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Soggetti	Online dating
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Romantic matchmaking and the marriage apparatus -- Procedural rhetorical analysis of three online dating sites -- Online dating and the construction of subjects -- Online dating, biopower, and discourses of success -- Online dating, marriage, and family in control societies -- Postscript on technologies of matching -- Bibliography.
Sommario/riassunto	Building Relationships uses an apparatus approach to media analysis in order to determine whether the synchronic logic of online dating is compatible with the historically diachronic logic of marriage.