Contents

Acknowledgments		vii
Introduction. Them and Us: Meet Joe the Plumber		1
1	Imagining the Public	8
2	Public Spheres	29
3	The Managed Public	45
4	Counterpublics and Alternative Media	72
5	Virtual Publicness	93
6	Fractured Publics, Contested Publicness	123
Notes		156
Bibliography		169
Index		179