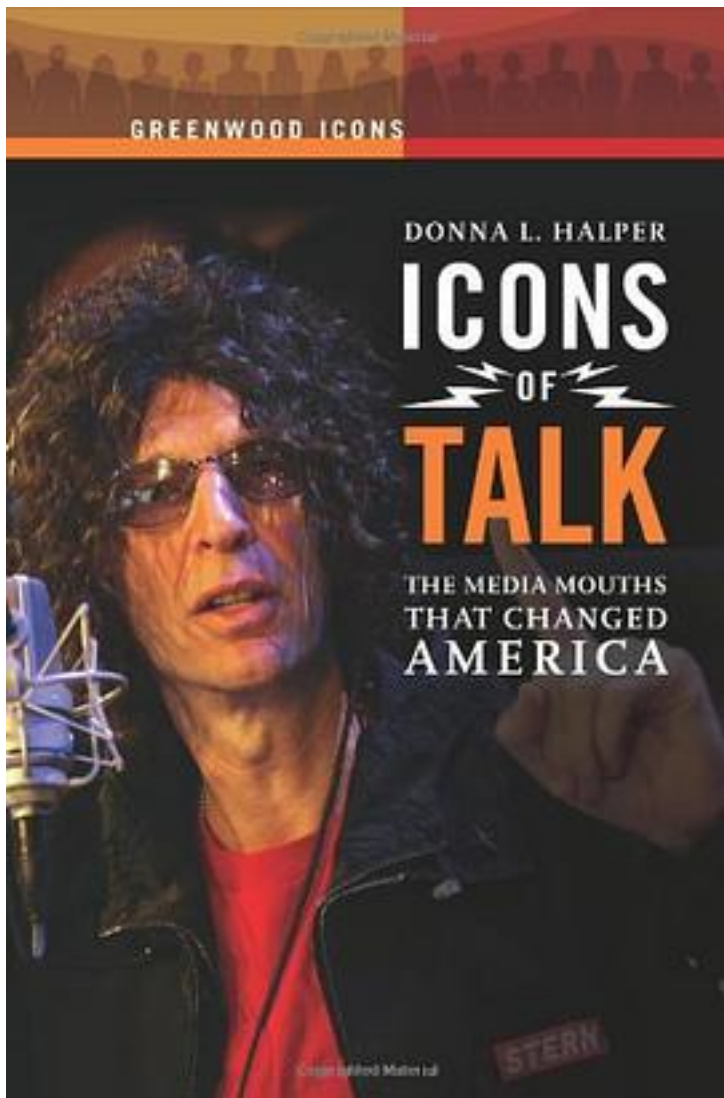


Icons of Talk



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Americans love talk shows. In a typical week, more than 13 million Americans listen to Rush Limbaugh, and 30 million watch Oprah Winfrey's syndicated program. Talk hosts have helped to make or break political candidates, and their larger-than-life personalities have earned them millions of fans (as well as more than a few enemies). Going behind the scenes, this volume showcases the techniques used to motivate (and sometimes aggravate) audiences, and examines the talk show in all of its various formats, including sports-talk, religious-talk, political-talk, and celebrity-talk.

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