1. Record Nr.   UNINA9910817116503321

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   Titolo   Race, gender, and image repair theory : how digital media change the landscape / / Mia Moody-Ramirez and Hazel James Cole

   Pubbl/distr/stampa Lanham : , : Lexington Books, , [2018]
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   ISBN   1-4985-6862-9

   Descrizione fisica 1 online resource (241 pages) : illustrations

   Disciplina   305.8

   Soggetti   Race in mass media
                       Digital media - United States

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Nota di contenuto   Overview of theories -- Introduction -- Image repair theory : general terminology -- Critical race theory and image repair studies -- Image repair theory and the web -- Outbursts and offensive language -- Hate speech & crisis management : a case study of Donald Sterling's use of racist rhetoric -- Free speech vs. hate speech : an image restoration case study of Justin Bieber's use of the n-word -- What happens on Twitter stays on Twitter : black Twitter, "#Niggernavy" and the image repair tactics of Yahoo finance -- Fighting words : an image restoration study of Hulk Hogan's use of the n-word -- Sexual assault, domestic violence, and IRT -- The fall of America's favorite dad : Bill Cosby's image repair tactics -- The aftermath of #MeToo : Harvey Weinstein's image repair tactics and Pinterest representations -- Gender, race, and IRT -- Passing for black : an analysis of Rachel Dolezal's image repair strategies -- Spanning the decades : an analysis of Monica Lewinsky's image restoration strategies during a 2015 Ted talks appearance -- Politics and IRT -- Taming of the shrew and rock star : media framing of senators Hillary Clinton and Barack Obama during the 2007-08 presidential primaries -- Image repair and online media framing of Hillary Clinton during the 2016 presidential race -- Conclusions and future directions in image restoration theory -- Appendixes -- References -- About the authors.