

## After/Print

EMAC 6361-Writing for Interactive Media

EMAC 6361

David Parry

Spring 2012

W 7:00-9:45 CB3 1.306

dparry@utdallas.edu

[www.outsidethetext.com/arche](http://www.outsidethetext.com/arche)

Office Number: 1.502

Office Hours: M 1:00-2:00, W 3:30-4:30

& by appointment

### Course Description:

For roughly 400 years, a period we might refer to as the Gutenberg Parentheses, analog print has served as the primary substrate for knowledge creation, archivization, and dissemination. This, to state the obvious is no longer the case, a vast majority of the information produced this year will never see an analog format, instead existing only in the digital network. This class will focus on understanding what happens as we move from a culture whose primary means of knowledge organization is analog print to one which is digitally networked. The class will be divided into three sections. In the first we will look at the broad theoretical questions which inform this change. In the second we will look at how specific knowledge and cultural institutions (libraries, journalism, higher education, entertainment, etc.) have been affected and examine the approaches/experiments that have already been taken. In the final portion of the class students will work in groups to produce projects and propose alternative approaches and solutions.

### Required Texts:

(all texts are available at Off-Campus Books)

*The Printing Revolution in Early Modern Europe* by Elizabeth Eisenstein ISBN 0521607744

*Remediation* by Jay David Bolter and Richard Grusin ISBN 0262522799

*Glut: Mastering Information Through the Ages* by Alex Wright ISBN 0801475090

*Everything is Miscellaneous* by David Weinberger ISBN 0805088113

*Information Feudalism: Who Owns the Knowledge Economy* by Peter Drahos and John Braithwaite ISBN 1595581227

*Smart Mobs* by Howard Rheingold ISBN 0738208612

*Rip: A Remix Manifesto* (Documentary available online.)

### Course Requirements:

**Attendance and Participation (25%):** The most important requirement for this course is class participation. To do well in this course you will need to come to class having done the reading for the week prepared to discuss the text at hand. I realize that the reading load for this class is heavy at times, however, we are going to be covering some complex and complicated issues and in order for the class discussion to proceed and for everyone to benefit the most from our time in class it is necessary for every student to have a shared basis from which class discussions can proceed.

Thus for every class it is your responsibility to come to class not only having done the reading, but to have spent time considering the issues that each text raises, ready to engage in a lively discussion about the questions at hand. Missing more than one class can lead to a lower grade.

**Group Blog (15%):** Each group will have a blog, whose thematic focus will center around the group's "institution," to which members of the group will be required to post throughout the course of the semester. Consider this the public facing part of your project.

**Investigative Histories/Research (25%):** Each group will be responsible for one week of class (weeks eight through twelve). For these weeks the groups will be responsible for coordinating readings, providing an initial presentation on the subject matter, and fostering the discussion for the class. (See "Project Guidelines" for more information.)

**Final Projects (35%):** Each group will be responsible for conceiving of how one "knowledge institution" will be changed/can change with the switch from analog to digital. The last two weeks of the course will be dedicated to each group presenting their project followed by time for discussion. The components of these projects can vary widely depending on the angle the particular group takes. More information about this will be presented during the first few weeks of class. (See "Project Guidelines" for more information.)

#### **Course Website:**

The course website for this class can be found at <<http://www.outsidethetext.com/arche>>. You should get in the habit of checking this regularly as I will post suggestions and thoughts about the readings here, as well as links to other things that might interest the class. The syllabus can be found here as well, and any changes to the syllabus will be posted here. If you forget the web address you can always find it from <<http://www.outsidethetext.com>>, an easier url to remember.

#### **How to Reach Me:**

The best way to reach me is by email <[dparry@utdallas.edu](mailto:dparry@utdallas.edu)> or you can find me online at <<http://www.outsidethetext.com>>. I check email frequently throughout the day. If you email me and do not receive a response within 48 hours (usually I will get back to you within a day), please feel free to email me again (I might not have received your first one) and give me a reminder. I promise not to consider this harassing.

My office hours are Mondays 1:00-2:00 and Wednesdays 3:30-4:30 (or by appointment—I am frequently on campus outside these hours). My office is ATEC 1.502.

## Topic

# Schedule of Readings

## From Analog to Digital

Week One: January 18th

- Intro: Gutenberg Parenthesis

Week Two: January 25th

- "What is an Author" -Foucault
- "The Work of Art in the Age of Mechanical Reproduction."-Walter Benjamin
- "The Medium is the Message"-Marshall McLuhan

Week Three: February 1st

- *The Printing Revolution in Early Modern Europe* by Elizabeth Eisenstein

Week Four: February 8th

- *Remediation* by Jay David Bolter and Richard Grusin

Week Five: February 15th

- *Glut: Mastering Information Through the Ages* by Alex Wright
- *Everything is Miscellaneous* by David Weinberger

Week Six: February 22nd

- *Information Feudalism: Who Owns the Knowledge Economy* by Peter Drahos and John Braithwaite
- *Rip: A Remix Manifesto (documentary)*

Week Seven: February 29th

- *Smart Mobs* by Howard Rheingold

Week Eight: March 7th

- "Coase's Penguin, or, Linux and the Nature of the Firm" -Yochai Benkler

## Investigative Histories

*Spring Break*

Week Nine: March 21st

- Group One

Week Ten: March 28th

- Group Two

Week Eleven: April 4th

- Group Three

Week Twelve: April 11th

- Group Four

Week Thirteen: April 18th

- Group Five

## Producing the Future

Week Fourteen: April 25th

- Group One/Two/Three Presentation

## **Topic**

Week Fifteen: May 2nd

- Group Four/Five Presentation