in our face.
You will never meet
your future wife while
playing Angry Birds.

not become more

acceptable with an iPad. It's just a slide

projector you can thrust

Just because you can browse the web while on the loo, doesn't mean you should.

In our heads, no girl with a Kindle is ever reading Dan Brown.

There is no shame in owning a lot of apps.

There is considerable shame in talking about apps in the pub. You need to take a long, hard look at yourself.

There is always
one idiot who
checks their e-mail and
annoys everyone in the
cinema. If you've never
noticed this idiot,
you are this idiot.

Men with dignity do not request a read receipt on e-mails.

Men with dignity also do not flag their e-mail as "high importance". You have the ability to write words that express this fact.

Being in a morning meeting does not constitute being "out of office" unless you're a sitting president and that office is oval.

There is nothing embarrassing in an instantaneous e-mail reply - it is the sign of a man in control of his life

You are allowed to tweet about people you are going to see. You are not allowed to tweet about them while you're seeing them.

You are never the ten millionth visitor to the website. Even if you actually are. SM



"There is a lot of 'indie' music around that sounds like s***," says the Black Keys' Patrick Carney. "Some asshole wants to make a song that sounds like Joy Division in his bedroom and some asshole with a blog wants to write about it. If that's the most exciting thing happening right now, then we're all f***ed."

Which is where his band come in. Huge in America (their last record, *Brothers*, bagged two Grammys and was voted second-best album of 2010 by *Rolling Stone*), they've got a cult following on these shores but *El Camino*, the Ohio duo's latest record, is set to change all this. Channelling the best of the White Stripes and Led Zeppelin, the new album is an affirmation of all things rock'n'roll.

Late, hungover and with a heavy promotion schedule ahead of him, Carney - who, alongside singer Dan Auerbach makes up the Black Keys - has just woken up and an orange juice does little to alleviate his mood. Yet the band have plenty to be happy about. "It's coming up to our tenth

anniversary," he says. "We're coming off the back of our most successful record yet and who knows what the f*** is going to happen next."

He's succinct on marketing their record via a spoof video on YouTube ("I'd prefer a goofy commercial than any retarded remix"), his use of Twitter, which sparked a row with Lady Gaga fans ("I do it because I like that it attracts people with attitude problems"), and what to expect at the band's two huge London dates in February ("It'll be a rock'n'roll show"), before taking aim at the UK's "sensationalist" music press.

"The list of bands who get praised as 'rock'n'roll revitalised' over here is endless," he says. "If you get press in America, it generally means you've at least sold an album. Over here it means you've got a cool haircut. Bands are pretty sensitive things – it's bunch of people trying to work together, not some goofball in his bedroom listening to A-Ha." BO El Camino is out on 1 December. The Black Keys play London's Alexandra Palace 9-10 February 2012.

