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Sommario/riassunto

""Part chronicle, part analysis and part advice manual, Social Scientists Meets the Media combines the thoughts of academics and media people to produce a vivid and valuable series of accounts that will prove of service to all academics seeking a wider audience but wary of the terra incognita they face in finding one"" Ellis Cashmore, Staffordshire University
Social Scientists know they are in a dilemma: their work may fall prey to sensationalism, but at the same time they don't want to be overlooked. Social Scientists Meet the Media collects the experiences of academics who have s
