

## Text & Medium Course Schedule

### **Pre-Reading (Recommended)**

- John Guillory, "Genesis of the Media Concept" (pdf)
- Lisa Gitelman, "Introduction: Media as Historical Subjects" from *Always Already New* (pdf)
- [Shannon Communications Diagram](#)

### **Week 1 (Jan. 18): "The Senses"**

- [Adam Gopnik on Haptics \(New Yorker\)](#)
- [Maria Konnikova on Wine Tasting \(New Yorker\)](#)
- [Anna Maria Barry-Jester on Rancid Olive Oil \(FiveThirtyEight\)](#)
- [Neil Harbisson TED Talk \(Video\)](#)
- ["Batman" from This American Life \(Podcast\)](#)

### **Week 2 (Jan. 25): "Oral Traditions"**

- Walter J. Ong, from *Orality and Literacy* (pdf)
- ["Oral-formulaic Composition" \(Wiki\)](#)
- [Lindsay Abrams on "The Neuroanatomy of Freestyle Rap"](#)
- Erik Pihel, "A Furified Freestyle: Homer and Hip-Hop" (pdf)
- [Common, "5-Min Freestyle"](#)
- [Miles Davis, "So What"](#)

### **Week 3 (Feb. 1): "Movement"**

- [Judith Thurman on Maria Abramovic \(New Yorker\)](#)
- ["Balanchine Teaching" \(New Yorker\)](#)
- Judith Lynne Hanna, from *To Dance is Human: A Theory of Nonverbal Communication* (pdf)
- Nadel and Strauss, from *The Dance Experience* (pdf)

#### **Week 4 (Feb. 8): "Maps"**

- Mark Monmonier, from *How to Lie With Maps* (pdf)
- Steven Johnson, from *The Ghost Map* (pdf)
- [Gall--Peters Projection, The West Wing \(clip\)](#)
- Franco Moretti, "Maps" from *Graphs, Maps, Trees: Abstract Models for Literary History* (pdf)

#### **Week 5 (Feb. 15): "Manuscripts"**

- Clemens & Graham, from *Introduction to Manuscript Studies* (pdf)
- Stephen Nichols, "What is a manuscript culture?" (pdf)
- Elaine Treharne, "The transcendent manuscript in the digital age" (pdf)
- ["Audiotactility and the Medieval Soundscape of Parchment"](#)
- [The Lazarus Project](#)
- [Mappa Mundi Project](#)
- **Feb. 15 seminar meets in Rare Books & Special Collections (RR 225)**, guest instructor Marie Turner

#### **Week 6 (Feb. 22): "Sound"**

- ["Sound" via MLA Commons Digital Pedagogy Terms](#)
- R. Murray Schafer, from *The Soundscape: Our Sonic Environment and the Tuning of the World* (pdf)
- Alan Licht, "Sound Art: Origins, development, and ambiguities" (pdf)
- Brandon LaBell, "On Accommodating Sound Art in the Museum" (pdf)
- Budhaditya Chattopadhyay, "Designing Sound for the "Dubbing Era" of Indian Cinema" (pdf)

#### **Week 7 (March 1): "AR / VR"**

- Jason Jerald, from *The VR Book: Human-Centered Design for Virtual Reality* (pdf)
- Melanie Chan, from *Virtual Reality: Representations in Contemporary Media* (pdf)

- [Google Cardboard](#), [Google Glass](#), and [Microsoft HoloLens](#) projects
- (free) Google Cardboard apps to try: [NY Times VR](#); [Official Google Carboard](#); [Within VR](#); [The Bohemian Rhapsody Experience](#);
- (free) Augmented Reality apps to try: [Pokemon Go](#); [WallaME](#); [Google Translate](#); [Layar](#); [INKHUNTER](#);

### **Week 8 (March 8): "Scholarly Editing"**

- G. Thomas Tanselle, from *Rationale of Textual Criticism* (pdf)
- Jerome McGann, from *Critique of Modern Textual Criticism* (pdf)
- Morris Eaves, "The Editorial Void" lecture & slides (pdf and ppt)
- Morris Eaves, "Misc Notes" (pdf)
- Morris Eaves, ["Crafting Editorial Statements"](#)
- [William Blake Archive](#)

### **Week 9 (Spring Break)**

### **Week 10 (March 22): "Print 1--Book Histories"**

- Levy & Mole, "Introduction" & "Brief Chronology" from *The Broadview Reader in Book History* (pdf)
- Michael Twyman, "What is Printing?" in *Broadview Reader* (pdf)
- Robert Darnton, "What is the History of Books?" in *Broadview Reader* (pdf)
- Paula McDowell, "Towards a Genealogy of 'Print Culture' and 'Oral Tradition'" in *Broadview Reader* (pdf)
- ["Illuminated Printing," William Blake Archive](#)
- [Stephen Fry, "The Machine that Made Us"](#)

### **Week 11 (March 29): "Print 2--Book Futures"**

- [Visual Studies Workshop](#)

- Choose 1 (or find another of your choosing), read on your own, and bring to class ready to introduce/discuss it:
  - Mark Z. Danielewski, *House of Leaves* or *Only Revolutions*; Chris Ware, *Building Stories*; Ishmael Reed, *Mumbo Jumbo*; Theresa Hak Kyung Cha, *Dictee*; J. J. Abrams and Doug Dorst, *S.*; B.S. Johnson, *The Unfortunates*; Zachary Thomas Dodson, *Bats of the Old Republic*; Marc Saporta, *Composition No. 1*; Graham Rawle, *Woman's World: A Novel*; Eli Horowitz, *The Pickle Index*; Jonathan Safran Foer, *Tree of Codes*.

### **Week 12 (April 5): "Early Networks"**

- Tom Standage, from *The Victorian Internet* (pdf)
- Henry James, *In the Cage* (pdf)
- Richard Menke, "Telegraphic Realism: Henry James's 'In the Cage'" (pdf)

### **Week 13 (April 12): "Photography"**

- Friedrich Kittler, "Film" from *Gramophone, Film, Typewriter* (pdf)
- Julie K. Brown, "Seeing and Remembering" (pdf)
- Peter Galassi, "Before Photography" (pdf) **OR** Diane Waggoner, "Photographic Amusements" (pdf)
- Daguerre, Arago, & Poe "Announcements" (pdf)
- ["Last Known Roll of Kodak Film Returns to Rochester"](#) (*The Atlantic*)
- [Graphics Atlas](#)
- [Eastman Museum](#)

### **Week 14 (April 19): "Word Processing"**

- Matthew Kirschenbaum, from *Track Changes* (pdf)
- Friedrich Kittler, "Typewriter" from *Gramophone, Film, Typewriter* (pdf)

### **Week 15 (April 26): "Broadcast Media"**

- Marshall McLuhan, "The Medium is the Message"; "The Playboy Interview" (pdf)
- Selections from *Radiotext(e)*, Ed. Neil Strauss (pdf)
- Suggested: Thomas Pynchon, *The Crying of Lot 49*
- Suggested: George Lucas, *American Graffiti* (film)

### **Week 16 (May 3): "The Internet"**

- [Vannevar Bush, "As We May Think"](#)
- [Shannon Communications Diagram](#)
- Andrew Blum, *Tubes: A Journey to the Center of the Internet* (pdf)
- [This Tweet](#)