

1. Record Nr.	UNINA9910958063303321
Titolo	Cyberculture and the subaltern : weavings of the virtual and real / / edited by Radhika Gajjala
Pubbl/distr/stampa	Lanham, Md., : Lexington Books, ©2013 New York : , : Bloomsbury Publishing (US), , 2013
ISBN	1-9787-4462-5 0-7391-1854-4 1-299-14866-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (186 p.)
Classificazione	LAN004000COM000000COM060000SOC010000SOC052000SOC028000
Altri autori (Persone)	GajjalaRadhika <1960->
Disciplina	332
Soggetti	SOCIAL SCIENCE - Media Studies Microfinance Internet marketing BUSINESS & ECONOMICS - Finance SOCIAL SCIENCE - Women's Studies SOCIAL SCIENCE - Feminism & Feminist Theory Microfinance - India COMPUTERS - General LANGUAGE ARTS & DISCIPLINES - Communication Studies Internet marketing - Africa Internet marketing - India COMPUTERS - Internet - General Microfinance - Africa Africa India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 163-174) and index.
Nota di contenuto	Machine generated contents note: Introduction. Subaltern Empowerment, Socioeconomic Globalization, and Digital Divides -- by Radhika Gajjala -- Chapter 1. Producing the Global: Microfinance

Online -- by Radhika Gajjala, Franklin Nii Yartey, and Anca Birzescu -- Chapter 2. Philanthropist or Investor? Microlending to the Other -- by Radhika Gajjala, Anca Birzescu, and Franklin Nii Yartey -- Chapter 3. Snapshots from Sari Trails: Cyborgs Old and New -- by Radhika Gajjala, with Rad Zabibha -- Chapter 4. Framing the Loom -- by Radhika Gajjala, Seemanthini Niranjana, and B. Syamasundari -- Chapter 5. Kente Cloth and Adinkra in the Global Market -- by Precious Yamaguchi and Franklin Nii Yartey -- Conclusion -- by Radhika Gajjala.

Sommario/riassunto

"Cyberculture and the Subaltern: Weavings of the Virtual and Real, edited by Radhika Gajjala, maps how voice and silence shape online space in relation to offline actualities. Thus, it weaves the virtual and real in relation to so-called old and new technologies using globalization and technology as the frame for examination. Implicit in this investigation is the question of how offline actualities and online cultures are in turn shaped by online hierarchies, as well as different kinds of local access to global contexts. This book reveals the logic of particular global-local directions that emerge within digital, transnational capital and labor flows. To this end, the contributors to this volume examine various sites and intersections through critical lenses enabled by conversations and writings in subaltern studies, affect theory, postcolonial feminist theory, critical cultural studies, communication studies, critical development studies, and science and technology studies. Contexts explored in this collection include microfinance online, handloom contexts from India and Africa in relation to development discourse, new technologies, and virtual world marketing. Through actual auto-ethnographic engagement, Cyberculture and the Subaltern reveals the interdependence of the economic, political, cultural, and social in the production of the subaltern online"--