.



CLICK HERE FOR  
CONSPIRACY

With \$6,000 and a laptop computer, three kids from upstate New York made a documentary about 9/11 that spread across the Internet and threw millions for a loop

**N**ine-eleven conspiracy theories have been circulating for years, producing millions of Web links, scores of books, and a nationwide collection of doubters known as the "9/11 Truth" movement.

In 2005 the State Department responded by posting some "clues" to "identifying misinformation" on their Web site. "Does the story claim that vast, powerful, evil forces are secretly manipulating events?" it asks. "If so, this fits the profile of a conspiracy theory. Conspiracy theories are rarely true, even though they have great appeal and are often widely believed. In reality, events usually have much less exciting explanations."

One of the first American officials to publicly acknowledge con-

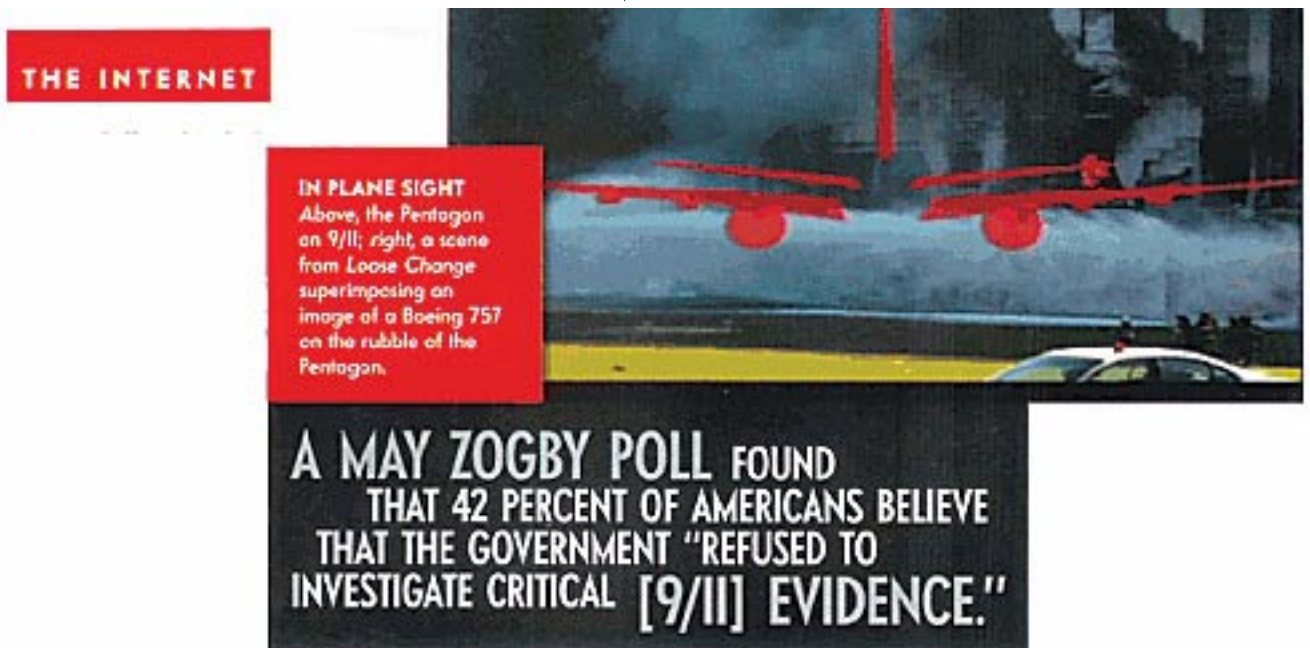
*Pictures say a thousand  
sensationalistic words*

Placements of the “no plane” Pentagon hole graphic and the 9-11 Zogby results serves to assign the Zogby Poll and 9/11 Evidence quote to a similar function as an oversized caption.

Many visual readers will only see the deceptive “no plane” photograph\*, and the oversized text of A MAY ZOGBY POLL, and [9/11] EVIDENCE.”

The connected proximity of these two elements serves to **discredit** both the ZOGBY POLL and valid 9/11 EVIDENCE by association with the “no plane” hoax\*.

(\*see <http://911research.wtc7.net/essays/pentagon/index.html>)



# Page function mixes facts with negative stereotypes and emotional imagery

“Yet, in America, questioners of the government’s official story are often depicted as harmless **loonies**....” (Page 3)

“But go down the **wormhole** of 9/11 conspiracies and you will find Loose Change detractors even among 9/11 Truthers, one of whom recently called the film “a very fine piece of CIA disinformation.” (Page 3)  
*(word color emphasis mine)*

**Prominent visceral emotional photo leaves viewers feeling anxious**

*(dramatic victim photos affect viewers on the most remembered, powerful emotional level)*

THE INTERNET

PHONY THEORY?

Actor John Rathman in a scene from the film United 93. Loose Change questions whether cell phones work at the altitudes the plane was flying.



FOR MANY YOUNG PEOPLE, 9/11 IS THE DEFINING NEWS EVENT OF THEIR LIVES. “THIS IS OUR KENNEDY ASSASSINATION,” SAYS PRODUCER KOREY ROWE.

My conclusion is that Vanity Fair's "Click Here for Conspiracy" is a slick, sensationalistic hit piece created with the explicit purpose of forever poisoning Vanity Fair's intellectual audience to the entire 9/11 truth movement.

Perhaps *Vanity UnFair* would be a more fitting title.

For further **INTERNET** information about 9-11, I recommend the highest-ranking and most factually correct 9/11-skeptical website on Google, [911Research.com](http://911Research.com).

Peace, Jan Hoyer  
digitalstyledesigns.com

## Loaded Intro and A Note About the Extreme Closing Paragraph –

The article preemptively trivializes any merits of 9/11 skepticism with a direct authority quote about conspiracy theories straight from the State Department.

*"... Conspiracy theories are rarely true, even though they have great appeal and are often widely believed. In reality, events usually have much less exciting explanations."*

For Vanity Fair readers unfamiliar with 9/11 skepticism and the stark evidentiary divisions within the 911 Truth Movement, one of the article's purpose seems to be to paint an inaccurate portrayal of the entire 9/11 Truth movement as supporters of Loose Change.

The article closes with a Loose Changer's mention of *violent revolution*, an extreme, dark and dangerous sounding reference sure to alienate Vanity Fair's target audience away from the 9/11 truth movement as portrayed.

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### Mission of 9-11 Research (from 911Research.com)

9-11 Research critically examines the official government explanation of the attack and concludes that many of its key assertions are impossible. We do not pretend to know exactly how the attack was carried out or exactly who the perpetrators are, but there are plausible scenarios of how the attack could have been executed by insiders. (See our Frequently Asked Questions.)

If the attack was indeed a "black-op", then we can expect that the operatives will have hidden their identities behind layer upon layer of cover story. Only a genuine investigation with meaningful powers will be able to peel away the layers of deception to expose the true perpetrators. We hope to facilitate such an investigation by first exposing the falsity of the outermost cover story: the official myth of 9/11/01.

We intend for our work to honor the many victims of this horrendous attack. Many people will find it difficult and traumatic to confront the idea that the attack was the work, not of a religious extremist living in caves in Central Asia, but of people within the U.S. government. Apologists for the official story ridicule such ideas, and attempt to confuse compassion for the victims with certainty that bin Laden was the perpetrator. In fact, genuine compassion consists of learning and spreading the truth in order that future repetitions of such murderous frauds may be prevented.