

## Blekinge Institute of Technology

DSN

Culture and Communication

Literature Culture and Digital Media

Spring 2010

## Rhetoric and New Media (EN1306)

Meeting Place: LCDM Room 2

Meeting Times:

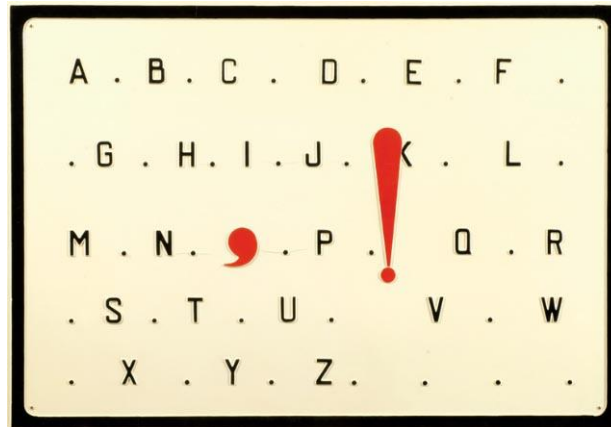
Tues., Thurs 13-15

Talan Memmott

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Office Hours: by appointment

Thursdays 15-17



### Objectives

The objective of this course is to give students a greater understanding of the relationship between language, writing and technology. The course introduces students to some of the rhetorical issues that concern critics of digitally mediated language and the analytical methods they employ. Students will review conventional methods of communication in oral and print cultures, and compare that to the way language is used in digital cultures. In particular students will study the ways that digital media within complex cultural contexts transmits information to readers, and vice versa. The relationship between rhetorical producers and consumers will be an important focal point of analysis

### Content

Students will look at a number of different media forms, including hypertext, digital art, digital literature, and study the rhetorical properties of each to understand how language is used to convey information and meaning. Secondary course material will provide an historical overview of the transition from oral to print to digital cultures. Students will choose their own digital artifact to analyze for its rhetorical properties and ideological implications. Through class exercises, students will also create their own digital examples using basic web design tools to illustrate rhetorical principles.

### Learning Outcomes

On completion of the course the student will be able to:

- Distinguish and analyze the historical and rhetorical significance of oral, print, and new media texts
- Identify and discuss rhetorical terms and concepts
- Critically read literary and artistic artifacts in historical and cultural contexts
- Critique the rhetoric of digital and non-digital artifacts
- Develop and apply a lexicon of new media concepts
- Demonstrate and articulate the relationship

### Generic skills

The following generic skills are trained in the course:

- Reflection about critical analysis and its application to practice
- Academic Writing
- Computer Literacy

between rhetoric and knowledge production.

### **Attendance and Participation**

It is very important that you attend and participate in all workshops. There are in-class and out of class exercises tied to each workshop. Missing a workshop will put you at a severe disadvantage in completing the required course work. LCDM has a policy of required attendance. **Attendance is required.** Missing class will lower your grade and may result in failure.

### **Assessment and grading**

*Examination of the course*

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Code Module Credit Grade

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0710 Examination[1] 7.5 hp U/G/VG + ECTS  
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### **Assignments**

<i>Assignment ID</i>	<i>Title</i>	<i>points</i>
A1	Semiological Diagrams and Annotation	12
A2	Space/Place: Image/Text	12
A3	Tracing the Trace: Classical Rhetoric, lost and found	12
A4	Trans(l)iterative Performance	12
A5	Becoming an Egent (pidgin signs, term extensions, fetiscreens...)	12
Seminar Participation		20
Examination	Chronicle	20

A/VG = 100-91 | B/G=90-81 | C/G=80-71 | D/G=70-61 | E/G=60-51 | FX/U -- F/U = <50  
(FX is used only when there are missing assignments that can be made up.)

**THIS IS A HIGHLY PARTICIPATORY COURSE** and will run as a seminar.

**Assignments** will be discussed and defined during the seminar sessions in this course. It is important that you attend and participate to understand the complexities of the assignments as well as the variety of complex issues related to digital rhetoric including orality, written communication, the visual, the interactive, and design elements such as layout, typography, and color. This course will run as a true seminar. All topics related to the assigned reading are open discussion! We relate the assigned readings to your own critical perspective on the issues at hand.

**Assignments 1-5** will be delivered online, and will be require technical/creative work in Photoshop, HTML, and if you choose Flash.

**The examination** for this course is based on the compilation of coursework coupled with critical reflections on each assignment. IT IS IMPORTANT that you begin this process with the first assignment and continue the process as we move forward in the course. The chronicle must reflect upon understanding gained during the run of the course, along with independent research done on subjects relevant to the primary course topic. It is important that this be thorough and clear, demonstrating a willingness to engage in the course material.

## COURSE SCHEDULE

13	Web. Mar 30 (10-12)	Introduction to course		Initial handouts Course overview
	Thurs. Mar. 31	Seminar 1		A1: Semiological Diagrams and Annotation
14	Tues. Apr. 5	Discussion of Findings		<b>A1 DUE ONLINE</b>
	Thurs. Apr. 7	Seminar 2		A2: Space/Place: Image/Text
15	Tues. Apr. 12	Discussion of Findings		<b>A2 DUE ONLINE</b>
	Thurs. Apr. 14	Seminar 3		A3: Tracing the Trace: Classical Rhetoric, lost and found
16	Tues. Apr. 19	Discussion of Findings		<b>A3 DUE ONLINE</b>
17				
18	Tues. May. 3	Seminar 4		A4: Trans(l)iterative Performance
	Thurs. May. 5	Seminar 5		A5: Becoming an Egent (pidgin signs, term extensions, fetishscreen...)
19	Tues. May. 10	Discussion of Findings		<b>A4 DUE ONLINE</b>
	Thurs. May. 12	Discussion of Findings		<b>A5 DUE ONLINE</b>
20				
21	Tues. May. 24	<b>FINAL SEMINAR SESSION</b>		
	Fri. May. 27			<b>EXAM CHRONICLE DUE ONLINE</b>

Assigned reading for this course will be either in the form of handouts or links to online sources.

Readings will include but are not limited to the following:

Semiotics for Beginners – SIGNS (Chandler)

<http://www.aber.ac.uk/media/Documents/S4B/sem02.html>

Image-Music-Text - Rhetoric of the Image (Barthes)

Un Coup de Dés Jamais N'abolira le Hasard [*a roll of the dice will never annul chance*](Mallarme)

[http://issuu.com/forlane/docs/coupdedes?mode=embed&documentId=080318111642-](http://issuu.com/forlane/docs/coupdedes?mode=embed&documentId=080318111642-3a2f96bef91a47e5b515f7fd9f6a782a&layout=white)

[3a2f96bef91a47e5b515f7fd9f6a782a&layout=white](http://issuu.com/forlane/docs/coupdedes?mode=embed&documentId=080318111642-3a2f96bef91a47e5b515f7fd9f6a782a&layout=white)

New Media Poetics: -The Time of Digital Poetry (Hayles)

Image-Music-Text - Introduction to the Structural Analysis of Narrative (excerpt) (Barthes)

Windows and Mirrors - Wooden Mirrors, the myth of transparency (Bolter, Gromala)

Semiotics for Beginners – INTERTEXTUALITY (Chandler)

<http://www.aber.ac.uk/media/Documents/S4B/sem09.html>

New Media Poetics: - Beyond Taxonomy; Digital Poetics and the Problem of Reading (Memmott)

Internet Invention (Ulmer) -selections to facilitate EGENT assignment

New Media Poetics: - Poetics in the Expanded Field: Textual, Visual, Digital . . . (Watten)