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Ashton Kutcher needs to come up with better pranks
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The actor's new show "Pop Fiction" needs better pranks

Ashton Kutcher's new show "Pop Fiction" (yes, the one E! allegedly "borrowed" from an idea originally forwarded to the network by the deceased Anna Nicole Smith) promised to rock the entertainment world and make editors and columnists everywhere think twice before typing out any more "unconfirmed" celebrity stories. However, after two shows were broadcast, the entertainment industry is apparently still going strong, and a little survey put together by the NY Daily News shows that Kutcher's more refined version of his former MTV show "Punk'd" is not turning out to be the threat it was once cracked up to be - on the contrary. It's no wonder the entertainment magazines are sneering. Ashton's first show involved Paris Hilton walking round town with a fake Buddhist monk in tow, giving away jewelry and receiving a mock-blessing in a paparazzi-infested bar. The only reason this particular piece of "news" caused a slight stir at the time was that people actually believed Paris dumb enough to allow herself to be fooled by an actor passing himself for a personal guru - in fact, many of us actually had a hard time believing Paris was in on the whole trick. And while this whole situation may have been fun to watch, it didn't do Kutcher or E! any favors, and only served to remind us all how silly Paris Hilton can be. The second story - which also failed to impress the media - was about Avril Lavigne allegedly being pregnant and going shopping on Robertson boulevard. "Ashton's not a journalist. One of the stories was about Avril Lavigne being pregnant. But everyone watched her in Miami, and reporters caught her drinking. A fake belly doesn't get by us", one entertainment editor stated for the NY Daily News. "There's nothing these people do that we don't know about before they get there. We know everything. Ninety percent of their lives are put together by other people. [...] It's easy to track them", the same editor added. Unfortunately for Ashton, this kind of attitude reflects the reality of the entertainment community, where stars always make sure that there's someone watching when they take a step in any direction, fake or not. So, unless some of the next celebrity tricks will be truly spectacular, Ashton better come up with a better way to impress the media, 'cause we're really not feeling "Pop Fiction"!