**Journal Overview: technoculture**

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| Intended Audience(s) | The primary audience would appear to be scholars, or students interested in critical work that researches how technology impacts society, but the journal states that their readers are not necessarily academics, and therefore “jargon and stilted language should be avoided.” Articles that address writing, and the role of technology in present day writing suggest this may be geared towards RWS, but the work published can easily be read, and understood by those outside RWS.  A simple interest in writing, technology, and/or technology studies would be more than sufficient to find the published work interesting. Those outside of RWS can easily make up this population of their readership. The journal is an online peer reviewed journal. There are PDF versions, print friendly versions, and the ability to email every page.  The focus appears to be geared towards RWS, technology, and anything related to those, but there is a creative section that includes poetry, and fiction. The creative work is encouraged to be multimodal, but it is not mandatory for publication. |
| Types of research and scholarship published | *What do you notice about the types of scholarship published? Does it relate to a set of focused topics, is the research method similar across articles, is the medium unique, etc.?*  The scholarship published generally relates to technology, and the impact technology has on society. The impact can be as seemingly simple as addressing the commodity, identity, and implications of internet celebrity, viral videos, and online communities. However, there are articles that explore the rhetoric of technology, reading and theorizing print, and in some articles the impact of technology on a a past society. Not all articles about the impact of technology on society are written about a current technology use. There are critical writings about an older technology’s impact.    As expected, with the high numbers of people using different social media platforms, there is a higher number of articles that research and/or analyze social networks, and the writing done within them.  The types of research are a balanced mix of theory and critical analysis. They do not seek work that only focuses on the ways in which technology can be used as part of a pedagogical process. |
| Editor(s) | **Editor**  Keith Dorwick, The University of Louisiana at Lafayette  **Research Interests** - Queer studies, technology studies, children’s literature, disability studies, drama, history of rhetoric, the essay  **Assistant Editor**  André Favors, The University of Memphis  **Research Interests** -  phenomena related to place and space, technology and new media, and LGBT studies  **Creative Editor**  Sarah K. Jackson, Southern University of New Orleans  **Reviews and Critical Web Editor**  Lillie Connor-Flores, The University of Louisiana at Lafayette  MA student  **Research Interests** - English, Early Christianity, Textual Criticism, Apostle Paul and the Pauline Letters, and [Ecclesiology](https://www.academia.edu/People/Ecclesiology)  **Web Developer**  John Patterson, The University of Louisiana at Lafayette  **Research Interests** – Unknown, at this point, but he is responsible for coding the creative section |
| Editorial | The note from the editor appears in each issue, and it gives background information about each issue, and the circumstances that lead to that particular area of interest. There are introductions for any new editors, and call for papers for upcoming issues. |
| Publisher/Sponsor | Technoculture is an independent journal, and not for profit organization. There is no sponsor, but they gladly take donations. The journal offers continuous publication.  *Technoculture* is a member of the Council of Editors of Learned Journals and a 501-c-3 not for profit corporation, as determined by the IRS. |
| Different sections of journal | Critical Essays – In early issues this section was not themed. In recent issues there are themes, and the articles are presented as “Critical Essays on” and then the specific theme of the issue follows. However, it is important to note that articles that fall outside of the theme are included, and are labeled as “Other Critical Articles.” It would appear as though they will publish work that falls under the general theme of the journal, even when they theme an issue.  Reviews – These are not themed. As expected authors review works related to technology and its impact on society.  Creative Works – The creative work includes poems, fiction pieces, and video performances on the subject of technology. Creative works are encouraged to be multimodal, but it is not a requirement. Some works include an audio or video file of the written work to be played.  Note from the Editor – Presents the issue, and gives background information about each issue, and the circumstances that lead to that particular area of interest. Since it’s an online journal there are occasionally reminders that the current issue may not yet be complete. There are introductions for any new editors, and call for papers for upcoming issues.  Interviews – Interviews do not appear in every issue, but do occasionally appear as a section of the journal.  Postscript – This contains the acknowledgements for each issue.  CFP – A call for papers for future volumes. This section is a link to a section on the website that gives information about upcoming volumes. Links to specific themes/topics for future issues can be found here. |
| Guidelines for authors | There are no limitations for submissions, but they do request submissions that are not only text based. There are specific requirements for all forms of media. They encourage works to incorporate media. The preferred file formats are mp3, and Ogg for audio, Ogg, Webm, and Mp4 for video files.    Technoculture prefers the most current MLA, but Chicago and APA may be considered after discussion with the editor. It appears as though, while they prefer MLA, they will accept Chicago, or APA if that is the citation system used by the author, or commonly used by the filed of the author. There is no information about IRB.  The journal provides its Standard CSS style sheet  .  Code to be added to the CSS Rules section of a TC Journal Page:  @import "?q=css/get/96";  For General Formatting by Class:  .author  .abstract  .bio-heading  .cited  .copyright  .essay-heading  .notes  .section  .poetry-wide  .white (for white backgrounds)  Horizontal rule, 50% of the page, centered  hr.partial  Spacing: 40 px; 25px; 20px; 15px;  .hugebreak  .bigbreak  .smallbreak  .tinybreak  For paragraphs  p.indent  p.noindent  p.both-ident (both left and right margin pulled in .5 in)  p.abspar  p.hanging  p.blockquote  p.courier  p.times  p.verticalpadding  For images, with wrapped text; includes a border as below  .floatLeft  .floatRight  Without a border:  .floatleft  .floatright  (Note the change in capitalization)  Border for images and other elements  .border  For center (useful with divs)  .center  For center with tables:  .centerTable  For indention outside of a paragraph tag as well as compound indention:  .indent  For CSS3 columns and content grouping:  .twoColumn  .Column  For text alignment:  .text-left  .text-center  .text-right  For spans:  span.courier  span.courier-bold  span.times  Sidebars with an illustration or other object plus a caption with border:  .sidebarRight  .sidebarLeft  To make a sidebar, create a div (or span) with a class of either of the sidebars, then place any code you want between the two tags. The background will change to white; text and lineheight reduced to 90%; items in the div bordered just like our floatRight or floatLeft (black, 2px); and the whole box floated to the right or left.  Primary use: illustrations with captions. Between the divs, add the img tag then one nested paragraph, with a short text between the p tags. Multiple lines may be used (for instance, to add a photo credit): use the the br tag within the p tags to break text up into shorter lines. Add the divider class to the upper element of the sidebar to add a black line between the two elements.  NOTE: This should not replace the alt tag but be used with it! |
| Upcoming calls, etc. | technoculture has rolling publications, therefore they still accept work after an issue is published. It is not clear when an issue is deemed closed for submissions. Based on the fact that articles that fall outside of any theme established for an issue, it would appear as though work that addresses a previous theme, or topic, may be included in newer issues.  There are two special issues coming up.  Vol. 5, 2015 is described as open topic issue.  “For this open topic issue of *Technoculture* (Vol. 5, 2015), we seek creative works that use new media and/or are on the subject of technology, and essays from a broad a range of academic disciplines that focus on cultural studies of technology. Essays we publish examine the topic *technology and society*, or, perhaps, *technologies and societies*. This is an open topic issue and we encourage a broad definition of *technology*.Topics could include depictions of technologies that treat a wide range of subjects related to the social sciences and humanities.”  Topics for Vol. 5 might include:   * The use of technology by youth, especially beyond or other than their use of social media * The use of technology by older individuals, especially beyond or other than their use of social media * The access problem today * Medical issues and technologies * Intellectual property concerns, especially patents and trademarks, and in different historical moments * Literary and cinematic descriptions of technology in any historical period such as Bellamy's *Looking Backward* * Use of technology by minorities or from non-Western perspectives * Game studies (especially in the form of or delivered via playable online games) * Music, theater, and other plastic arts and the use of technology by artists * Sound and silence, and especially noise, the latter especially in positive senses and applications * Alternative forms of print texts and especially of "books" * Work and labor issues * Leisure   Other creative works, especially those that use video or audio in new or exciting ways  Vol. 6, 2016 is a special issue on theatrical magic edited by John Patrick Bray, University of Georgia; and Stephen Fernandez, University of Waterloo.  For this special issue, technoculture seeks “critical and creative works that use new media and/or are on the subject of technology. Volume 6 (2016), "It's Magic!", focuses on the tropes that associate technology with magic and vice versa.”  Topics for this special issue may include:   * Essays that address the two maxims found above (Clarke's Third Law and Benford's variant on it) * Wishful and magical thinking and technology * Energy use that seems or is unlimited (whether of humans or machinery) * Lack of agency for end users due to magical thinking about technology * Technological design and magic as its inspiration * Stage and screen trickery, especially to create the illusion of magic * Cultures that have used or now use technology as magic as a means of control of their populace * The idea of magical figures in games and other online environments * Games based on fantasy * The idea of the wizard in productivity software such as Microsoft Office and OpenOffice * Technocracy * Popular descriptions of technology that use magical language in literature and film * Whiz kids in young adult and adult literature * Misunderstandings of technology as magic * Other readings of technology as magic in a variety of cultural and historical periods   In every call technoculture is clear to state that they “are not interested in “how to” pedagogical papers that deal with the use of technology in the classroom.” |
| Back-matter | At the end of each issue is an Acknowledgments section. This section includes a Postscript section that contains the acknowledgements for each issue, and a CFP that includes a call for papers for future volumes. This section is a link to a section on the website that gives information about upcoming volumes. Links to specific themes/topics for future issues can be found here |

**Article Analysis**

*Name* Everything Old is New Again: A Barthesian Analysis of Tumblr

K. Shannon Howard, University of Louisville

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**Bibliographic Information:** MLA

**Predominant Research Methodology:** Archival, textual analysis, ethnography

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| **Potential Topics Covered** | **How Handled in the Article?** | **Anything Unexpected?** | **Anything Missing or Insufficiently Explored?** |
| Problems Prompting the Study | The researcher, it appears, was influenced by the traditional organizational structures of the text-based posts on Tumblr. She views the structure and format of the posts as a prime example of the ways in which  The researcher is studying the manipulation of text, and integration of graphics in posts on Tumblr. Tumblr is known for humor, the use of multimedia, and short posts, but this critical essay explores the ways in which it relies on written text to generate content, and user interaction. | The title made it clear that this analysis will focus on the text found on Tumblr. However, this was a bit unexpected because Tumblr is a multimedia blog site. A large number of posts are multimodal, so it was unexpected that this analysis would mostly address text posts, and the texts on Tumblr. |  |
| Research Questions | How does the design and content of Tumblr merge traditional organizational patterns with new ones to create a social network?  How is original authorship represented on Tumblr with written text when the platform encourages forwarding ideas?  How does content and authorship alter communication?  How do people engage in dialogue in the structure of this particular online community? | The research questions focus on the design and how it influences the reading of content on Tumblr. However, by only addressing the text on Tumblr there is a missing analysis of how the multimedia, and posts that are multimodal, alter communication.  There may have not been efficient space, or time, to research the multimodal posts in addition to the text posts. |  |
| Previous Related Research | Web 2.0, Barthes on Structuralism, analysis of multimodality, activity theory, new media studies, |  |  |
| Design of Study | This article is a textual analysis. The design of the study is to analyze the ways in which Tumblr users engage with each other that, based on the structure of the site, are similar to what is now viewed as traditional forms of media and text production.  She focuses on the vertical lines, and lists that structure the content.  It could be seen as a very general case study, because the author does follow Tumblr users, but does not appear to continually follow the same users throughout the article. |  |  |
| Research Site | *Where is the research located?*  Tumblr. Ask about this question. Seems goofy to state research is located within the journal, or the origin of content analyzed. |  |  |
| Subjects/  Participants | There are no active participants in the study, but the researcher does give examples of tumblr posts that clearly show usernames. | Do you need permission to use posts from social media sites? If they are public, does that mean they can be used without consent from the user? |  |
| Data Collection | The data does not appear to be collected over a specific timeframe. The data presented also does not appear to have been collected in a specific manner. Rather, examples or images are used to demonstrate the structure, and format used on Tumblr. |  |  |
| Findings | The findings of this analysis are that the structure and format of tumblr posts is reminiscent of newspaper, and other seemingly “old” forms of text communication.  Essentially, while this very “new” site is branded as a “new” social media network, many “old”, or “older” forms of text communications are used to drive the content of the site. So, what is new is actually old. |  |  |
| Picturing of Data | Screenshots of Tumblr posts, and the organization of notes on Tumblr are used. The purpose of their use is to give a visual to accompany the description of the design, organization, and format of these types of posts. | The focus of screenshots primarily on the structure. For example, the use of vertical lines, but not always addressing the content of the post when it is not only a text post. | Here is a screenshot used in the article. The analysis of the structure dictates that the author addresses the use of vertical lines, and the top/down reading. The analysis doesn’t address how the images used influence the structure, or the ways in which it alters text meaning. This is a short example. Many tumblr posts have so many users adding to the original post that responses are either cut off, or fall outside the frame, and the impact that has on communication among users isn’t analyzed.  So, if the format reinforces hierarchy of information, what does that mean for the users who have posts that fall outside of the line, or are cut out to keep from one post from being too long and taking up so much space on a user’s dash?  Macintosh HD:Users:jenniferfalcon:Desktop:Figure3.0.png |
| Discussion | The data collected are examples of the types of posts on Tumblr, and the ways in which they are structured. The discussion of what is collected from Tumblr focuses on how this is a replication of previous forms of text production. |  |  |
| Limitations | Only focusing on text posts on Tumblr, despite the heavy use of multimedia, and multimodal posts. |  |  |
| Conclusion/  Recommended Actions | The article concludes with the author stating that Tumblr, and “its blend of old and new suggest users today are still eager to attribute authorship and create hierarchies of information,” which of course are based on the structure and format of the site. The conclusion may suggest, or serve as a reminder of what these types of formats reinforce. |  |  |
| Needed Further Study | Not explicitly. The author mostly points out the similarities in posts on a newer social blog site that harken back to previous styles, formats, and structures of text. |  |  |
| Place of Publication | The article fits well within the journal, and its other published content. It addresses how the format and structure of tumblr is not only similar to previously used structures is “old” media, but also how this impacts the lives of Tumblr users. The structure and format keeps users within the confines of previously established acceptable forms of text communication. This suggests that it does impact their life, or at the very least reinforce these ideas, and structures.  It appears in the Critical Essay section of the journal, which is appropriate. |  |  |

**Contribution of study:**

*Write a paragraph of or two that evaluates the study. Who should read it? For what purpose? What overall issue or topic does it contribute to? What recommendations might you make to the author, etc.?*

The study of text posts on Tumblr is interesting, and does have its merit within RWS. I understand that some may not view the type of writing done on a blog site, such as Tumblr, as worth researching, or understanding the ways in which the structure and format influence the content and communication on the site. Using Barthes, and strucuturalism help to strengthen the analysis, and prove that the “new” on Tumblr, is similar to an “old” form we are familiar with. Personally, the applying of something old, or older, to something seemingly new, always fascinates me, because it sometimes only serves to validate, or introduce, a newer media in the field.

I don’t know why, in some circles, there is a push to prove that something “new” actually uses “old” or “older” technology, formats, and/or structure. It only stands to reason that user familiarity is vital to success in new, or other mediums, so naturally it would mimic a newspaper, or be somewhat plain, but easy to read and/or follow. The functional aspect of this type of format is clear, but this analysis could do more to explain the critical and rhetorical choices that are made, or presented, to users as a result. In areas of this article the focus is directed more at the existence of the format and structure in the text posts, than what they may or may not push users to do.

The general purpose of this article is not only to highlight the old as something “new,” but the underlying tone is that there is important research and opportunity to analyze not only this type of writing, but how technology influences it. However, if it’s going to research something newer, like Tumblr, then the multimodal posts should be analyzed too, or analyzed in depth as well. I understand that the point of this was to demonstrate that even on a site known for multimedia posts, and the heavy use of multimodality, there is a large amount of text that drives content, and this text relies on attributing authorship and a hierarchy of information.

The only suggestion I have for the author is to address the multimodality more, and the overall heavy use of multimedia on Tumblr. On a blog site that so heavily relies on multimodal posts, and the use of multimedia, it seems difficult to truly capture some of the practices of users within the format and structure without including an analysis of those types of posts as well.