

Theories of Texts and Technology

ENG 6810 – 0001

Dr. Mel Stanfill

Spring 2020

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Office Hours by appointment

Contact: mel.stanfill@ucf.edu

or via Webcourses

Wednesdays 6-8:50pm

TCH 116

3 Units

Course Description

Introduces general theoretical concepts as a basis for the advanced study of Texts and Technology. Emphasis on understanding schools of thought as having relations both to themselves and to other bodies of work, building connections in one's field, and synthesizing knowledge. PR: Graduate standing or C.I.

Assignments

100 points 10x Weekly Exams Summary

In 10 weeks of their choice, students will summarize the required readings as if for a candidacy exam using the provided template. This is due 3 hours before class time to allow me to review them.

50 points Code every day

You should spend at least 15 minutes every non-weekend day working on your coding. The point here is consistency and putting the time and effort in. You will be graded based on your self-reported coding activity as a proportion of the cumulative total of days (5 in week 1, 10 in week 2, etc., for a total of 70 non-weekend days in the semester).

250 points Fantasy Conference Panel

February 26

Students will choose a conference relevant to their field and put together a mock (or real) submission, writing their own abstract as well as the panel rationale.

300 points Twitter Theorist Bot

April 15

50 points: Conditionals

February 5

75 points: Key Terms and Array

February 19

75 points: Tracery Grammar

April 1

100 points: Final Theorist Bot

April 15

300 points Mock Candidacy Examination

April 22

During the final class meeting (April 15), students will receive two mock core exam questions which they will have a week to answer in 6 pages each. These questions are to be answered on the basis of readings from this course and other courses; students should not undertake new reading.

Texts

Required

Durham, Meenakshi Gigi, and Douglas M. Kellner, eds. 2012. *Media and Cultural Studies: Keywords*. 2 edition. Malden: Wiley-Blackwell.

Noble, Safiya Umoja. 2018. *Algorithms of Oppression: How Search Engines Reinforce Racism*. New York: NYU Press.

Recommended

Barthes, Roland. 1978. *Image-Music-Text*. Translated by Stephen Heath. New York, NY: Hill and Wang.

Haraway, Donna Jeanne. *Simians, Cyborgs, and Women: The Reinvention of Nature*. New York: Routledge, 2015.

Marx, Karl, and Friedrich Engels. 1978. *The Marx-Engels Reader*. Edited by Robert C. Tucker. 2nd Revised & enlarged edition. New York: W. W. Norton & Company.

Saussure, Ferdinand de. 1986. *Course in General Linguistics*. Translated by Roy Harris. Reprint edition. LaSalle, Ill: Open Court.

+ Others TBD

Weekly Schedule

January 8: Marx and Marxism

READ: Marx, Karl. 1978. From *The Marx-Engels Reader*, edited by Robert C. Tucker, 294-438. New York: Norton. pp. 3-6, 70-81, 155-175, 303-308, 319-336, 351-361.

READ: Gramsci, Antonio. [1935] 2012. Selections from the Prison Notebooks. In *Media and Cultural Studies: Keywords*, edited by Meenakshi Gigi Durham and Douglas M. Kellner, Second Edition, 34-37. Malden, MA: Wiley-Blackwell

READ: Althusser, Louis. [1971] 2012. "Ideology and Ideological State Apparatuses (Notes Towards an Investigation)." In *Media and Cultural Studies: Keywords*, edited by Meenakshi Gigi Durham and Douglas M. Kellner, Second Edition, 80-86. Malden, MA: Wiley-Blackwell CORE

READ: Monahan, Torin. "Ways of Being Seen: Surveillance Art and the Interpellation of Viewing Subjects." *Cultural Studies*, vol. 32, no. 4, July 2018, pp. 560-81. doi:[10.1080/09502386.2017.1374424](https://doi.org/10.1080/09502386.2017.1374424).

CODE: Sá Pereira, Moacir P. 2017. "0. Introduction" and "1. Environment". The JavaScripting English Major. <http://the-javascripting-english-major.org/v1/contents>.

January 15: Frankfurt School

READ: Benjamin, Walter. [1936] 2012. "The Work of Art in the Age of Mechanical Reproduction." In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second Edition, 37-53. Malden, MA: Blackwell CORE

READ: Adorno, Theodor W. [1938] 2001. "On the Fetish Character in Music and the Regression of Listening." In *The Culture Industry: Selected Essays on Mass Culture*, edited by J.M. Bernstein, 29-60. New York: Routledge.

READ: Benjamin, Walter. [1940] 2006. "On the Concept of History." In *Walter Benjamin: Selected Writings, 4: 1938-1940*, edited by Howard Eiland and Michael W. Jennings, 1 edition., 389-400. Belknap Press: An Imprint of Harvard University Press.

READ: Adorno, Theodor and Max Horkheimer. [1944] 2012. From Dialectic of Enlightenment. In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second Edition, 53-75. Malden, MA: Blackwell CORE

READ: Adorno, Theodor W. [1963] 2001. "Culture Industry Reconsidered." In *The Culture Industry: Selected Essays on Mass Culture*, edited by J.M. Bernstein, 98-106. New York: Routledge.

READ: Sandvig, Christian. 2015. "The Social Industry" *Social Media + Society*. <https://doi.org/10.1177/2056305115582047>.

CODE: Sá Pereira, Moacir P. 2017. "2. JS Calculator" The JavaScripting English Major. <https://the-javascripting-english-major.org/v1/2-calculator>.

CODE: "Creating and Using Variables" Webcourses module.

January 22: Semiotics

READ: Chandler, Daniel. 2007. *Semiotics: The Basics*. 2 edition. London ; New York: Routledge. pp. 13-45.

READ: Saussure, Ferdinand de. [1916] 1986. *Course in General Linguistics*. Translated by Roy Harris. Reprint edition. LaSalle, Ill: Open Court. pp. 8-17, 65-81.

READ: Peirce, Charles S. [c. 1893-1910] 2011. "Logic as Semiotic: The Theory of Signs." In *Philosophical Writings of Peirce*, edited by Justus Buchler, 98-119. New York, NY: Dover Publications.

READ: Ledin, Per, and David Machin. 2016. "A Discourse-Design Approach to Multimodality: The Visual Communication of Neoliberal Management Discourse." *Social Semiotics* 26 (1): 1-18. <https://doi.org/10.1080/10350330.2015.1089652>.

CODE: Sá Pereira, Moacir P. 2017. "3. Programming" The JavaScripting English Major. <https://the-javascripting-english-major.org/v1/3-programming>.

CODE: "Conditional Statements" Webcourses module.

January 29: Postmodernism and Poststructuralism

READ: Barthes, Roland. 1978. "Rhetoric of the Image." In *Image-Music-Text*, translated by Stephen Heath, 32-51. New York: Hill and Wang. CORE

READ: Barthes, Roland. 1978. "The Death of the Author." In *Image-Music-Text*, translated by Stephen Heath, 142-48. New York: Hill and Wang. CORE

READ: Baudrillard, Jean. [1981] 2012. "The Precession of Simulacra." In *Media and Cultural Studies: Keywords*, edited by Meenakshi Gigi Durham and Douglas M. Kellner, 2 edition, 388-407. Malden: Wiley-Blackwell. CORE

READ: Jameson, Fredric. [1984] 2012. "Postmodernism, or the Cultural Logic of Late Capitalism." In *Media and Cultural Studies: Keywords*, edited by Meenakshi Gigi Durham and Douglas M. Kellner, 2 edition, 407-33. Malden: Wiley-Blackwell.

READ: Bourdieu, Pierre. [1979] 2012a. "From Distinction." In *Media and Cultural Studies: Keywords*, edited by Meenakshi Gigi Durham and Douglas M. Kellner, 2 edition, 249-53. Malden: Wiley-Blackwell.

READ: Bourdieu, Pierre. [1998] 2012b. "On Television." In *Media and Cultural Studies: Keywords*, edited by Meenakshi Gigi Durham and Douglas M. Kellner, 2 edition, 253-59. Malden: Wiley-Blackwell.

READ: Baer, Brian James. 2017. "De-Sacralizing the Origin(al) and the Transnational Future of Translation Studies." *Perspectives* 25 (2): 227-44. <https://doi.org/10.1080/0907676X.2016.1211157>.

CODE: Sá Pereira, Moacir P. 2017. "4. Functions" The JavaScripting English Major. <https://the-javascripting-english-major.org/v1/4-functions>.

CODE: "Functions" Webcourses module.

February 5: Foucault

READ: Foucault, Michel. [1969] 1980. "What Is an Author?" In *Language, Counter-Memory, Practice: Selected Essays and Interviews*, 113-38. Cornell University Press.

READ: Foucault, Michel. [1966] 1994. *The Order of Things*. New York: Vintage Books. CORE Selections TBD.

READ: Foucault, Michel. [1975]. 1995. *Discipline & Punish: The Birth of the Prison*. New York: Vintage. Selections TBD.

READ: Foucault, Michel. [1976] 1990. *The History of Sexuality, Vol. 1: An Introduction*. New York, NY: Vintage. Selections TBD.

CODE: Sá Pereira, Moacir P. 2017. "5. Collections of Data" *The JavaScripting English Major*. <https://the-javascripting-english-major.org/v1/5-collections>.

+ A contemporary reading TBD

CODE: "Objects" Webcourses module.

February 12: Birmingham School

READ: Hall, Stuart. 1992. "Cultural Studies and the Centre: Some Problematics and Problems." In *Culture, Media, Language: Working Papers in Cultural Studies, 1972-79*, edited by Stuart Hall, Dorothy Hobson, Andrew Lowe, and Paul Willis, 3-33. New York: Routledge.

READ: Hebdige, Dick. [1979] 2012. *From Subculture: The Meaning of Style In Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second Edition, 124-136. Malden, MA: Blackwell.

READ: Williams, Raymond [1980] 2012. "Base and Superstructure in Marxist Cultural Theory." In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second Edition, 115-124. Malden, MA: Blackwell.

READ: Hall, Stuart. [1980] 2012. "Encoding/Decoding." In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second Edition, 137-144. Malden, MA: Blackwell. CORE

READ: Williams, Raymond. [1975] 2003. "The Technology and the Society" *Television: Technology and Cultural Form*. London: Routledge. pp. 1-25.

READ: Light, Ben, Jean Burgess, and Stefanie Duguay. 2018. "The Walkthrough Method: An Approach to the Study of Apps." *New Media & Society* 20 (3): 881-900. <https://doi.org/10.1177/1461444816675438>.

CODE: "Data Types and Arrays" and "Loops." Webcourses modules.

February 19: Feminist and Gender Theory

READ: Mulvey, Laura. [1973] 2012. "Visual Pleasure and Narrative Cinema." In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second ed, 267-274. Malden, MA: Blackwell.

READ: Haraway, Donna J. [1985] 1996. "A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century." In *Simians Cyborgs and Women*, 149-82. London: Free Association Books. CORE

READ: Haraway, Donna J. [1988] 1996. "Situated Knowledges: The Science Question in Feminism and the Privilege of Partial Perspective." In *Simians Cyborgs and Women*, 183-202. London: Free Association Books. CORE

READ: Butler, Judith. 1990. *Gender Trouble: Feminism and the Subversion of Identity*. New York, NY: Routledge. pp. 3-11, 171-180

READ: Butler, Judith. 1993. *Bodies That Matter: On the Discursive Limits of "Sex."* New York, NY: Routledge. pp. 1-16.

READ: Collins, Patricia Hill. [2004] 2012. "Booty Call: Sex, Violence, and Images of Black Masculinity." In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second, 318-37. Malden, MA: Blackwell.

READ: Carah, Nicholas, and Amy Dobson. 2016. "Algorithmic Hotness: Young Women's 'Promotion' and 'Reconnaissance' Work via Social Media Body Images." *Social Media + Society* 2 (4): 2056305116672885.
<https://doi.org/10.1177/2056305116672885>.

CODE: "Working with Tracery." Webcourses module.

Recommended: Haraway, Donna J. [1987] 1996. "'Gender' for a Marxist Dictionary: The Sexual Politics of a Word." In *Simians Cyborgs and Women*, 127-48. London: Free Association Books. CORE

February 26: Critical Race and Postcolonial Theory

READ: Said, Edward W. 1979. "Introduction." *Orientalism*. 1st edition. New York: Vintage. pp. 1-28 CORE

READ: Mohanty, Chandra. [1991] 2012. "Under Western Eyes: Feminist Scholarship and Colonial Discourses." In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second, 347-64. Malden, MA: Blackwell.

READ: Hall, Stuart. 1996. "When Was 'the Post-Colonial'? Thinking at the Limit." In *The Postcolonial Question*, edited by Iain Chambers and Lidia Curti, 242–60. Routledge. <https://doi.org/10.4324/9780203138328-30>.

READ: hooks, bell. [1992] 2012. "Eating the Other: Desire and Resistance." In *Media and Cultural Studies: KeyWorks*, edited by Meenakshi Gigi Durham and Douglas Kellner, Second, 308–18. Malden, MA: Blackwell.

READ: Dyer, Richard. 1997. "Lighting for Whiteness." In *White*, 89–102. London, UK: Routledge.

READ: Mason, Corinne Lysandra. 2016. "Tinder and Humanitarian Hook-Ups: The Erotics of Social Media Racism." *Feminist Media Studies* 16 (5): 822–37. <https://doi.org/10.1080/14680777.2015.1137339>.

CODE: Sá Pereira, Moacir P. 2017. "6. Abstraction" *The JavaScripting English Major*. <https://the-javascripting-english-major.org/v1/6-abstraction>.

March 4: Queer Theory

READ: Moraga, Cherríe. [1979] 1983. "La Güera." In *This Bridge Called My Back: Writings by Radical Women of Color*, edited by Cherríe Moraga and Gloria Anzaldúa, 27–34. Latham, NY: Kitchen Table Press.

READ: Rubin, Gayle S. [1984] 1993. "Thinking Sex: Notes for a Radical Theory of the Politics of Sexuality." In *The Lesbian and Gay Studies Reader*, edited by Henry Abelove, Michèle Aina Barale, and David M. Halperin, 3–44. New York, NY: Routledge. Excerpts.

READ: Cohen, Cathy J. 1997. "Punks, Bulldaggers, and Welfare Queens: The Radical Potential of Queer Politics?" *GLQ: A Journal of Lesbian and Gay Studies* 3 (4): 437–65.

READ: McRuer, Robert. 2006. "Introduction: Compulsory Able-Bodiendess and Queer/Disabled Existence." *Crip Theory: Cultural Signs of Queerness and Disability*. New York, NY: New York University Press. pp. 1-32

READ: Stanfill, Mel. 2016. "Straighten up and Fly White: Whiteness, Heteronormativity, and the Representation of Happy Endings for Fans." In *Seeing Fans: Representations of Fandom in Media and Popular Culture*, edited by Lucy Bennett and Paul Booth. New York: Bloomsbury Academic.

CODE: Sá Pereira, Moacir P. 2017. "7. Oops." *The JavaScripting English Major*. <https://the-javascripting-english-major.org/v1/7-errors>.

March 11: Spring Break

March 18: Toronto School

READ: Innis, Harold Adams. [1951] 1964. *The Bias of Communication*. University of Toronto Press. pp. 33-60.

READ: McLuhan, Marshall. [1964] 1994. *Understanding Media: The Extensions of Man*. Reprint edition. Cambridge, Mass: The MIT Press. pp. 23-45

READ: Ong, Walter J. [1982] 2002. *Orality and Literacy*. 2 edition. London: Routledge. CORE. Selections TBD.

+ A contemporary reading TBD

CODE: "Document Object Model" Webcourses module.

CODE: Sá Pereira, Moacir P. 2017. "8. Writing a Webpage." *The JavaScripting English Major*. <https://the-javascripting-english-major.org/v1/8-webpage>.

March 25: Affordance Theory

READ: Gibson, James J. [1977] 2015. "The Theory of Affordances" *The Ecological Approach to Visual Perception*. New York: Psychology Press. CORE

READ: Norman, Donald A. [1988] 2002. "Preface to the 2002 Edition" and "User-Centered Design." *The Design of Everyday Things*. 2nd ed. New York, NY: Basic Books.

READ: Hartson, H. Rex. 2003. "Cognitive, Physical, Sensory, and Functional Affordances in Interaction Design." *Behaviour & Information Technology* 22 (5): 315-38.

READ: Hutchby, Ian. 2001. "Technologies, Texts and Affordances." *Sociology* 35 (2): 441-56.

READ: Schrock, Andrew Richard. 2015. "Communicative Affordances of Mobile Media: Portability, Availability, Locatability, and Multimediality." *International Journal of Communication* 9: 18.

CODE: "Web Development with jQuery" Webcourses module.

April 1: SCMS Conference - No class

READ: Noble, Safiya Umoja. 2018. *Algorithms of Oppression: How Search Engines Reinforce Racism*. New York: NYU Press. CORE: p. 1-109

ASSIGNMENT: Submit a working Tracery Grammar that can generate intelligible statements using terms from your theorist

April 8: Algorithms

READ: Noble, Safiya Umoja. 2018. Algorithms of Oppression: How Search Engines Reinforce Racism. New York: NYU Press. CORE: p. 110-186

CODE: Sá Pereira, Moacir P. 2017. "9. Building a Dataset." The JavaScripting English Major. <https://the-javascripting-english-major.org/v1/9-dataset>.

April 15: Platform Studies

READ: Manovich, Lev. 2005. "Generation Flash." In Total Interaction: Theory and Practice of a New Paradigm for the Design Disciplines, edited by Gerhard M. Buurman, 67-77. Basel: Birkhäuser. https://doi.org/10.1007/3-7643-7677-5_6. <https://link-springer-com.ezproxy.net.ucf.edu/content/pdf/10.1007%2F3-7643-7677-5.pdf>

READ: Sterne, Jonathan. 2006. "The Mp3 as Cultural Artifact." New Media & Society 8 (5): 825-42. <https://doi.org/10.1177/1461444806067737>.

READ: Montfort, Nick, and Ian Bogost. 2009. Racing the Beam: The Atari Video Computer System. 2nd ptg edition. Cambridge, Mass: The MIT Press. pp. Vii-vii, 1-15, 145-150.

READ: Bogost, Ian, and Nick Montfort. 2009. "Platform Studies: Frequently Questioned Answers." In Digital Arts and Culture. <https://escholarship.org/uc/item/01r0k9br>.

READ: Gillespie, Tarleton. 2010. "The Politics of 'Platforms.'" New Media & Society 12 (3): 347-64. <https://doi.org/10.1177/1461444809342738>.

READ: Massanari, Adrienne. 2017. "#Gamergate and The Fappening: How Reddit's Algorithm, Governance, and Culture Support Toxic Technocultures." New Media & Society 19 (3): 329-46. <https://doi.org/10.1177/1461444815608807>.

CODE: "Using Command-Line and Server-Side JavaScript with NodeJS" Webcourses module.

April 22: Mock Exam Due