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**Edging Technology “A Little Further on Down the Road”**

Appearing at the edges of the history of cultural studies, technology has played a supporting—and often underappreciated—role. Since Hoggart’s *Uses of Literacy*, where the reorganization of working class culture involved new industrial forms of production and Williams’s postulating the importance of structures of feeling in *Television*, where mobile privatization featured new structures of media, technology has always been part of the story but relegated to the edges. There are several reasons for this. First, technology has been upstaged by what passes as popular culture and by cultural studies emphasis on the interpretation of texts. Second, and more significant, a focus on technology is perceived as pulling analysis into the range of the “too material,” that is away from cultural studies’ comfort zone: its emphasis on the production and articulation of meaning and affect. But, as this paper argues, shifts in the material conditions of culture—aka, the new media environment—compel us to address technology as a *leading* edge within the cultural studies.