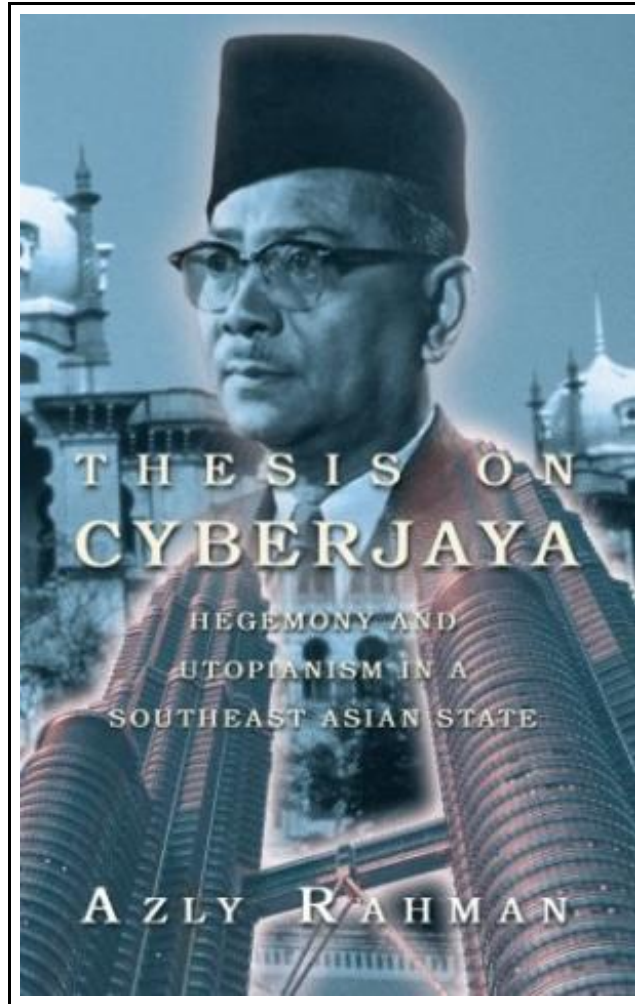


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AUTHORHOUSE, United States, 2012. Paperback. Book Condition: New. 200 x 126 mm. Language: English . Brand New Book ***** Print on Demand *****.THESIS ON CYBERJAYA: HEGEMONY AND UTOPIANISM IN A SOUTHEAST ASIAN STATE by Azly Abdul Rahman a dissertation on cybernating nations submitted to Columbia University, New York (2004) This book, maintaine in its original dissertation format explores the concepts of hegemony and utopianism in the conceptualization of a technopole in a Southeast Asian state. I describe how cybernetics flow transculturally and is inscribed onto human consciousness as illustrated in the case of Malaysia s grand-scale real estate project: Silicon Valley-inspired Multimedia Super Corridor (The MSC). I focus on the new economic nerve, Cyberjaya and the administrative capital, Putrajaya to investigate the dimensions of hegemony and utopianism My guiding questions were: what variant of hegemony is emerging? And what is the nature of the utopianism involved? Drawing inspiration from dialectical materialism, I designed a mixed-method approach in this study. The ensemble of methods used are Gruber s Evolving System s Approach to the study of an individual, semiotic analysis of visual images, and thematic analysis of speeches. This is a four-part dissertation. In Part 1) I discuss the background of this study and review related sensitizing concepts (particularly hegemony and utopianism). In Part 2, I look at the history of Malaysia and the origin of the MSC. Using Gruber s Case Study Approach, I then analyze the authoritarianism of Mahathir Mohamad, the author of the MSC project. In Part 3), using semiotics and thematic analyses. I describe how ideology is inscribed by looking at first, how cybernetics mutates with the recipient state, next, changes social relations of production, and finally produces and reproduces consciousness. I explore how foreign industrial and cultural complexes are installed and how they...



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