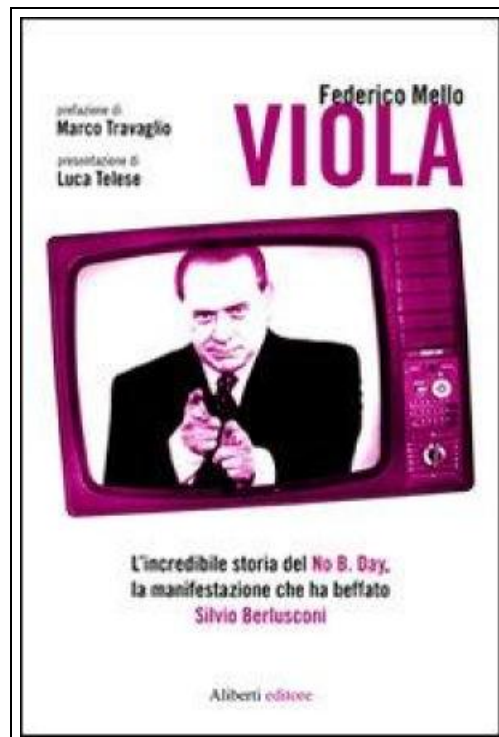


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Aliberti, 2010. Book Condition: new. Reggio Emilia, 2010; br, pp. 265, cm 14x21. È un 5 dicembre quando il popolo viola si riversa in piazza San Giovanni a Roma per il No Berlusconi Day. Sono trecentomila, tutti ragazzi comuni, cresciuti lontano dalle sezioni di partito, ma che hanno messo in piedi l'evento politico più innovativo degli ultimi anni: una manifestazione di massa nata da internet, mai vista al mondo e del tutto inaspettata nell'Italia televisiva. Federico Mello in queste pagine racconta la genesi del popolo viola: un'unica grande epopea scandita da decine e decine di piccole storie che tutte insieme risultano incredibili. Tutto nasce sul web, il giorno della bocciatura del lodo Alfano, a ottobre. Da bravo cronista che macina chilometri sulle sue scarpe per raccontare un evento, Mello si è immerso nella giungla della rete per ricostruire la nascita del primo evento al mondo che ha portato centinaia di migliaia di persone dal web alla piazza. Dai blogger che informano su YouTube ai precari che si organizzano online, dalle redazioni che su Facebook fanno informazione, ai profili anonimi che aggregano storie reali, dai comitati locali del No B. Day, spuntati in tutta Italia, alla scelta del viola (colore dell'autoaffermazione), simbolo dell'identità del movimento. Dall'intuizione di alcuni partiti di mettersi al servizio della società civile, ai tentennamenti di altri partiti che non colgono le novità della società in rete, passando per le provocazioni della maggioranza di governo. Con la Prefazione di Marco Travaglio e la Presentazione di Luca Telese.

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