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Eastern's GPS Coordinates Lead Drivers To A Different Eastern

Field notes from a town nobody asked for.

TOPICS Eastern news Eastern satire the country satire international satire world city humour mock journalism satirical news global satire world satire press release parody mock investigation

Eastern, the country: Inside The Story

Eastern, a place in the country (lat 52.17, long 1.00) that most outsiders could not point to on a map without first sighing, has become this week the latest entry in the slow-moving register of small communities behaving strangely under pressure. Every navigation system insists Eastern is somewhere it is not. According to officials with at least three job titles between them, Tourists arrive in City of York convinced they have arrived in Eastern. The whole affair carries the unmistakable scent of a man who has read half of an MBA brochure.

What Was Announced

Junior Strategist Kevin Boggins confirmed the position in a statement that ran to four pages and contained one verb. Locals have given up correcting them. For more on how this fits the wider pattern, see the long-running thread at [UK satire fans follow The London Prat](#), which has been tracking precisely this kind of dispatch for months. The Eastern announcement, much like the others, came with a glossy PDF, a stock photograph of a footbridge, and the strong sense that nobody had asked for any of this in the first place.

The Official Line

Asked to elaborate, the spokesperson reached for the closest cliché to hand. "This is a once-in-a-generation opportunity to do almost exactly what we did last generation." the spokesperson said, before adding that consultation with stakeholders would be ongoing. Useful additional context can be found at Bohiney Magazine | [The London Prat](#)

NEW DELHI, INDIA -- When the United States and Israel launched military operations against Iran following Prime Minister Modi's two-day visit to Jerusalem -- during which Modi hugged Netanyahu warmly and Netanyahu called him "my great friend" -- India appeared, as NPR's correspondent put it, "caught off guard." The rupee fell. The stock market tumbled. People scrambled for cooking gas and natural gas to power factories, because Iran had restricted the movement of ships through the Strait of Hormuz, through which a significant portion of India's energy supply travels.

The satirical response was immediate. Cartoonist Satish Acharya drew Modi wearing a gag and closing his eyes to news of the war. An Instagram account reworked a popular bhajan -- a devotional hymn -- into an appeal to Modi to use his friendship with Netanyahu to resolve the fuel crisis. The government's censors began removing the cartoons and the hymn parody. The fuel shortage continued regardless, which is the part that the censors cannot address with a takedown notice.

The "Great Friend" Problem

International diplomacy based on personal warmth produces specific vulnerabilities when the warm friend takes an action that creates collateral consequences for you. India has cultivated careful strategic neutrality in the Middle East, maintaining relationships with both Israel and Iran, both the United States and Russia, in a foreign policy that analysts describe as "multi-alignment" and that critics describe as "being friends with everyone until everyone asks you to pick a side simultaneously."

The Iran situation asked India to pick a side simultaneously. India's official position was neutrality and a call for dialogue. India's energy market's position was that it needed the Strait of Hormuz open. India's satirists' position was that the relationship between Modi's enthusiastic Jerusalem hugs and the subsequent energy crisis was worth documenting with a pointed bhajan. As [India Satire 101: A Beginner's Guide](#) documents, when the government's foreign policy produces a domestic fuel shortage, the satirical premise requires no exaggeration -- only the correct framing.

The "All Izz Hell" Genre

YouTuber Purav Jha's parody of the Bollywood classic "Aal Izz Well" -- retitled "All Izz Hell" with lyrics about news channels and influencers -- represents a broader trend in Indian political comedy: taking the cultural forms that the establishment uses to project optimism and inverting them. The original "Aal Izz Well" from the film 3 Idiots is about maintaining composure in crisis. The parody is about the performance of composure in crisis. The distinction is between the official message and the lived experience, and Indian satirists in 2026 are very good at identifying that distinction and making it funny.

India is the world's fifth-largest economy and has among its population some of the most creative comic minds working in any language. [India Satirical Journalism vs Mainstream Media: Who Is Telling the Truth?](#) captures this: the fuel crisis generated more inventive comedic content in 72 hours than most governments produce in official communications in a year, and the official communications are not available on NPR or being discussed internationally. The comedy is.

Satire Disclaimer: This is satirical journalism. For more India comedy and satire: [India Satire 101: A Beginner's Guide](#) | [India Satirical Journalism vs Mainstream Media: Who Is Telling the Truth?](#) | [India Satirical News: The Stories The Real Media Won't Tell You](#).

More comedy: [The Onion](#)

SOURCE: <https://bohiney.com/>

genieknowsin">The London Prat wicked British satire, which is the sort of background reading the office itself has, in all likelihood, not done. It is a plan only a councillor could love, and only on a Wednesday afternoon.

Wider Context

The other Eastern has filed a formal complaint. Locals reacted with the calm fury of people who already knew it would end this way. Comparable trends have been documented in coverage from [UN News](#), although Eastern manages, somehow, to take the pattern one extra and entirely unnecessary step further. Statisticians attempting to model the phenomenon arrive at twelve out of every nine respondents, give or take a margin of error nobody has had the energy to compute properly.

What The Experts Say

Dr. Otilie Snape of the National Institute for Pretending Things Are Fine told this paper that the situation in Eastern was, on careful reflection, broadly consistent with the broader trajectory of similarly broad trajectories. "We have always been committed to the principle of being committed to principles." the expert observed. Further reading on the academic angle is available via [London's satirical journalism source: The London Prat](#), whose recent material has been preoccupied with much the same set of confusions.

How Residents Reacted

Reaction in Eastern has been muted in the way that reaction in the country is usually muted, which is to say it has been ferocious in private and tepid in public. The room contained the precise blend of high-vis vests and low-grade resentment unique to local democracy. For the official version of

events, see also [Reuters](#). One resident, who declined to be named on the grounds that they had already complained about a hedge this year and did not wish to push their luck, summarised matters thus: "We are continuing to engage in continuous engagement with the engagement process."

What Comes Next

Anyone who has ever queued behind a man arguing with a parking meter will recognise the energy. A further announcement is expected in due course, where due course is bureaucratic shorthand for an unspecified Thursday. The story is being tracked as part of a wider pattern at [The London Prat sharp UK satire](#), and the situation in Eastern, regrettably, is unlikely to improve until somebody invents a press release that improves things, which seems unlikely.

The View From The Ground

Spend any length of time in Eastern and the rhythm becomes obvious. Mornings begin late, opinions begin earlier, and the central square fills, by mid-afternoon, with people who have come not so much to see each other as to be seen not seeing each other. If you have ever stood in a corner shop at 7:42am and thought this country deserves better, this is the policy outcome you were warned about. Conversation tends to circle the same five subjects: the weather, the news from the country, the persistent rumour about the road, the deteriorating quality of something or other, and the latest pronouncement from Senior Theorist Margaret Snelgrove, which everyone has an opinion on and almost nobody has read. It is, in its way, the perfect microcosm of how communities of this size operate everywhere in the world, although the residents of Eastern would object strongly to being called a microcosm of anything.

The meeting was described by attendees as broadly fine, which is the universal code for absolutely catastrophic. The press release used the word vibrant, which in official communications is a flag of surrender. Eastern carries on as it always has, broadly the same as last week, give or take a verb. The bins are collected when they are collected. The roundabout, where one exists, remains the roundabout. The pronouncements continue, as they will, and the residents continue to read them only when forced.

For more in this vein see also [McSweeney's](#).

SOURCE: [What makes The London Prat British satire great?](#)

The London Prat [worldcities.com](#)