



Ready to Wear: A Rhetoric of Wearable Computers and Reality-Shifting Media (Paperback)

By Isabel Pedersen

Parlor Press, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.NEW MEDIA THEORY, SERIES EDITOR: BYRON HAWK READY TO WEAR: A RHETORIC OF WEARABLE COMPUTERS AND REALITY-SHIFTING MEDIA is a book about the future but geared to the present. More and more, we are asked to adopt new or future technologies before we ever see, touch, or experience them. This rhetoric of innovation and adoption goes beyond commercial advertising. Emergent or disruptive technologies are circulated and explored in social media, inventors blogs, news sources, popular culture, films, YouTube clips, TED talks, Kickstarter, and countless other media venues, often long before we get our hands on them. READY TO WEAR: A RHETORIC OF WEARABLE COMPUTERS AND REALITY-SHIFTING MEDIA explores how and to what ends wearable inventions and technologies augment or remix reality, as well as the claims used to promote them. As computer components shrink and our mobile culture normalizes, we wear computers on the body to create immersive experiences. Isabel Pedersen asks and answers questions that animate everyone: How is this augmented digital life construed and contextualized, and in what ways does it define our identity? What is at stake in the..



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