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## TRANSCODING THE DIGITAL: HOW METAPHORS MATTER IN NEW MEDIA (PAPERBACK)



Instituut Voor Netwerkcultuur, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Transcoding the Digital: How Metaphors Matter in New Media by Marianne van den Boomen is a material-semiotic inquiry into the constitutive role of metaphors in our daily encounters with computers and networks. While interface concepts such as desktop and windows are easily recognized as metaphors, this research shows how in fact all digital sign-tool-objects - ranging from icons and email to Facebook friends,...

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- Authored by Marianne van den Boomen
- Released at 2014



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