



Hypertext 3.0: Critical Theory and New Media in an Era of Globalization (Parallax: Re-visions of Culture and Society)

George P. Landow

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George Landow's widely acclaimed *Hypertext* was the first book to bring together the worlds of literary theory and computer technology. Landow was one of the first scholars to explore the implications of giving readers instant, easy access to a virtual library of sources as well as unprecedented control of what and how they read. In hypermedia, Landow saw a strikingly literal embodiment of many major points of contemporary literary theory, particularly Derrida's idea of "de-centering" and Barthes's conception of the "readerly" versus "writerly" text.

From Intermedia to Microcosm, Storyspace, and the World Wide Web, Landow offers specific information about the kinds of hypertext, different modes of linking, attitudes toward technology, and the proliferation of pornography and gambling on the Internet. For the third edition he includes new material on developing Internet-related technologies, considering in particular their increasingly global reach and the social and political implications of this trend as viewed from a postcolonial perspective. He also discusses blogs, interactive film, and the relation of hypermedia to games. Thoroughly expanded and updated, this pioneering work continues to be the "ur-text" of hypertext studies.

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