

ED 706 / ED 737-001
Winter 2007
Professor Jay Lemke

Advanced Topics in Literacy Education: Popular Culture and New Media Literacies

1. New Media and New Literacies

Alvermann, D.E., & Hagood, M.C. (2000a). Critical media literacy: Research, theory, and practice in new times. *Journal of Educational Research*, 93, 193-205.

Elizabeth Birr Moje; Josephine Peyton Young; John E Readence; David W Moore. 2000. Reinventing adolescent literacy for new times: Perennial and millennial issues. *Journal of Adolescent & Adult Literacy*; Feb 2000; 43, 5: 400 – 409.

Lankshear, C. & Knobel, M.

(2001). Do we have your attention? New literacies, digital technologies and the education of adolescents. <http://www.geocities.com/c.lankshear/attention.html>

(2002). Critical Cyberliteracies: What Young People can Teach us About Reading and Writing the World. <http://www.geocities.com/c.lankshear/cyberliteracies.html>

Steinkuehler, C.A., Black, R.W., & Clinton, K.A. (2005). Researching Literacy as Tool, Place, and Way of Being. *Reading Research Quarterly*, 40 (1), 7-12.

Steinkuehler, C. & Williams, D. (2006). Where everybody knows your (screen) name: Online games as third places. *Journal of Computer-Mediated Communication*, 11(4), article 1. <http://jcmc.indiana.edu/vol11/issue4/steinkuehler.html>

Leander, K. M. (2003). Writing travelers' tales on New Literacyscapes. *Reading Research Quarterly*, 38 (3), 392-397.

Leander, K. M. & McKim, K. K. (2003). Tracing the everyday "sittings" of adolescents on the Internet: A strategic adaptation of ethnography across online and offline spaces. *Education, Communication, & Information* 3 (2), 211-240.

2. Multimedia Literacies

D.E. Alvermann, M.C. Hagood, & K.B. Williams (2001, June). Image, language, and sound: Making meaning with popular culture texts. *Reading Online*, 4(11).

Available:

http://www.readingonline.org/newliteracies/lit_index.asp?HREF=/newliteracies/action/alvermann/index.html

Lemke, J. L. 2002. Travels in Hypermodality. *Visual Communication* 1(3): 299-325.

Video Epistemology In-and-Outside the Box: Traversing Attentional Spaces. To appear in Goldman-Segall, R. & Pea, R., Eds., *Video Research in the Learning Sciences*. Mahwah, NJ: Erlbaum.

3. New Media and Popular Culture

Jenkins, H. 2002. Interactive Audiences?: The 'Collective Intelligence' of Media Fans" in Dan Harries (ed.), *The New Media Book*, (London: British Film Institute, 2002). [also in *Fans, gamers, and bloggers*]

<http://web.mit.edu/cms/People/henry3/collective%20intelligence.html>

Quentin Tarantino's Star Wars?: Digital Cinema, Media Convergence and Participatory Culture," in David Thorburn and Henry Jenkins (eds.) *Rethinking Media Change* (Cambridge: MIT Press, 2003).

<http://web.mit.edu/cms/People/henry3/starwars.html>

NB. Both of these also appear in a new collection:

Jenkins, H. (2006). *Fans, bloggers, and gamers: Media Consumers in a Digital Age*. New York: NYU Press. The ideas are further developed in a new book:

Jenkins, H. (2006). *Convergence Culture*. New York: NYU Press.

4. New Media, Social Networking, & Identity: Blogging, MySpace, etc.

Lankshear, C. and Knobel, M.

2003. Do-it-yourself broadcasting: Weblogs in a knowledge society

<http://www.geocities.com/c.lankshear/blog2003.html>

2006. Blogging as Participation: The active sociality of a new literacy (Paper presented to the American Educational Research Association Annual Meeting, San Francisco, 11 April 2006)

Boyd, Danah. 2006. "Identity Production in a Networked Culture: Why Youth Heart MySpace . (paper presented at AAAS, 2006)

<http://www.danah.org/papers/AAAS2006.html>

Class Explorations

Identify and report on a social networking site, blog or blogging portal, YouTube or similar video site with discussion forums, or a music site with discussion forums. Pay attention to expressions of personal and group identity, collective intelligence, and forms of literacy needed for full participation.

5. Games as Advanced Media: Portals, Fansites, Publisher sites

Gee, J. P. (2003). What video games have to teach us about learning and literacy. New York: Palgrave/Macmillan. [selections online]

Squire, K.D. in press. Civilization III as a world history sandbox. To appear in Civilization and its discontents. Virtual history. Real fantasies. Milan, Italy. Ludologica Press. (.doc)

Steinkuehler, C. 2004. Learning in Massively Multiplayer Online Games. Paper presented at the International Congress of the Learning Sciences (ICLS).

Steinkuehler, C. A. (2005). The new third place: Massively multiplayer online gaming in American youth culture. Tidsskrift: Journal of Research in Teacher Education, 3, 17-32.

Black, R. W. (2006). Language, culture, and identity in online fanfiction. E-learning, 3 (2), 170-184.

Class Explorations

Identify and report on a fansite for a video- or computer game, or for some other form of popular culture (e.g. films, television, books, anime, etc.).

6. Mobile Computing, Phones, Wikis, and Zines

Ito, Mizuko (Mimi):

2005. Intimate Connections: Contextualizing Japanese Youth and Mobile Messaging. In Richard Harper, Leysia Palen, and Alex Taylor Eds., The Inside Text: Social, Cultural and Design Perspectives on SMS. Kluwer.

2004. Personal, Portable, Pedestrian: Lessons from Japanese Mobile Phone Use. A paper presented at Mobile Communication and Social Change, the 2004 International Conference on Mobile Communication in Seoul, Korea, October 18-19, 2004.

Lankshear, C. (2001). Cut, paste, publish: The production and consumption of zines. <http://www.geocities.com/c.lankshear/zines.html>

Class Explorations

Identify and report on an online zine and its community, a wiki and its community, or some aspect of the use of mobile phones and PDAs in social networking.

7. Virtual environments and Transmedia Franchises

Lemke, J. L. 2005. Place, Pace, and Meaning: Multimedia chronotopes. In Norris, Sigrid & Jones, Rodney (Eds.), *Discourse in Action: Introducing Mediated Discourse Analysis*. pp. 110-122. Routledge.

Squire, K. D. & Steinkuehler, C. A. (in press). The genesis of 'CyberCulture': The case of Star Wars Galaxies. In *Cyberlines: Languages and cultures of the Internet* (2nd ed.). Albert Park, Australia: James Nicholas Publishers.

Lemke, J. L. 2005. Critical Analysis across Media: Games, Franchises, and the New Cultural Order. In Labarta Postigo, M. (Ed.) *Approaches to Critical Discourse Analysis*. Valencia: University of Valencia. (CDROM edition).

Ito, Mimi. In press. Mobilizing the Imagination in Everyday Play: The Case of Japanese Media Mixes. Forthcoming in Sonia Livingstone and Kirsten Drotner, Eds., *International Handbook of Children, Media, and Culture*.

Class Explorations

Identify and report on some portion of the virtual world of SecondLife, or another online world (e.g. an MMO gameworld), or on the relationships among different media and products in a transmedia franchise and its reception by a fan community.

8. Identity, Identification, and Learning

Alvermann, D.E. (2001, May). Reading adolescents : reading identities: Looking back to see ahead. *Journal of Adolescent & Adult Literacy*, 44(8), 676-690.

Moje, Elizabeth Birr & van Helden, Caspar J. L. (2004). "Doing popular culture: Troubling adolescent discourses". In L. P. Stevens & J. A. Vadeboncoeur, (Eds.), *Re/Constructing the adolescent: Sign, symbol and body*. New York: Peter Lang.

Kaveri Subrahmanyam, Patricia M. Greenfield and Brendesha Tynes.
Constructing sexuality and identity in an online teen chat room. *Applied Developmental Psychology* 25: 651-666

Lemke, J.L. *Transmedia Identities: Critical Analysis and New Media*. In J. Todoli & R. Dolon (Eds.), *Critical Identities*. Amsterdam: John Benjamins.

Class Explorations

Read and report on an article from one of the following online themed special issues of journals:

Holland, D. & Leander, K. M. (Eds.) (2004). *Ethos* 32. Themed Issue. Ethnographic studies of positioning and subjectivity: Narkotraffickers, Taiwanese brides, angry loggers, school troublemakers.

Special issue of journal *E-Learning on Digital Interfaces*

Guest Editor: ANGELA THOMAS

http://www.wwwords.co.uk/elea/content/pdfs/3/issue3_2.asp#5

Editorial, pages 124-125

Angela Thomas. *MSN was the Next Big Thing after Beanie Babies: children's virtual experiences as an interface to their identities and their everyday lives*, pages 126-142

Sally Humphrey. *Getting the Reader On Side: exploring adolescent online political discourse*, pages 143-157

Barbara J. Guzzetti. *Cybergirls: negotiating social identities on cybersites*, pages 158-169

Rebecca W. Black. *Language, Culture and Identity in Online Fanfiction*, pages 170-184

Kevin Leander & Amy Frank. *The Aesthetic Production and Distribution of Image/Subjects among Online Youth*, pages 185-206

Lalitha Vasudevan. *Making Known Differently: engaging visual modalities as spaces to author new selves*, pages 207-216

Julia Davies. *Affinities and Beyond! Developing Ways of Seeing in Online Spaces*, pages 217-234

Guy Merchant. *Identity, Social Networks and Online Communication*, pages 235-244

Jonathan Paul Marshall. *Categories, Gender and Online Community*, pages 245-262

9. New Times, New Learners: Policy and Change

Lankshear, C. & Knobel, M. 2005.

Digital Literacies: Policy, Pedagogy and Research Considerations for Education (Opening Plenary Address presented at the ITU Conference, Oslo, 20 October 2005).

Steinkuehler, C. (2006). Virtual worlds, learning, & the new pop cosmopolitanism. Teachers College Record, 12843. [online article]

LINKS AND SITES

<http://groups.sims.berkeley.edu/digitalyouth/> Digital Youth project

http://wiki.media-culture.org.au/index.php/Youth_Culture_and_New_Technologies

<http://secondlife.com/> Second Life virtual world

COURSEWORK

Required written work for credit in this course may consist either of a single paper of about 20 pages on a topic agreed to with the instructor, OR four short written reports (about 5 pages each) on topics identified in the syllabus under Class Explorations. Except for these written reports, all other Class Exploration reports will be oral and brief, optionally accompanied by media projection. If you wish to substitute a multimedia work for the course paper option, that would also be possible.