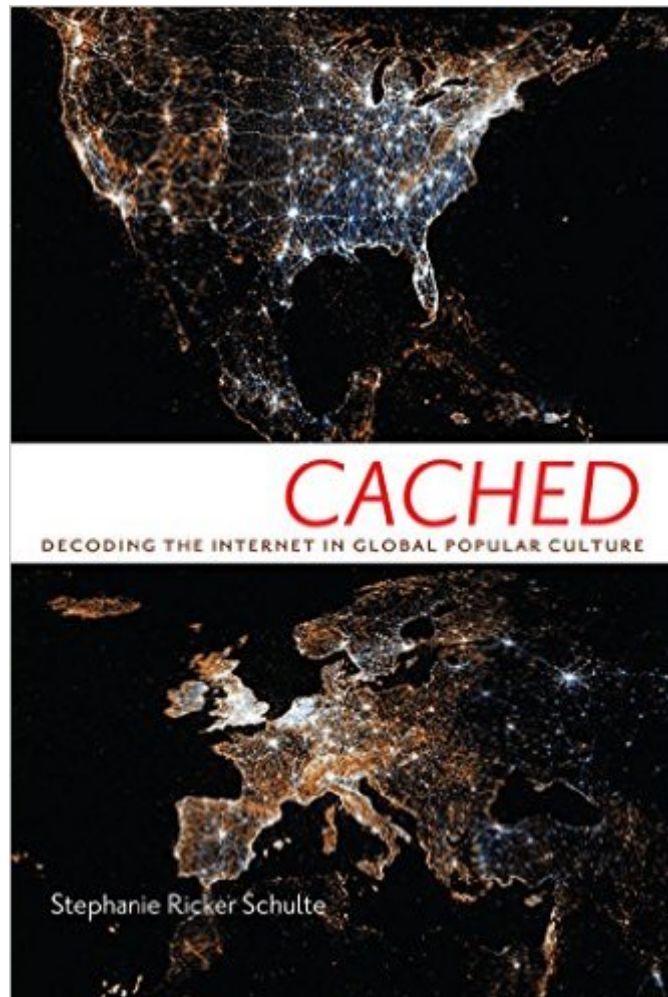


The book was found

Cached: Decoding The Internet In Global Popular Culture (Critical Cultural Communication)



Synopsis

In the 1980s and 1990s, the internet became a major player in the global economy and a revolutionary component of everyday life for much of the United States and the world. It offered users new ways to relate to one another, to share their lives, and to spend their time "shopping, working, learning, and even taking political or social action. Policymakers and news media attempted "and often struggled" to make sense of the emergence and expansion of this new technology. They imagined the internet in conflicting terms: as a toy for teenagers, a national security threat, a new democratic frontier, an information superhighway, a virtual reality, and a framework for promoting globalization and revolution.Â Schulte maintains that contested concepts had material consequences and helped shape not just our sense of the internet, but the development of the technology itself.Â CachedÂ focuses on how people imagine and relate to technology, delving into the political and cultural debates that produced the internet as a core technology able to revise economics, politics, and culture, as well as to alter lived experience. Schulte illustrates the conflicting and indirect ways in which culture and policy combined to produce this transformative technology.

Book Information

Series: Critical Cultural Communication

Paperback: 272 pages

Publisher: NYU Press (March 18, 2013)

Language: English

ISBN-10: 0814708676

ISBN-13: 978-0814708675

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #1,176,919 in Books (See Top 100 in Books) #193 inÂ Books > Law > Media & the Law #6125 inÂ Books > Humor & Entertainment > Pop Culture > General #7957 inÂ Books > Science & Math > Technology

Customer Reviews

Stephanie Schulte is a brilliant scholar and all of her smarts are on display in this seminal book on the cultural history of the internet. She deftly combines close readings of a variety of pop culture texts (from WarGames to PC ads) alongside the policy shifts in America and Europe to help

elucidate the contextual meanings of the internet. Clear and crisp, *Cached* is truly a must-read for anyone interested in cultural history, media studies, communications, or American studies or, really, anyone who wants to understand how the internet has been continuously re-negotiated through culture and policy at the end of the 20th century.

You've never heard the story of the internet's emergence told like this! Schulte weaves together complex theory, technological history, policy studies, and pop cultural analysis in *Cached*. With an archive that ranges from German Internet policy documents to old computer advertisements to blockbuster movies like *WarGames*, this is a rich and accessible text for students, professors, and popular audiences alike--a rare feat for an academic author.

[Download to continue reading...](#)

Cached: Decoding the Internet in Global Popular Culture (Critical Cultural Communication)
Commodity Activism: Cultural Resistance in Neoliberal Times (Critical Cultural Communication)
Orienting Hollywood: A Century of Film Culture between Los Angeles and Bombay (Critical Cultural Communication) ESP8266: Programming NodeMCU Using Arduino IDE - Get Started With ESP8266: (Internet Of Things, IOT, Projects In Internet Of Things, Internet Of Things for Beginners, NodeMCU Programming, ESP8266) *Decoding the Chinese Internet: A Glossary of Political Slang*
Popular American Recording Pioneers: 1895-1925 (Haworth Popular Culture) *Cultural Studies and the Study of Popular Culture*
Ray Bradbury: A Critical Companion (Critical Companions to Popular Contemporary Writers) *Communication in Crisis and Hostage Negotiations: Practical Communication Techniques, Stratagems, and Strategies for Law Enforcement, Corrections and Emergency Service Personnel in Managing Critical I*
Internet Literature in China (Global Chinese Culture) *Global Civil Society 2012: Ten Years of Critical Reflection* (Global Civil Society Yearbook) *Global Critical Race Feminism: An International Reader* (Critical America) *The Wedding of the Dead: Ritual, Poetics, and Popular Culture in Transylvania* (Studies on the History of Society and Culture) *100 Most Popular Genre Fiction Authors: Biographical Sketches and Bibliographies* (Popular Authors (Hardcover)) *Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*
27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) *Tor Browser: The 2016 Guide* (Ensure Internet Privacy, Access The Deep Web, Hide ... anonymity, Tow Browser, Privacy, Internet, Silk Road, Online Privacy) *Newton's Telecom Dictionary: covering Telecommunications, The Internet, The Cloud, Cellular, The Internet of Things, Security, Wireless, Satellites, ... Voice, Data, Images, Apps and Video*
Internet Guide to

Cosmetic Surgery for Men (Haworth Internet Medical Guides) Notes from the Internet Apocalypse: A Novel (The Internet Apocalypse Trilogy)

[Dmca](#)