IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
Impact Factor: 7.53
Volume 4, Issue 1, June 2024

Technoculture and the Fluid Self: Examining Human Identity in Gibson's Narrative Landscapes

Neeru[1], Dr. Savita Ahuja[2], Dr. MD Ishaq[3]
[1]Research Scholar, Department of English
[2]Associate Professor, Department of English
[3]Co-Supervisor, Department of English
NIILM University, Kaithal, Haryana

Abstract: *This research investigates the evolving dynamics of human identity within techno-driven cultural contexts through the lens of William Gibson's cyberpunk narratives. By examining novels such as Neuromancer, Count Zero, and Pattern Recognition, the study explores how Gibson portrays the self as fluid, hybrid, and networked, continually shaped by interactions with digital technologies, cyberspace, artificial intelligence, and corporate techno-capitalism. Drawing on posthumanist theory and technoself studies, the paper argues that identity in Gibson's narrative landscapes is not fixed but emerges from ongoing negotiations between human consciousness and technological environments. The research highlights the dual nature of technoculture, which simultaneously enables new forms of self-expression and imposes constraints through surveillance, commodification, and media saturation. Through critical literary analysis, this study contributes to interdisciplinary scholarship by elucidating how cyberpunk literature foregrounds the mutable, relational, and technologically mediated nature of contemporary human identity, offering insights into the broader socio-cultural implications of living in digital and networked societies.*

Keywords: William Gibson; Posthumanism; Cyborg Identity; Digital Subjectivity; Cyberspace

Copyright to IJARSCT
www.ijarsct.co.in
DOI: 10.48175/568