

# ENGL 652 – Studies in Publishing

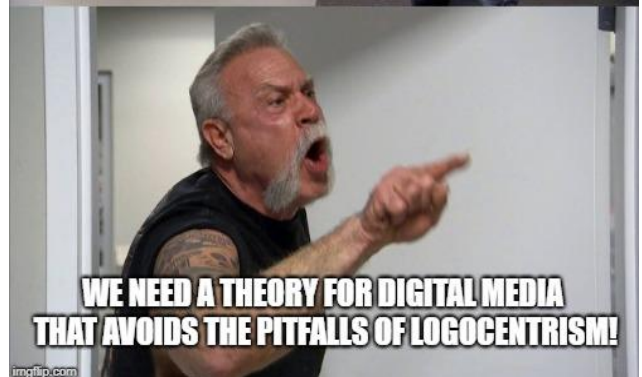
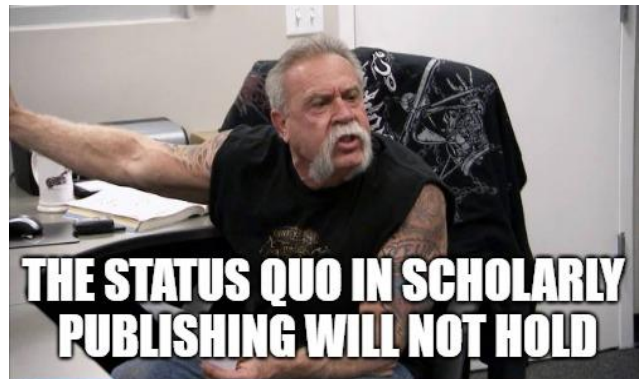
Mo 5:00PM - 7:45PM | Spring 2019 | Dr. Samuel Fuller

Basically, this is a class about internet memes, and how we got to this point vis-à-vis the history of publishing.

We'll also talk about topics like academic rhetoric, writing in the humanities (including how to write a thesis/dissertation), the publishing industry, issues relating to copyright (and copyleft), and digital scholarship in-general.

So join me, a guy who wrote his dissertation about videogames, for a reading-and-discussion-heavy course, featuring projects focused on YOUR publishing interests!

*(Check out an Overview of Ulmer's "Electracy" apparatus on the next page!)*



## An Overview of Gregory Ulmer's Apparatus Theory

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Apparatus	Orality	Literacy	Electracy
Practice	Religion	Science	Entertainment
Procedure	Ritual	Method	Style
Institution	Church	School	Internet
State of mind	Faith	Knowledge	Fantasy
Behavior	Worship	Experiment	Play
Philosophy	Mythology	Epistemology	Aesthetics
Ground	God	Reason	Body
Ontology	Totem	Category	Chora
Mode	Narrative	Argument	Figure
Axis	Right/Wrong	True/False	Pleasure/Pain

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*Chart copied from Sundvall, S. (2017). "The First 100 Days of an Electrate President: Post-Truth, Alternative Facts, and Fake News in the Third Sophistic."* Link: <http://textshopexperiments.org/textshop03/first-100-days-of-an-electrate-president/>