

DISTRIBUTED BLACKNESS

CRITICAL CULTURAL COMMUNICATION

General Editors: Jonathan Gray, Aswin Punathambekar, Adrienne Shaw

Founding Editors: Sarah Banet-Weiser and Kent A. Ono

Dangerous Curves: Latina Bodies in the Media

Isabel Molina-Guzmán

The Net Effect: Romanticism, Capitalism, and the Internet

Thomas Streeter

*Our Biometric Future: Facial Recognition Technology and
the Culture of Surveillance*

Kelly A. Gates

Critical Rhetorics of Race

Edited by Michael G. Lacy and Kent A. Ono

Circuits of Visibility: Gender and Transnational Media Cultures

Edited by Radha S. Hegde

Commodity Activism: Cultural Resistance in Neoliberal Times

Edited by Roopali Mukherjee and Sarah Banet-Weiser

Arabs and Muslims in the Media: Race and Representation after 9/11

Evelyn Alsultany

Visualizing Atrocity: Arendt, Evil, and the Optics of Thoughtlessness

Valerie Hartouni

The Makeover: Reality Television and Reflexive Audiences

Katherine Sender

Authentic™: The Politics of Ambivalence in a Brand Culture

Sarah Banet-Weiser

Technomobility in China: Young Migrant Women and Mobile Phones

Cara Wallis

Love and Money: Queers, Class, and Cultural Production

Lisa Henderson

Cached: Decoding the Internet in Global Popular Culture

Stephanie Ricker Schulte

Black Television Travels: African American Media around the Globe

Timothy Havens

Citizenship Excess: Latino/as, Media, and the Nation

Hector Amaya

Feeling Mediated: A History of Media Technology and Emotion in America
Brenton J. Malin

The Post-Racial Mystique: Media and Race in the Twenty-First Century
Catherine R. Squires

Making Media Work: Cultures of Management in the Entertainment Industries
Edited by Derek Johnson, Derek Kompare, and Avi Santo

Sounds of Belonging: U.S. Spanish-Language Radio and Public Advocacy
Dolores Inés Casillas

Orienting Hollywood: A Century of Film Culture between Los Angeles and Bombay
Nitin Govil

Asian American Media Activism: Fighting for Cultural Citizenship
Lori Kido Lopez

Struggling For Ordinary: Media and Transgender Belonging in Everyday Life
Andre Cavalcante

Wife, Inc.: The Business of Marriage in the Twenty-First Century
Suzanne Leonard

Homegrown: Identity and Difference in the American War on Terror
Piotr Szpunar

Dot-Com Design: The Rise of a Useable, Social, Commercial Web
Megan Sapnar Ankerson

Postracial Resistance: Black Women, Media, and the Uses of Strategic Ambiguity
Ralina L. Joseph

Netflix Nations: The Geography of Digital Distribution
Ramon Lobato

The Identity Trade: Selling Privacy and Reputation Online
Nora A. Draper

Media & Celebrity: An Introduction to Fame
Susan J. Douglas and Andrea McDonnell

Fake Geek Girls: Fandom, Gender, and the Convergence Culture Industry
Suzanne Scott

Locked Out: Regional Restrictions in Digital Entertainment Culture
Evan Elkins

The Digital City: Media and the Social Production of Place
Germaine R. Halegoua

Distributed Blackness: African American Cybercultures
André Brock Jr.

Distributed Blackness

African American Cybercultures

André Brock Jr.



NEW YORK UNIVERSITY PRESS

New York

NEW YORK UNIVERSITY PRESS

New York

www.nyupress.org

© 2020 by New York University

This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license (CC BY-NC-ND 4.0). To view a copy of the license, visit <https://creativecommons.org/licenses/by-nc-nd/4.0>.

References to internet websites (URLs) were accurate at the time of writing. Neither the author nor New York University Press is responsible for URLs that may have expired or changed since the manuscript was prepared.

Library of Congress Cataloging-in-Publication Data

Names: Brock, André L., Jr., author.

Title: Distributed blackness : African American cybercultures / André Brock, Jr.

Description: New York : New York University Press, [2019] | Series: Critical cultural communication | Includes bibliographical references and index.

Identifiers: LCCN 2019012037 | ISBN 9781479820375 (cloth ; alk. paper) | ISBN 9781479829965 (paperback ; alk. paper)

Subjects: LCSH: African Americans—Communication. | African Americans and mass media. | African Americans—Intellectual life—21st century. | Internet—Social aspects—United States. | Online social networks—United States.

Classification: LCC P94.5.A37 .B76 2019 | DDC 302.23089/96073—dc23

LC record available at <https://lccn.loc.gov/2019012037>

New York University Press books are printed on acid-free paper, and their binding materials are chosen for strength and durability. We strive to use environmentally responsible suppliers and materials to the greatest extent possible in publishing our books.

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

Also available as an e-book

*To my grandmother, Mrs. Florence Elaine Paris Scott Brock,
House Hollis, First of Her Name
I finally finished it, Grandma*

