CMS.998/CMS.600: New Media Literacies
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Lecture Notes

Session 13, 3/21/07

- Informal class discussion: blogging
    - Do you keep your own blog?
    - It's hard not knowing who's going to see what you write
    - It's difficult to get things taken down, and Google caches everything
    - But then, it's important to have a professional presence online

- What we do and how these things count as literacy activities
    - Justin Parker – pioneer blogger
        - He was one of the first people ever on the internet, and he's been blogging personal stories from his life several times a day ever since 1994.
        - He offered some of the first guided tours of the web on his blog in the early 90s
    - Why do Lankshear and Knobel call these activities "literacies?" Why/how are they literacy events? What is to be gained by looking at literacy events?
    - Take an activity or literacy practice such as those described in the book and argue for/describe it as a new literacy. Why? How is it one?
        - Is the Xbox a "gaming computer?" How does calling it that show the author's presence outside the Discourse of gaming? The affinity space?
        - The trackbacks mentioned by Lankshear and Knobel in a quote from O'Reilly are discussed in a way that seems out of date, because trackbacks have been spammed into uselessness.
        - Blogoshpere is not necessarily equivalent of p2p usenet or BB
        - The page 71 quote regarding contexts and pretexts for enacting membership: literacies are always about much more, and involve much more, than just the production of texts…" If I have something written, it's showing how my very writing is the context that makes it meaningful.
        - Participating in discourses and affinity groups/spaces can be defined as literacy activities by the definition of literacies as "socially recognized ways of generating, communicating, and negotiating meaningful content…" (p. 72)
        - Lankshear and Knobel might be trying to push toward the idea of affinity groups/spaces to allow for more fluid movement (as somewhat opposed to, or extending on d/Discourse model – either in or out model doesn't really work anymore)

- Could we say that affinity groups and Discourses are in a range, the more restricted entry is, the more it leans toward the pole of Discourse, the less so, the more it point to the pole of affinities.
- Potential relationship?
  affinity : identity :: Discourse : relations of power?
- How is Scenario Planning a literacy activity?
  - Both activities have a lot to do with anticipating the audience's reactions and preempting their questions and arguments
  - You have to know what to leave in and what to leave out based on the interactivity of your audience
  - How is this a new activity? People have been anticipating their audience forever. People need to do contingency planning in war, for example.
  - However, this kind of scenario planning has expanded to more fields in recent years, and it's been more specifically outlined. Corporations do it these days, since the Exxon-Mobile oil spill when it proved useful.
  - Is scenario planning a literacy or just a way of thinking?
  - Is it more a literacy move than a literacy itself? Is it patterned activity? Is it important to teach as a literacy? (95-96)
- Justin Parker's PMOG (Passively Multiplayer Online Games)
  - It keeps track of where you've been on the internet, what sort of sites you frequent, and it sort of keeps score in a gently competitive way
  - It's meant to give you a sense of control over your own data trail
  - Lightweight alternative fiction
  - www.bud.com
  - Incredible implications for things that we don't necessarily think of as literacy practices, being quantified and measured.
  - This is about social literacies, identity, the new cosmopolitan identity that arises with modern web technology