

Screens and Digital Reading (2^o Sem 2018/2019)

Code: 02053
Acronym: 02053
Level: 2nd Cycle
Basic: No

Teaching Language(s): English, Portuguese

Friendly languages:

Be **English-friendly** or any other **language-friendly** means that UC is taught in a language but can either of the following conditions:

1. There are support materials in English / other language;
2. There are exercises, tests and exams in English / other language;
3. There is a possibility to present written or oral work in English / other language.

Semester	ECTS Credits	Theoretical Lesson (T)	Theoretical and Practical Lesson (TP)	Practical and laboratorial lesson (PL)	Seminary (S)	Field Work (TC)	Training Period (E)	Tutorial Orientation (OT)	Contact Hours	Autonomous Work	Others (O)	Total Load Hours [?]
1	6.0	0.0 h/sem	20.0 h/sem	0.0 h/sem	0.0 h/sem	0.0 h/sem	0.0 h/sem	1.0 h/sem	21.0 h/sem	129.0 h/sem	0.0 h/sem	150.0 h/sem

Since year 2017/2018

Pre-requisites Does not apply

Objectives

Screens and Digital Reading main goal is to understand the phenomenon of digital reading and its impact in the consumption and reading practices, as well as in the publishing business. To contribute to the critical reasoning regarding digital reading this course will be organized around three main topics: the ecology of digital reading, new reading practices, and the impact of digital reading in the book circuit.

At the end of this course it is expected from students to develop the following competencies:

- ? To be able to map the phenomenon of digital reading
- ? Characterize the different digital reading platforms
- ? Understand the new reading practices
- ? To frame the main legal challenges in the scope of digital reading
- ? To analyze the impact of digital reading in the book business

? To understand the main strategies of digital publishing
 ? To critically analyze the relationship between digital reading and new literacies

Program	<ol style="list-style-type: none"> 1. Conceptualizing Digital Reading 2. Digital Reading ecology 3. Digital Reading platforms 4. Reading practices: Consume and practices 5. Places and spaces of Digital Reading 6. Incentive policies and legal challenges 7. Digital Reading in the scope of book sector 8. Digital publishing strategies 9. The book sector transformation 10. New Literacies
Evaluation Method	<ol style="list-style-type: none"> 1. Group work. A research report (5-7 pages) on a best practice from the publishing industry or projects to promote digital reading. 2. Individual assignment. Students should write a 15-20 page essay, based on field work, on a topic discussed during the classes.
Teaching Method	Theoretical-practical course. Teaching strategy based on the analysis and discussion of fundamental texts for the understanding of digital reading. The students will be encouraged to experiment with different types of platforms, formats and contents.
Observations	
Basic Bibliographic	<p>Birkerts, S. (2006). <i>The Gutenberg Elegies: The Fate of Reading in an Electronic Age</i>. New York: Faber & Faber [1994].</p> <p>Bolter, J. D. e R. Grusin (2000). <i>Remediation: Understanding New Media</i>. Cambridge (MA): MIT Press.</p> <p>Furtado, J. A. (2009). <i>A Edição de Livros e a Gestão Estratégica</i>. Lisboa: Booktailors.</p> <p>Gomez, J. (2008). <i>Print Is Dead: Books in Our Digital Age</i>. New York: Macmillan.</p> <p>Logan, R. (1987). <i>The Alphabet Effect: The Impact of the Phonetic Alphabet on the Development of Western Civilization</i>. Toronto: St. Martin Press.</p> <p>McLuhan, M. (2011) <i>The Gutenberg Galaxy</i>. Toronto: University of Toronto Press.</p> <p>Nunberg, G. (1996). <i>The Future of the Book</i>. Berkeley e Los Angeles: University of California Press.</p> <p>Thompson, J.B. (2005). <i>Books in the Digital Age: The Transformation of Academic and Higher Education Publishing in Britain and the United States</i>. Londres: Polity</p> <p>Thompson, J.B. (2010). <i>Merchants of Culture</i>. Londres: Polity</p>
Complementar Bibliographic	<p>Bolter, J.D. (2001). <i>Writing space: Computers, hypertext, and the remediation of print</i>. Mahwah (NJ) e Londres: Lawrence Erlbaum Associates (2ª Ed.).</p> <p>Cull, B. W. (2011). ?Reading revolutions: Online digital text and implications for reading in academe?. <i>First Monday</i>, 16 (6). Disponível em:</p>

<http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/viewArticle/3340/2985>.

Darnton, R. (2010). *The Case for Books: Past, Present, and Future*. Nova Iorque: PublicAffairs.

Furtado, J. A. (1999). *As bibliotecas públicas, as suas missões e os novos recursos de informação?*. Liberpolis, 2.

Furtado, J. A. (2004). *Metamorfoses da Edição na Era Digital?*. Artigo apresentado no I Seminário Brasileiro sobre Livro e História Editorial, Rio de Janeiro.

Furtado, J. A. (2006). *Livro e leitura no novo ambiente digital?*. In Pombo et al. *Enciclopédia e Hipertexto*. Lisboa: Editora Duarte Reis.

Furtado, J. A. (2007). *Fractura digital e literacia: Reequacionar as questões do acesso?*. *Comunicação & Cultura*, 3, pp. 97-111.

Furtado, J. A. (2010). *Hipertexto revisited?*. *Letras de Hoje*, 45 (2), pp. 31-55.

Howard, N. (2009). *The Book: The Life Story of a Technology*. Westport (Co.) e Londres: Greenwood Press.

Jenkins, H. (2006). *Convergence Culture*. Nova Iorque e Londres: New York University Press.

Lessig, L. (2004). *Free Culture: The Nature and Future of Creativity*. Nova Iorque: Penguin Books.

Lessig, L. (2006). *Code Version 2.0*. Nova Iorque: Basic Books.

Liu, Z. (2005). *Reading behavior in the digital environment: Changes in reading behavior over the past ten years?*. *Journal of Documentation*, 61(6), 700-712.

Liu, Z. (2006). *Print vs. Electronic Resources: A Study of User Perceptions, Preferences, and Use?*. *Information*

Lynch, C. (2001). *The Battle to Define the Future of the Book in the Digital World?*. *First Monday*, 6 (6). Disponível em:

<http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/rt/printerFriendly/864/773>

Mangen, A. (2008). *Hypertext Fiction Reading: Haptics and Immersion?*. *Journal of Research in Reading*, 31 (4), pp. 404-419.

Mangen, A. and J.-L. Velay (2010). *Digitizing Literacy: Reflections on the Haptics of Writing?*. In Mehrdad Hosseini Zadeh (Ed.). *Advances in Haptics*. InTech, Disponível em: <http://www.intechopen.com/articles/show/title/digitizing-literacy-reflections-on-the-haptics-of-writing>

Manguel, A. (1999). *Uma História da Leitura*. Lisboa: Editorial Presença.

Martins, J. M. (1999). *Marketing do Livro: Materiais para uma Sociologia do Editor Português*. Oeiras: Celta.

Martins, J. M. (2005). *As Profissões do Livro*. Lisboa: Verbo. *Processing and Management*, 42(2), 583-592.

Reinking, D. et al. (Eds.) (1998). *Handbook of Literacy and Technology: Transformations in a Post-typographic World*. Mahwah (NJ) and London: Lawrence Erlbaum Associates.

Rodríguez, J. (2007). *Edición 2.0 Los Futuros del Libro*. Barcelona: Melusina.

Striphas, T. (2011). *The Late Age of Print: Everyday Book Culture from Consumerism to Control*. Nova Iorque: Columbia University Press.

Walsh, M., J. Asha and N. Spranger (2007). 'Reading Digital Texts?'. *Australian Journal of Language and Literacy*, 30 (1), pp. 40-53.