



'Infinite Diversity in Infinite Combinations': The Multicultural Evolution of STAR TREK (American Studies - A Monograph)

By Katja Kanzler

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Since its first appearance on the small screen in 1966, the multimedia franchise Star Trek has attracted an unprecedented fan-following in the U.S. and beyond. For many viewers, it has been Star Trek's ostensible representation of a multicultural utopia that fascinated them. This book seeks to elucidate the semiotics of Star Trek's popular multiculturalism. Engaging Cultural Studies and American Studies theory, the book proceeds from a discussion of Star Trek's self-fashioning as a multicultural 'vision,' to readings of its changing articulations of racial, ethnic, gender, and sexual difference, and concludes with case studies of two fan-communities' creative appropriations of Star Trek's promise of an egalitarian future

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- Sales Rank: #6637015 in Books
- Published on: 2004-01-06
- Original language: English
- Number of items: 1
- Dimensions: 8.62" h x .75" w x 5.67" l, .0 pounds
- Binding: Hardcover
- 263 pages

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