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Descrizione fisica	1 online resource (193 p.)
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Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1.Drama in the YouTube Community -- 2.YouTube as a Field: Life in a YouTube Community : Entering the field ; YouTube videos as data ; Ethical considerations ; Discourse analysis -- 3.Withered Branches and Human Garbage: Biblical and Metaphorical Stories ; The discourse dynamics of metaphor ; Doing metaphor analysis ; Biblical metaphor in Christian discourse ; From branches to garbage ; The development of Biblical metaphor in non-Christian user talk ; Discussion -- 4.Fake Christians and Fluffy Christians: Metaphor in the Categorization of Users ; Membership categorization analysis ; Doing categorization analysis ; Metaphorical categories and category-bound activities ; The categorization devices of 'types of Christians' ; The role of the Bible in categorization and interaction ; Discussion -- 5.'Friends of the World and Enemies of God': Metaphor in Conflicting Storylines: ; Positioning in social interaction ; Doing positioning analysis ; Shifting positionings and conflict ; Discussion -- 6.Metaphor in Drama.
Sommario/riassunto	"This book focuses on the ways in which metaphor contributes to the

development of Internet arguments, known as 'drama', particularly on YouTube. Although a growing body of research into YouTube interaction has developed descriptions of user experience on the site, empirical studies of the YouTube video page and discourse analysis of user interaction are rare. This research specifically focuses on user interaction around issues of Christian theology and atheism on the site, analysing how 'drama' emerges. Since YouTube drama occurs publicly, Antagonism on YouTube focuses on video pages rather than user reports of their actions and responses. It investigates how and why YouTube drama develops through a systematic description and analysis of user discourse activity. Through close analysis of video pages, this study contributes to a greater academic understanding of Internet antagonism and YouTube interaction by revealing the factors which contribute to the development of drama over time."--Bloomsbury Publishing.
