

CONTENTS

Preface	ix
1 Private Talk in Public Places	1
2 "Tell-All" Television	11
Where Do They <i>Find</i> These People?	12
The Talk Show Literature	14
Overview of Method	19
3 Cast of Outcasts: Who Are These People?	27
Characteristics of Television Disclosers	35
4 The Contestants: Evangelicals, Moths, Plaintiffs, and Marketers	45
Moths	47
Plaintiffs	49
Marketers	52
Criss-Crossing Strains	53
5 Pulp Pulpits: Evangelical Disclosure	57
6 Television as a "Natural" Resource	73
The Peripheral Role of Television	75
Prior Views of the Genre	81
Prior Views of Phil Donahue and the Program, <i>Donahue</i>	88
7 Strategic Self-Disclosure	93
8 Disclosure as a Social Movement Tactic	105
The Labeling Theory of Deviancy	106
Counterhegemony	108
Rearticulating Deviancy	12
The Debate About Co-Optation	115
9 Self-Disclosure as Currency	123
The Self-Disclosure Literature	123
Self-Disclosure or Self-Presentation?	127

10	Truth and Consequences	135
	Reactions from Fellow Outgroup Members	135
	Responses from the General Public	140
	Changes in Self-Esteem	147
	Other Outcomes	154
11	“Gilt by Association”: Examining Television’s Powers of Certification	163
	Getting In: The Magic of Stepping into Televisual Reality	172
	Deviancy Dismantling	174
12	Margin to Center, Outside In	181
	Appropriateness	182
	The Public Sphere	190
	Conclusion	193
	Appendix A: Methodological Notes	201
	Interviews	202
	Data Analysis	204
	Validity Considerations	207
	Limitations	209
	Appendix B: Interview Guide	213
	References	217
	Author Index	231
	Subject Index	237