Syllabus Readings Covered in English 25 Final Exam

Red highlighted items =
Know these readings for the exam (for questions about specific ideas and identifications of works and authors)

Blue highlighted items =
The exam will ask questions based on the main ideas included in these works, but will not ask you to remember or identify specific titles of works and their authors.

Works not highlighted below =
Not included for the final exam.

3. The Postindustrial & Neoliberal Age
Information's Impact on Work and Power

Week 6
Class 16 (M., May 2) — Postindustrial "Knowledge Work"   CLASS 16 NOTES

- **"Scientific Management" (The Original "Smart Work")**
  - **Frederick Winslow Taylor**, *Principles of Scientific Management* (1911)
    - Chap. 2; read only first 14 pages of the PDF. PDF
    - Excerpt on bricklaying
  - **Frank B. Gilbreth**, Time and Motion Study in Bricklaying (c. 1910) (video)
- **"Knowledge Work" (Today's Smart Work)**
  - **Wikipedia**, "Post-industrial Society"
  - **Joseph A. Schumpeter**, *Capitalism, Socialism and Democracy (1942), pp. 82-84* (on "creative destruction")
  - **Shoshana Zuboff**, *In the Age of the Smart Machine: The Future of Work and Power* (1988), pp., 3-12 [R] Also read these online excerpts.
  - **Joseph H. Boyett and Henry P. Conn**, *Workplace 2000* (1992), pp. 1-46 [R]
  - **Peter Senge**, *The Fifth Discipline* (1990), pp. 3-14 [R]
  - **VisiCalc** (the original spreadsheet program created by Dan Bricklin, 1979)
    - **Wikipedia**, "VisiCalc"
    - **VisiCalc running in emulator** (working version of VisiCalc running in an emulator for today's computers. Click on big icon at top to start the emulation. The syntax for the spreadsheet works like this:
      - *Put a number in a cell*: enter a numerical value or formula and <enter>
      - *Navigate between cells*: Use arrow keys to move to other cells (e.g., arrow-right key)
      - *Create formulas*: put formulas as follows in cells and then hit <enter> to get results., Examples:
        - addition of value to a cell: 10+A1 <enter>
        - addition of value in two cells: (A1+B1) <enter>
        - multiply values of two cells: (A1*B1) <enter>
    - See also **Lotus 1-2-3** (the successor spreadsheet program known as the "killer app" for business): Wikipedia, "Lotus 1-2-3"

Class 17 (W,. May 4) — Neoliberal "Networked Society"

- **William H. Davidow and Michael S. Malone**, _The Virtual Corporation_ (1992), pp. 1-19, 50-72, 184-205, 214-16
- **Wendy Brown** interviewed by Timothy Shenck, "What Exactly is Neoliberalism?" (2015)
- **Manuel Castells**, "Materials for an Exploratory Theory of the Network Society" (2000) [PDF] (read only the abstract and the two sections titled "The Network Society: An Overview" and "Social Structure and Social Morphology: From Networks to Information Networks" on the pages numbered 9-17)

> Assignment due in lecture in Class 17: Essay 2 on Thomas Pynchon's _The Crying of Lot 49_

Class 18 (F., May 6) — Against All the Above

- **Early "Cyberlibertarianism"**
  - **John Perry Barlow**, "A Declaration of the Independence of Cyberspace" (1996)
  - **Richard Barbrook and Andy Cameron**, "The Californian Ideology" (1996). Extended Mix version. (_Optional_: for fun, read Louis Rossetto, Rebuttal of the Californian Ideology, 1998)
  - **Critical Art Ensemble**, "Electronic Civil Disobedience" (1996) [PDF] (read the main essay; the two appendices are optional)
  - **Free Software Movement** (and "open" source and access movements): Wikipedia article on the topic
  - **Jodi** (network artist pair): home page. Click around and see what you can understand about this page and its subpages. (Info about Jodi)
- **Whatever Happened to Cyberlibertarianism?**
  - **Nathaniel Tkacz**, "Open Sesame" (2013)
  - **Andrea Miconi**, "Dialectic of Google" (2014) [PDF]

Week 7
Class 19 (M., May 9) — [Colloquium Class]

- **Discussion with the professor**.

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Fiction Unit

Class 20 (W., May 11) — Fiction About Postindustrial/Neoliberal Work & Power

- **William Gibson**, _Neuromancer_ (1984), read half the novel by this class (Print book; available at UCEN Bookstore and elsewhere)
- **Rick Berry (artist)**
  - 1st-edition cover of _Neuromancer_ (the first digitally painted novel cover)
  - Video interview with Rick Berry about the making of the cover (discussion of cover begins at 1 min. 37 secs.)
  - About Rick Berry (Wikipedia)

Class 21 (F., May 13) — (Continued)

- **William Gibson**, _Neuromancer_ (1984), finish the novel. (Print book)

> Assignment due in lecture in class 21: Spreadsheet on Being Human in the Age of Knowledge Work

Week 8
Class 22 (M., May 16) — (Continued) + M. D. Coverley's Spreadsheet Fiction

- **William Gibson**, _Neuromancer_ (1984). Conclusion of professor's lecture on the novel.
- **M.D. Coverley (Marjorie Luesebrink)**, _Tin Towns and Other Excel Fictions_ (behind-the-scenes look at a collection of in-progress works of electronic-literature fiction in spreadsheet form by special permission for English 25. Included here for English 25 students are samples from two of the individual works in the collection: _Tin Towns_ and _The Good Fortune Land._ While these can only be seen in early, partial, and fragmentary form at present, they suggest how an author can experiment with spreadsheets as a form of storytelling.)
  - Artist's Statement (Description of _Tin Towns and Other Excel Fictions_, its interface, the history that the works in the collection deal with, and representative downloadable Excel spreadsheets. The artist's statement describes two of the works in the collection in particular: _Tin Towns_ and _The Good Fortune Land_. Please read the statement to get an overall sense of what the author is trying to do. Think creatively of suggestions for the author about how best to tell stories and historical fiction using spreadsheets. We will

gather student suggestions in the section meetings to pass on to the author, who has agreed to respond to the class.) 📄
- Selected pages and spreadsheets from *Tin Towns* and *The Good Fortune Land* in browseable Web-page form

Class 23 (W., May 18) — (Continued): From Cyberpunk to Electronic Literature   **CLASS 23 NOTES**
- **M.D. Coverley (Marjorie Luesebrink)**, *Tin Towns and Other Excel Fictions*
- Comparison of how Gibson's *Neuromancer* and Coverley's *Tin Towns*.
- **[If time allows: discussion with professor of the concept of *Tin Towns*]**

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4. Processing Literature
Information's Impact on the Way We Study Literature

Class 24 (F., May 20) — What is Text in the Digital Age? (The Logic of Text Encoding)   **CLASS 24 NOTES**
- **William Warner, Kimberly Knight, and UCSB Transliteracies History of Reading Group**, "In the Beginning was the Word: A Visualization of the Page as Interface" (Flash animation; click on "Enter" and wait as the animation starts)
- **Yin Liu**, "Ways of Reading, Models for Text, and the Usefulness of Dead People" [PDF or HTML] (2013)
- **Michael Witmore**, "Text: A Massively Addressable Object" (2013)
- **Wikipedia articles**:
    - "Markup Language"
    - "Text Encoding Initiative (TEI)"
- **Alan Liu**, "Transcendental Data: Toward a Cultural History and Aesthetics of the New Encoded Discourse" (2004) (read only pp. 49-57)

Assignment due in lecture in Class 24: Essay 3 on Being Human in the Age of Knowledge Work

Week 9

Assignment due in section this week: Text Analysis Exercise & Short Commentary

Class 25 (M., May 23) — Text Analysis and Literature   **CLASS 25 NOTES**
- **Patrick Juola interviewed by Flora Lichtman**, "Uncovering the Mystery of J.K. Rowling's Latest Novel" (2013)
- **Ted Underwood**, "Where to Start with Text Mining?" (2012)
- **Ryan Heuser and and Long Le-Khac**, "A Quantitative Literary History of 2,958 Nineteenth-Century British Novels: The Semantic Cohort Method" (2012)) 📄

Class 26 (W., May 25) — Topic Modeling and Literature   **CLASS 26 NOTES**
- **David M. Blei**, "Probabilistic Topic Models" (2013) 📄 -- (read only to end of p. 79, before the math begins)
- **Ted Underwood**, "Topic Modeling Made Just Simple Enough" (2012)
- **Andrew Goldstone's** interface for exploring topic models:
    - topic models of 100 years of literary criticism journals
    - topic models of 40 years of the *Signs* journal of "Women in Culture and Society"l

Class 27 (F., May 27) — Social Network Analysis and Literature   **CLASS 27 NOTES**
- **Wikipedia**, "Social Networks"
- **Stephen P. Borgatti,, et al.** (2009), "Network Analysis in the Social Sciences" 📄
  [paywalled; UCSB students have free access through campus network or off-campus through UCSB Library Proxy server]
- **Marten Düring**, "Social Network Analysis for Humanists Cheat Sheet" (2015)
- **Franco Moretti**, "Network Theory, Plot Analysis," (Stanford Literary Lab Pamphlet #2, 2011) 📄

Week 10
[M., May 30 — No Class (Campus Holiday)]

Class 28 (W., June 1) — Spatial Analysis (Mapping) and Literature   **CLASS 28 NOTES**
- **Ian Gregory & David Cooper,** "Geographical Technologies and the Interdisciplinary Study of Peoples and Cultures of the Past" (2013) 📄
  [paywalled; UCSB students have free access through campus network or off-campus through UCSB Library Proxy server]
- **Franco Moretti**, *Graphs, Maps, Trees* (2005), pp. 35-64 (print book; please purchase)

- **Barbara Piatte, et al.**, "Mapping Literature: Towards a Geography of Fiction" (2009) 📄
- **Neatline**
  - About the Neatline platform
  - Examples of Neatline projects:
    - Kurt Jenseon, A Sentimental Journey ("In this exhibit, University of Virginia undergraduate Kurt Jensen uses Neatline to spatially and temporally visualize the travels of Yorick in Laurence Sterne's A Sentimental Journey Through France and Italy. In doing so, he draws attention to the ambiguous relation between the narrative and the actual course of travel.")
    - "I am It, and It is I": Lovecraft in Providence ("This exhibit, by a University of Virginia undergraduate, connects short passages from the private letters of 20th-century horror writer H. P. Lovecraft with the geography of his home city, Providence, Rhode Island. Paul Mawyer uses Neatline to explore the ways in which Providence appears in and influences the writing of a man whose tombstone reads, "I am Providence.")

Class 29 (F., June 3) — Conclusion: What Is Literature For in the Information Age? / What Is Information For in Literature?   CLASS 29 NOTES

- **Discussion with the professor**. This "Colloquium Class" will use as a thought-prompt the ideas of "deformance" and "glitch" in the literary/artistic use of information technology.
  - **Lisa Samuels and Jerome J. McGann**, "Deformance and Interpretation" (1999) -- (read only p. 25-30, and also get a sense of the "deformance" experiments in section V, p. 36-45, and the appendix, p. 50-53)
    [paywalled; UCSB students have free access through campus network or off-campus through UCSB Library Proxy server]
  - **Mark Sample**, "Notes Towards a Deformed Humanities" (2012)
  - **Rosa Menkman**, *The Glitch Moment(um)]* (2001) (read pp. 7-32: "Introduction," "Glitch Manifesto," "A Technological Approach to Noise," and "The Perception of Glitch") 📄   See also Menkman's site: http://rosa-menkman.blogspot.com

(W., June 8, 4-7 pm) — Final Exam
- See description.