

E 708: New Media Text

In the opening chapter of *Writing New Media*, Anne Frances Wysocki defines “new media texts” as those that “have been made by composers who are aware of the range of materialities of texts and who then highlight the materiality” (15). She goes on to say that “such composers design texts that help readers/consumers/viewers stay alert to how any text – like its composers and readers – doesn’t function independently of how it is made and in what contexts” (15). Where many academic, exclusively-alphabetic texts obscure or efface the conditions of their production, a new media text is designed to “make as overtly as possible the values they embody” (15).

In order to explore this function of new media texts, I would like you to try your hand at making one. Your task is twofold: first, compose a new media text. Then, write a cover memo for your new media text that explains how the text is an example of “new media,” reflects upon the process of composing it, and considers what lessons composition students might learn if asked to produce a similar kind of text.

New Media Text

- Your new media text can take any form you like, so long as it “highlights...materiality” in some way that you can explain in your cover memo.
- This new media text does not have to be *about* new media or new literacies or any of the topics of our course. That is, the content is entirely up to you. I suggest working on a topic of some interest or significance for you, so don’t do your new media project on stamp collecting, unless that’s what really excites you.
- It also does *not* have to be in a digital form. However, I would encourage you to try your hand at producing your new media text using some recent technology.
- Some possibilities include: a blog, a web site, a visual essay, a visual argument, a collage, a video, a podcast, a playlist, a comic, a graphic novella, a wiki, a poster, a Flickr photostream, or a slide(ware) presentation.

Cover Memo

Your cover memo should...

- Explain the ways in which your new media text qualifies as “new media.” How does it “highlight...materiality”? How does it differ from more traditional texts? What were you trying to accomplish with the text? How is it meant to be “read”?
- Reflect on the process of composing the new media text. How did you decide on the form and/or content of the project? What sorts of challenges did you face in producing it? What were some key moments in the process? How satisfied are you with how it turned out? What might you do differently, if you had more time (or skill, or resources) to work on it?
- Consider what lessons composition students might learn if asked to produce a similar kind of text. That is, what would be the aims or objectives of having students produce this kind of new media text? What would be the desired learning outcomes? How might you set up the task for students? How would you evaluate it? How appropriate would such an assignment be in a composition setting?

Please submit your new media text and cover memo on the last day of class, **Tuesday, May 11**. Texts in electronic format should be uploaded to Moodle by the beginning of class on that day. Physical texts should be brought to class and submitted there.