COURSE INFORMATION

COURSE OBJECTIVES

- Gain a broad understanding of the significance of electronic text in today's world, in particular for publishing and scholarship: its all-pervasive presence, its manifold manifestations;
- Gain a broad understanding of electronic text as a, historically contingent, stage in the technologization of the word, which began with writing.
- Gain practical experience of some of the principal manifestations of electronic text.
- Learn how to analyze text in terms of both surface (typographic) and deep (content and meaning) structure.

WEEKLY PROGRAMME

Week	Subject	Homework

Block I: Historical and Introductory

Week	Subject	Homework
Week 1	- The technologization of the word - Introduction to the internet	- * Ong, pp. 78-138 - Bookmark: "Introduction to Internet Services: Course Exercises"
Week 2	- An introduction to computers: hardware, operating systems and applications; computers and text - The internet 2	- Bookmark: "Introduction to PC Hardwar - Corbitt, pp. 1-32; 55-82; 91-107 - * Bush, DISK
Week 3	- A bibliological perspective - What is publishing - Introduction of projects for class papers	- Darnton diagram - * McKenzie, pp. 1-21 - Project descriptions **Assignment 1**

Block II: Practical

Week	Subject	Homework
Week 4	- Content, form and structure of text - Formatting for visual representation (electronic pre-production) vs formatting fo	- Gumbert, pp. 5-28 - Turner, Douglass and Turner, pp. 1-37 - * Yankelovich, pp.

structure and meaning (generalized markup)

Week 5	- SGML 1	- Burnard, pp. 41-50 (DISK) **Assignment 2**
Week 6	- SGML 2	- Van Herwijnen, pp. 1-118
Week 7	- SGML 3 (the Text Encoding Initiative)	- * Lanham, pp. 2-28 - Robinson, pp. 29-38 - Ide and Sperberg-McQueen, pp. 5-15 - Sperberg-McQueen and Burnard, pp. 17-39
Week 8	- HTML 1: Linearity vs non-linearity	- * Landow, *Hypertext*, pp. 1-34 - Nielsen, pp. 1-17 - Haas, pp. 165-75 **Assignment 3**
Week 9	- HTML 2	- * Seaman, DISK
Week 10	- Forms of portability - Electronic publishing	- * Harnad, DISK - Treloar, DISK **Assignment 4**

Block III: Issues and Presentations

Week 11	- Future of the book - Presentations	- * Landow, "We Are Already Beyond the Book", pp. 23-32 - SHARP-L discussion, DISK - Burns, pp. 295-317
Week 12	- Copyright - Presentations	(Selection of articles resulting from Assignment 2)
Week 13	- Archiving - Presentations	TBA

HOW TO USE THE DISK PROVIDED

The disk can be used on either DOS or Macintosh machines. Two are in WordPerfect 5.1 format (.W51), and can be read by WordPerfect 5.1 or higher on DOS/Windows machines, or by Word 5.1 or higher for Windows or Macintosh. Four are in HTML format (HTM), which can be viewed with an HTML browser, such as the internet browsers Netscape (in 1175-126a/b), Mosaic, Internet Explorer, etc. The remainder are ASCII text files (.TXT), which can be read by any word processor, editor or browser. The HTML files have links to the other files on the disk as well as to a variety of homepages on the internet.

COMPUTER USE

Students get 20 hours of computer time free. Present your *collegekaart* at the Language Lab counter during opening hours to be issued with a computer pass or to have the 20 hours credited to your existing pass. Additional computer time can be bought at one guilder per hour, with a minimum of 10 hours.
For the duration of the course, students may also keep an email account free of charge.

READING

NB: Additional reading may be announced later.

See Bibliography for full references. Though the course organizer has done everything, within reason, to make reading materials available, it is the students' own responsibility to procure the texts.
The reading is not necessarily evenly distributed over the weeks. It is your own responsibility to plan your reading, but it is strongly recommended that you should try and do your reading as closely as possible to the week it has been set for. Leaving it all for the test in January is not such a good idea.

Total reading for this course: c. 800 pages.

Background reading

NB: The background reading is not compulsory, but it will be taken for granted that you have some familiarity with the subjects concerned.

- McLuhan, *The Gutenberg Galaxy*
- Lanham, *The Electronic Word*
- Van Herwijnen, *Practical SGML*
- Bolter, *Writing Space*
- Delaney and Landow, *Hypermedia*
- Ong, *Orality and Literacy*

ASSIGNMENTS

Assignments are not graded towards the course mark, but need to be sufficient. All assignments are to be submitted in typewritten or computer printout form. Details are to be provided on separate handouts.

RESPONSE TOPICS

All reading marked with an asterisk is intended for student response. Prepare a brief (c. 300-word) but coherent reaction for submission on paper and/or in class. Your reaction should focus on the (an) argument or opinion expressed by the author. You may agree or disagree, but phrase your reaction in such a way that it may serve to contribute to a discussion on the subject concerned.

PROJECTS

The projects, to be introduced in Week 3, are intended to be carried out on an individual basis. They should result in a presentation at the end of the course. Details to be announced.

ATTENDANCE RULES

Barring natural disasters, attendance at all classes is compulsory. Non-attendance will be penalized as follows:
- For two classes missed: one extra assignment
- For three classes missed: two extra assignments
- For four classes missed: disqualification from completing the course.

EVALUATION

The final mark for the course will be composed of a written test on all reading and classes (50%) and a choice of either a practical assignment, or an essay of c. 2000-2500 words on a subject to be arranged (50%).