



Universiteit  
Leiden  
The Netherlands

## **Theorising ambiguity: telling deliberately equivocal viral stories**

Toft, D.F.

### **Citation**

Toft, D. F. (2022, June 22). *Theorising ambiguity: telling deliberately equivocal viral stories*. Retrieved from <https://hdl.handle.net/1887/3391046>

Version: Publisher's Version

License: [Licence agreement concerning inclusion of doctoral thesis in the Institutional Repository of the University of Leiden](#)

Downloaded from: <https://hdl.handle.net/1887/3391046>

**Note:** To cite this publication please use the final published version (if applicable).

# THEORY OF JOURNALISM AMBIGUITY

Telling Deliberately Equivocal Viral Stories