



ASSEMBLY CODES

The Logistics of Media

Edited by Matthew Hockenberry, Nicole Starosielski, and Susan Zieger

FOREWORD BY JOHN DURHAM PETERS

© 2021 Duke University Press All rights reserved
Printed in the United States of America on acid-free paper ∞ Project Editor: Lisl Hampton
Designed by Aimee C. Harrison
Typeset in Portrait Text, IBM Plex Mono, and IBM Plex Sans
Condensed by Westchester Publishing Services

Library of Congress Cataloging-in-Publication Data Names: Hockenberry, Matthew Curtis, [date] editor. | Starosielski, Nicole, [date] editor. | Zieger, Susan Marjorie, [date] editor. Title: Assembly codes: the logistics of media / edited by Matthew Hockenberry, Nicole Starosielski and Susan Zieger. Description: Durham: Duke University Press, 2021. | Includes bibliographical references and index. Identifiers: LCCN 2020052553 (print) LCCN 2020052554 (ebook) ISBN 9781478009733 (hardcover) ISBN 9781478010760 (paperback) ISBN 9781478013037 (ebook) Subjects: LCSH: Communication—Social aspects. | Mass media— Social aspects. | Mass media-Political aspects. | Mass media-Economic aspects. | Mass media—History. | Technological innovations—Social aspects. | Communication and technology. Classification: LCC HMI206.A78 202I (print) | LCC HMI206 (ebook) | DDC 302.23—dc23 LC record available at https://lccn.loc.gov/2020052553 LC ebook record available at https://lccn.loc.gov/2020052554

Cover art: (*Center top*) Ezra Stoller, CBS/Columbia Records. Inspection and packing of injection molded records (7-inch only).

© Ezra Stoller/Esto Photographics. (*Center bottom*) The Macintosh computer assembly line at the Apple factory in Cupertino, CA, January 25, 1984. © JP Laffont. (*All other images*) Stills from Stirling Engineering, "Floppy Disk Assembly Line," video. Courtesy of Stirling Engineering, San Jose, CA, https://www.stirlingeng.com/.