

Syllabus

M.A. English – Semester-III

Paper-XI : New Media Writing (Theory) - I

PANJAB UNIVERSITY, CHANDIGARH (2022-2023)

The course intends to explore the emerging relationship between New Media and writing. New media is an umbrella term used for various kinds of electronic communications that are conceivable due to innovation in computer technology. The 'old' media largely consisted of newspapers, magazines, books, television and other such non-interactive media; the new media includes websites, online video/audio streams, email, online social platforms, online communities, online forums, blogs, web advertisements, online-education and much more. The students will gain perspective on the cultural uses and practices of writing since the development of literacy 2700 years ago through a reading and discussion of conceptual essays and new media texts. In the course the emphasis is the history, theory and politics of new media. The course is divided into five units. Each unit consists of general introductory essays on the historical and conceptual understanding of various aspects of new media writing. The students are expected to study the prescribed texts closely. The students are also expected to study books and articles mentioned in the suggested readings to enhance their understanding of the primary texts, but there will be no question on the suggested readings. The paper shall consist of five compulsory questions – one each from a unit. Each question shall however have internal choice. The paper shall carry a total of 80 marks.

Unit-I

1. Marshall McLuhan, "Media: Hot and Cold"; *Understanding Media: The extensions of man*. (First MIT Press Edition, 1994) 22-32.
2. Ithiel de Sola Pool, "Electronics Takes Command", *Technologies of Freedom* (Cambridge, Massachusetts and London: The Belknap Press of Harvard University Press, 1983) 23-54.

Unit-II

1. Lev Manovich, "What is new media", *The Language of New Media* 43-65.
2. Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly "The characteristics of new media: some defining concepts", *New Media: A Critical Introduction* (London & New York: Routledge, 2009) 2003 Ist. Ed. 13-43.

Unit-III

1. George P. Landow. "Hypertext and Critical Theory", *Hypertext 3.0: Critical Theory and New Media in an Era of Globalization* (Baltimore: John Hopkins University Press, 1992) 2006 Ed. 53-68.

Unit-IV

- The Digital Humanities Manifesto 2.0 can be accessed from http://jeffreyschnapp.com/wp-content/uploads/2011/10/Manifesto_V2.pdf
- Matthew G. Kirschenbaum "What Is Digital Humanities and What's It Doing in English Departments?" *Defining Digital Humanities Reader*. Eds Melissa Terras, Julianne Nyhan, Edward Vanhoutte (Farnham and Burlington: Ashgate Publishing House, 2013) 195-204.

Unit-V

1. George P. Landow, "The Politics of Hypertext: Who Controls the Text" *Hypertext 3.0: Critical Theory and New Media in an Era of Globalization* (Baltimore: John Hopkins University Press, 1992) 2006 Ed. 321-376.

Note: Please compare the Syllabus with the Syllabus issued by the University. We are not responsible about it.