

English 3300 Proposal

- 1. Proposed by:** Leonardo Flores
- 2. Submitted on:** October 13, 2018
- 3. Title:** Three Generations of Electronic Literature
- 4. Credits:** 3 credits
- 5. Course Description**

This course offers an introduction to literature that engages the expressive potential of electronic and digital media. The course will be structured through a historical framework that proposes three generations of electronic literature: the first from 1951 to 1995, the second from the launching of the Web in 1995 to the present, and a third that arises circa 2005 with the rise of social media networks and app-based platforms. Through this generational focus, the course will explore the main electronic literature genres and the artistic and literary movements they arise from and respond to. Finally, the course will explore a model of stages of social adoption of electronic literature: approach, discovery, experimentation, and adoption. Here's an outline of the course:

1. First Generation (12 hours)
 - a. Antecedents and approaches to electronic literature
 - b. History and origins of electronic literature
 - c. Literary genres and modalities: computational literature, chatterbots, interactive fiction, hypertext, demo, videopoetry
2. Second Generation (12 hours)
 - a. The World Wide Web, Director, Flash, and digital modernism
 - b. Artistic and literary contexts: Futurism, Surrealism, Concrete Poetry, Sound Poetry, Lettrism, Modernism, Experimentalism
 - c. Literary genres and modalities: multimodality, e-poetry, cybertexts, generative literature, net.art, videogames
3. Third Generation (12 hours)
 - a. Social media networks, touchscreen and mobile devices, app platforms and markets, digital literacy, tools and apps for creation
 - b. Artistic and literary contexts: conceptual art, remix culture, fan culture, memes, Flarf poetry
 - c. Literary genres and modalities: remix, memes, kinetic typography, bots in social media networks, apps, children's e-literature
4. Electronic Literature as a Field (9 hours)
 - a. New critical perspectives: critical code studies, software studies, platform studies, ludology, interface studies, and media-specific analysis
 - b. Research in electronic literature: resources, publications, tools
 - c. Phases for social adoption of electronic literature: approach, discovery, experimentation, and adoption.

6. Justification

The study of electronic literature is important because it shows the impact of the computer and digital media on the creation of literature. The diversification of literary practices, genres, and new modalities since 1951 expands the possibilities of written expression beyond the print

tradition and shows the potential of digital media to innovate literature. At a time in which digital media has eclipsed print media as the primary space for writing, publication, and circulation of texts it is essential for our students to learn about this writing modality and its expressive potential.

Electronic literature is my specialization. I have taken graduate coursework, produced a dissertation, won multiple grants, and published extensively in this area. I am a world-class scholar in this area, and am frequently invited to give public lectures, keynotes, participate in dissertation defenses, and participate in research and working groups internationally. For evidence of these claims, please see my CV through [this link](#).

7. Method of Presentation: lecture, discussion

8. Evaluation

- Essay #1: Analysis of a 1st Generation E-Lit Work (20%)
- Essay #2: Analysis of a 2nd Generation E-Lit Work (20%)
- Essay #3: Analysis of a 3rd Generation E-Lit Work (20%)
- Short Assignments (10%)
- Attendance & Participation (10%)
- Final Exam (20%)

9. Anticipated Student Interest

This course should be of interest to English majors, particularly those who have taken courses with me. The course will also serve the post-Intermediate English population, so it should easily fill up to capacity.

10. Required and Recommended Texts

Required Texts:

- [Electronic Literature Collection, Vol. 1](#) (2006)
- [Electronic Literature Collection, Vol. 2](#) (2011)
- [Electronic Literature Collection, Vol. 3](#) (2016)
- [ELMCIP Anthology of European Electronic Literature](#) (2012)
- Antología litElat (forthcoming 2019)
- Rettberg, Scott. *Electronic Literature*. London: Polity Press. 2019. (textbook)
- Additional texts will be available online.

Recommended Texts:

- Electronic Book Review. <http://electronicbookreview.com/essay/>
- Flores, Leonardo. *I Love E-Poetry*. 2011-present. <http://iloveepoetry.org>.
- Flores, Leonardo. Electronic Literature Column in *80 Grados*. 2016-present. <https://www.80grados.net/author/leonardo/>
- Ryan, Marie-Laure, Lori Emerson, and Benjamin J. Robertson, eds. *The Johns Hopkins guide to digital media*. Baltimore: Johns Hopkins University Press, 2014.
- Tabbi, Joseph, ed. *The Bloomsbury Handbook of Electronic Literature*. Bloomsbury Publishing, 2017.
- Additional texts will be available online.