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## Rumor!

*Hal Morgan, Kerry Tucker*  
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#6101057 in Books 1984-02-07 1984-02-07 Original language: English PDF # 1 5.00 x 1.00 x 7.00l, #File Name: 0140070362160 pages Rumor humor funny and fun books | File size: 20.Mb

**Hal Morgan, Kerry Tucker : Rumor!** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rumor!:

0 of 0 people found the following review helpful. NO HEADLINE By JannEI FOUND WHAT I WAS LOOKING FOR. GOOD BOOKS. 0 of 0 people found the following review helpful. Amusing but not deep By bukhtan "Rumors", and its sequel called (what else?) "More rumor" are cash-ins on the stupendous popularity of "The choking doberman", "the vanishing hitchhiker" and other books by the excellent professional folklorist Jan Harold Brunvand. Readers who enjoyed those MAY find Morgan and Tucker's books entertaining as well. "Rumor" consists of short, lurid stories, just as did Brunvand's books. The difference is that Morgan and Tucker, unlike the folklorist, have little insight into why these stories develop and what they say about the human mind, and, lacking such insight, resort instead to a curious mixture of scolding and moralizing when discussing them. I grant that some readers may feel some sympathy for this, as the bulk of "Rumor" are rumors about named corporations and other identified entities. An example, easily recallable for those old enough to recall, involved what extra ingredients went into the beer vats at Dos Equis. As I say, the outrage that Morgan and Tucker say they felt at this corporate character assassination may be shared by some readers, and more power to those orderly souls. I must say that it struck me as excessively establishmentarian, at the time, to go on about this sort of thing, but then, the times they were a-changing, and sympathy for the pre-eminent and powerful was coming back into open fashion after the counterculturalism of the Sixties and Seventies. However that may have been, these books did collect and promulgate a particular kind of folklore, and have a permanent value

for that reason. Readers who are looking for some sort of depth might want to check out the book "The psychology of rumor", by Gordon W. Allport, published back in 1947, or perhaps "The watercooler effect", by Nicholas DiFonzo, due out in September 2008.

A look at more than eighty popular American rumors explains how they started, why they spread, and how they can be either confirmed or refuted