

CONTENTS

<i>List of illustrations</i>	<i>viii</i>
Introduction	1
1 What is a book?	9
2 Foucault's archaeology and McLuhan's global village and rear-view mirror as analytic strategies	20
3 The creative possibilities of the book	33
4 The rise of the citizen author	61
5 The role of gender in the digitally social communities	70
6 Genre fiction is leading the way	90
7 The role of community in writing fiction online: Social platforms as places where authors and readers meet	98
8 The power relationships of the book	114
9 Understanding and incorporating the contradictions around the book	147
<i>Index</i>	<i>156</i>