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Descrizione fisica	1 online resource (vi, 201 pages)
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Soggetti	Scandals in mass media Mass media and public opinion
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Nota di contenuto	Introduction -- 1 In the middle of the media storm -- 2 Gossip, rumour, and scandals -- 3 Floorball Dad -- 4 The journalists and the rabbits -- Concluding words -- Appendix -- Bibliography -- Index.
Sommario/riassunto	"Being exposed to large audiences as a villain is a life-changing experience. You may survive, but you will always bear the scars. This book illuminates the personal experience of being at the centre of a media scandal. It also contributes new perspectives on the fusion between news storytelling and gossip and rumour."