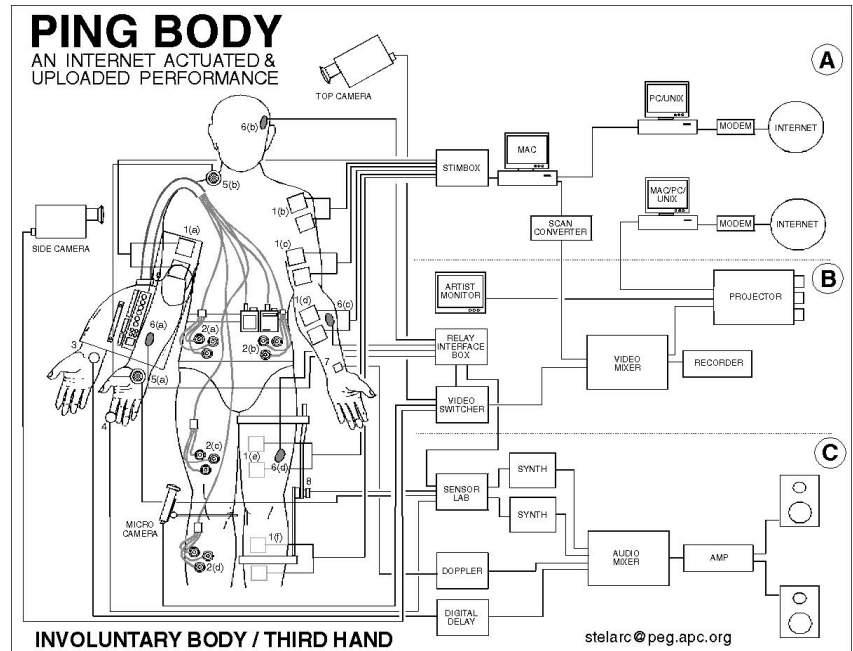


WRITING MACHINES

rhetorical
technologies and new
media ecologies

Space: 335 State Hall / Time:
Thursdays, 6-9 PM /
Instructor: Dr. Jeff Pruchnic /
Office: 9308, 5057 Woodward
/ Office Hours: Tuesdays 9-
10:30 AM; Thursdays 2:00-3:30
/ Phone: 313-577-3060 (office);
814-574-0252 (mobile)



Description

Writing Machines is designed to introduce students to the increased focus within English Studies on the rhetorics, politics, and aesthetics of new media and information technologies. Topics covered will include the relationship between episteme and *tekhnē* in the Western philosophical tradition, the impact of technology on contemporary critical and cultural theory, and, most generally, the kind of work on and with new media and its associated vectors that takes place within English Studies. Although this is a Rhetoric/Composition course, we will spend equal time engaging work within philosophy, film and television studies, economics, and literary studies. Our tentative list of texts includes works by Adam Banks, Jonathan Bellar, Richard Dienst, Deleuze, Derrida, Johndan Johnson-Eilola, Alexander Galloway, N. Katherine Hayles, Jeffrey T. Nealon, Bernard Stiegler, Stuart Selber, and Paulo Virno. Whenever possible, these authors will join us via tele- or videoconference for short periods during class meetings to personally field students' questions and comments about their work.

Requirements

Seminar Paper (50%): The major requirement for this course is a 20-30 page seminar paper of "publishable" quality. Although you will have fairly free reign in choosing your topic, all papers must be focused on rhetoric and/or new media and have some connection to the ideas we will be discussing in this course. I am more than happy to

help you develop your topic and approach throughout the semester; however, unlike your health insurance carrier, I assume you have pre-existing conditions: a research itinerary or interests that can be molded into a project for this course.

Professional Website (15%): In addition to the more traditional deliverables for this course (responses, presentations, seminar papers), you will also be assigned to create a professional web presence for yourself. You can define the exact purpose of this presence, but it must be geared towards aiding your professional development and/or your eventual entry into the job market. No previous web design experience is required.

Weekly Responses (20%): Each week you will compose a response to the material under review and we will begin each class by reading and discussing these responses. As we progress further in the course, these responses may also intersect with your work on the seminar paper. Soft copies of these responses will also be due to the course blog with 48 hours after our course meeting.

Book Presentation (15%): Two or more books have been selected for each class meeting from the third week onward (listed in the smaller font in the schedule below). You will select one of these texts (or one of your own choosing that I have approved) to present to the class in a 10-15 minute discussion of how it intersects or impacts our course trajectory and why it might be useful to other members of the course.

Schedule

One [09/11]

Lunenfeld: *Digital Dialectic*

Two [09/18]

Stiegler: *Technics & Time*

Massumi: *Parables for the Virtual*

Feenberg: *Questioning Technology*

Kroker: *The Will to Technology and the Culture of Nihilism*

Three [09/25]

Johnson-Eilola: *Datacloud*

Shirky: *Here Comes Everybody*

Lunenfeld: *User*

Kaptelinin/Nardi: *Acting with Technology*

Four [10/02]

Selber: *Multiliteracies*

Snyder: *Silicon Literacies*

Lanham: *The Economics of Attention*

Kress: *Literacy in the New Media Age*

Five [10/09]

Banks: *Race, Rhetoric, and Technology*

Nakamura: *Digitizing Race*

Nelson/Tu/Hines: *TechniColor*

Monroe: *Crossing the Digital Divide*

Six [10/16]

Rice: *The Rhetoric of Cool*

Wysocki: *Writing New Media*

Liu: *The Laws of Cool*

O'Gorman: *E-Crit*

Seven [10/23]

Dienst: *Still Life in Real Time*
Derrida/Stiegler: *Echographies of Television*
Thorburn/Jenkins: *Rethinking Media Change*
Derrida: *Paper Machine*
Williams: *Television*
Gripsud/Ovalle: *Television after TV*

Eight [10/30]

Bellar: *The Cinematic Mode of Production*
Marchessault: *Fluid Screens*
Debord: *Society of the Spectacle*
Rodowick: *The Virtual Life of Film*

Nine [11/06]

Hayles: *Electronic Literature*
Ryan: *Avatars of Story*
McGann: *Radiant Textuality*
Hayles: *My Mother Was a Computer*
Bolter/Grusin: *Remediation*
Amerika: *META/DATA*

Ten [11/13]

Virno: *A Grammar of the Multitude*
Deleuze: "Desire and Pleasure;"
"Postscript on Control Society"
Hardt/Negri: *Multitude*
Virno: *Multitude*
Virno/Hardt: *Radical Thought in Italy*

Eleven [11/20]

Galloway: *Protocol*
Galloway/Thacker: *The Exploit*
Galloway: *Gaming*
Terranova: *Network Culture*

Twelve [11/25]

Nealon: *Foucault Beyond Foucault*
Deleuze: *Foucault*
Agamben: *Sovereignty and Life*
Esposito: *Bios*

Thirteen [12/04]

Draft Workshop/Web Presentations

Fourteen [12/11]

Final Class Meeting

