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Nota di contenuto	Introduction: The Hashtags We've Been Forced to Remember / Abigail De Kosnik and Keith P. Feldman -- 1. Is Twitter a Stage?: Theories of Social Media Platforms as Performance Spaces / Abigail De Kosnik -- Part I: Black Twitter Futures. 2. #Onfleek: Authorship, Interpellation, and the Black Femme Prowess of Black Twitter / Malika Imhotep -- 3. "You Ok Sis?": Black Vernacular, Community Formation, and the Innate Tensions of the Hashtag / Paige Johnson -- 4. #Sandrabland's Mystery: a Transmedia Story of Police Brutality / Aminah Norris and Nalya Rodriguez -- 5. Creating and Imagining Black Futures Through Afrofuturism / Grace Gipson -- 6. Ferguson Blues: a Conversation With Rev. Osagyefo Sekou -- Part II: Mediated Intersections. 7. Confused Cats and Postfeminist Performance / Lyndsey Ogle -- 8. #Whyistayed: Virtual Survivor-Centered Spaces for Transformation and Abolishing Partner Violence / Julia Havard -- 9. #Gentrification, Cultural Erasure, and the (Im)Possibilities of Digital Queer Gestures / Jose Ramon Lizarraga and Arturo Cortez -- 10. Hashtag Television: On-Screen

Branding, Second-Screen Viewing, and Emerging Modes of Television Audience Interaction / Renee Pastel -- Part III: Disavowals. 11. Hashtag Rhetoric: #alllivesmatter and the Production of Post-Racial Affect / Kyle Booten -- 12. #Cancelcolbert: Popular Outrage, Divo Citizenship, and Digital Political Performativity / Abigail De Kosnik -- 13. #Nohomo: Homophobic Twitter Hashtags, Straight Masculinity, and Networks of Queer Disavowal / Bonnie Ruberg -- Part IV: Twitter International. 14. "Is Twitter For Celebrities Only?": A Qualitative Study of Twitter Use in India / Neha Kumar -- 15. Reterritorializing Twitter: African Moments, 2010-2015 / Reginold A. Royston and Krystal Strong -- 16. #Ifafricawasabar: Participation on Twitter across African Borders / Naveena Karusala, Trevor Perrier, and Neha Kumar -- 17. Beyond Hashtags: Black Twitter and Building Solidarity across Borders / Kimberly McNair -- Part V: Notes From the Color of New Media -- 18. The Color of New Media Enters Trumplandia; 19. The Color of New Media Responds To UC Berkeley's "Free Speech Week"

Sommario/riassunto

"Since its launch in 2006, Twitter has served as a major platform for political performance, social justice activism, and large-scale public debates over race, ethnicity, gender, sexuality, and nationality. It has empowered minoritarian groups to organize protests, articulate often-underrepresented perspectives, and form community. It has also spread hashtags that have been used to bully and silence women, people of color, and LGBTQ people. #identity is among the first scholarly books to address the positive and negative effects of Twitter on our contemporary world. Hailing from diverse scholarly fields, all contributors are affiliated with The Color of New Media, a scholarly collective based at the University of California, Berkeley. The Color of New Media explores the intersections of new media studies, critical race theory, gender and women's studies, and postcolonial studies. The essays in #identity consider topics such as the social justice movements organized through #BlackLivesMatter, #Ferguson, and #SayHerName; the controversies around #WhyIStayed and #CancelColbert; Twitter use in India and Africa; the integration of hashtags such as #nohomo and #onfleek that have become part of everyday online vernacular; and other ways in which Twitter has been used by, for, and against women, people of color, LGBTQ, and Global South communities. Collectively, the essays in this volume offer a critically interdisciplinary view of how and why social media has been at the heart of U.S. and global political discourse for over a decade."
