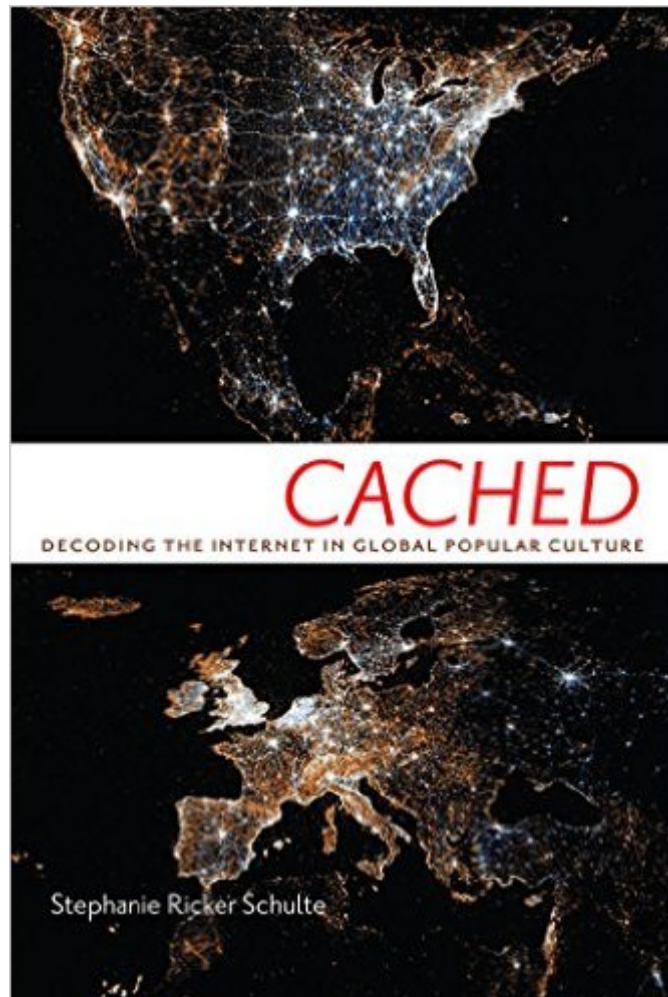The book was found

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 timeâ "shopping, working, learning, and even taking political or social action. Policymakers and news media attemptedâ "and often struggledâ "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. 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. 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

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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.

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