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10 SUPPRESSING THE MAIN FRAMES NO BUYERS; NO LANGUAGES; NO BABIES; 11 THE INTEGRATED CIRCUIT; SUPPRESSION (CONT.): IGNORING SOLID STATE ELECTRONICS; SCIENTIFIC COMPETENCE: CAT'S WHISKERS TO TRANSISTOR; TRANSISTORS VS. VALVES; IDEATION AND PROTOTYPE: THE INTEGRATED CIRCUIT; 'INVENTION': THE MICROPROCESSOR; 12 THE COMING OF THE MICROCOMPUTER; SUPPRESSION REVISITED: THE COMPUTER INDUSTRY; DIFFUSION AND SPIN-OFFS: PC PRODUCTION; PART IV THE INTRICATE WEB OF TRAILS, THIS GRAND SYSTEM; 13 THE BEGINNINGS OF NETWORKS; THE FIRST WIRED NETWORK; THE TELEPHONE NETWORK
14 NETWORKS AND RECORDING TECHNOLOGIES

Sommario/riassunto

Challenging the popular myth of a present-day 'information revolution', Media Technology and Society is essential reading for anyone interested in the social impact of technological change. Winston argues that the development of new media forms, from the telegraph and the telephone to computers, satellite and virtual reality, is the product of a constant play-off between social necessity and suppression: the unwritten law by which new technologies are introduced into society only insofar as their disruptive potential is limited.
