

TABLE OF CONTENTS

I. INTRODUCTION	9
II. TECHNOLOGY, COMMUNICATION AND PHILOSOPHY.....	11
III. THE SOCIAL SOFTWARE: VIRTUAL COMMUNITIES.....	27
The Potential Role of New Media in the Creation of Communities	27
The Technological Expansion of Sociability: Virtual Communities as Imagined Communities.....	49
Memory, Interpretation and Connectedness	56
The Language Games of Virtual Communities: The Case of a Romanian Expatriate Forum.....	63
IV. LIVING AT THE INTERFACE: ONLINE PRESENCE AND IDENTITY	81
Descartes in Cyberspace: The obsolescence of the Body and its Recovery	81
From Multitude to Convergence: Contemporary Trends in the Study of Online Identity.....	86
Our Everyday Frailty: Selfhood, Contingency and Online Belief Networks	96
Online Identity as a Narrative Project	104
V. HUMOUR IN THE NETWORK.....	111
Violence Dressed in Humour: Comedic Violence in Advertising.....	111
Social Presence in Online Courses. Presuppositions, Perspectives and Interpretations of Humour.....	125
VI. “PASSING THE WORD ALONG”: FLOATING SIGNIFIERS IN THE PHATIC CULTURE	137
Small Talk in Our Digital Everyday Life: The Outline of a Phatic Culture	137
GIFs as Floating Signifiers.....	145

VII. TEXTUALITY, TECHNOLOGY AND NOSTALGIA.....	165
Social Media and Literature: A Troublesome Relationship	165
Contrapuntal Lines: Nostalgia in Kurt Vonnegut's <i>Player Piano</i>	177
REFERENCES.....	191