

Contents

- Introduction: Laurie Ouellette and Jonathan Gray 1
- I. Access: Elizabeth Ellcessor 7
2. Aesthetics: Lev Manovich 9
3. Affect: Carrie A. Rentschler 12
4. Appropriation: Beretta E. Smith-Shomade 14
5. Assemblage: J. Macgregor Wise 16
6. Audience: Matt Hills 17
7. Author: Cynthia Chris 21
8. Brand: Sarah Banet-Weiser 24
9. Celebrity: Suzanne Leonard and Diane Negra 28
10. Censorship: Terry Flew 32
- II. Citizenship: Laurie Ouellette 34
12. Class: Laura Grindstaff 39
13. Commodification: Alison Hearn 43
14. Convergence: Jean Burgess 47
15. Copyright: Kembrew McLeod 49
16. Cosmopolitanism: Lilie Chouliaraki 52
17. Data: Melissa Gregg and Dawn Nafus 55
18. Discourse: Nico Carpentier 59
19. Domesticity: Mary Beth Haralovich 62
20. Fan: Henry Jenkins 65
21. Feminism: Susan J. Douglas 68
22. Flow: Derek Kompare 72
23. Gaze: Michele White 75
24. Gender: Rosalind Gill 77
25. Genre: Jason Mittell 81
26. Globalization: Aswin Punathambekar 84
27. Hegemony: Justin Lewis 88
28. Hybridity: Marwan M. Kraidy 90
29. Identity: Myria Georgiou 94
30. Ideology: Jo Littler 98
31. Industry: Amanda D. Lotz 102
32. Infrastructure: Lisa Parks 106
33. Interactivity: Tama Leaver 108
34. Intersectionality: Brenda R. Weber 111
35. Irony: Amber Day 114
36. Labor: Vicki Mayer 115
37. Mass: Jack Z. Bratich 119
38. Memory: George Lipsitz 121
39. Myth: Jonathan Bignell 123
40. Nation: Melissa Aronczyk 125
41. Network: Marina Levina 127
42. New Media: Lisa Gitelman 130
43. Ordinary: Graeme Turner 131
44. Othering: Angharad N. Valdivia 133
45. Personalization: Joseph Turow 135
46. Play: Matthew Thomas Payne 138
47. Policy: Jennifer Holt 140
48. Popular: John Clarke 143
49. Power: Nick Couldry 145
50. Production: Derek Johnson 149
51. Public: Jennifer Petersen 153
52. Queer: Karen Tongson 157
53. Race: Herman Gray 161
54. Realism: Greg M. Smith 166
55. Reflexivity: Mark Andrejevic 168
56. Representation: Lisa Henderson 172
57. Resistance: Stephen Duncombe 176
58. Sound: Michele Hilmes 180
59. Space: Helen Morgan Parment 181

60. Stereotype: Ellen Seiter 184
 61. Surveillance: Kelly Gates 186
 62. Taste: Elana Levine and Michael Z. Newman 189
 63. Technology: Jennifer Daryl Slack 191
 64. Temporality: Sarah Sharma 194
 65. Text: Jonathan Gray 196

Works Cited 201

Contributors 223

Introduction: Jamie Quelette and Jonathan Gray 1
 1. Access: Elizabeth Ellsworth 7
 2. Aesthetics: Lev Manovich 9
 3. Affect: Carla A. Rastorfer 12
 4. Appropriation: Bertha E. Smith-Thomson 14
 5. Assemblage: J. Macgregor Wise 16
 6. Audiences: Matt Hills 17
 7. Author: Cynthia Chris 21
 8. Brand: Sarah Ranc-Water 24
 9. Celebrity: Suzanne Leonard and Diane Negra 28
 10. Censorship: Terry Jew 32
 11. Citizenship: Laurie Quelette 34
 12. Class: Laura Grindstad 39
 13. Commodification: Alison Hearn 43
 14. Convergence: Jean Burgess 47
 15. Copyright: Kenneth Surin 49
 16. Cosmopolitanism: Lillie Chouliaraki 52
 17. Data: Melissa Gregg and Dawn Natus 55
 18. Discourse: Nico Carpentier 59
 19. Domesticity: Mary Bell Hanzlova 62
 20. Fan: Henry Jenkins 64
 21. Feminism: Susan J. Douglas 68
 22. Flow: Derek Ruppert 72
 23. Gaze: Michele White 75
 24. Gender: Rosalind Gill 77
 25. Genre: Jason Mitchell 81
 26. Globalization: Andrew Ross 84
 27. Hegemony: Justin Lewis 88
 28. Hybridity: Matthew M. York 92
 29. Identity: Myra Goldberg 94