

Mediations of Literary Reception and Theory/Critique in the Digital Space

Anita Purcell Sjölund and Zita Farkas
English Department, Dalarna and Linnaeus University, Sweden

Abstract

The presentation discusses intermediality from the aspect of media convergence of print literature and reviews with new modern digital platforms such as popular book sites (Goodreads, Anobbi, Libib and Library Thing), book blogs and reading/literature podcasts which affect and shape the mediations/negotiations of literary reception. Media intermediality forms creative spaces in which reader reviews of literature can in themselves develop new intermedial genres for instance blog fiction or digi-fiction. Previously mainly driven and formed by the book reviews of major literary critics published in highbrow magazines and newspapers, the practice of choosing and evaluating a book has been overtaken by producers of which a key element is communal evaluation in a heterarchy. As a result of intermediality, a heterarchy not only impacts negotiations of literary reception but also literature theory. In their own receptions of literature, lay readers discuss principles which can lead to the emergence of new literary theory, for instance metamodernism, transrealism or even the reinterpretation of lesser movements such as fluxus. Intermediality therefore emphasises a push-pull relationship between traditional literature and critique as the primary point of reader interaction and new media. As communication technologies continue to develop, online reader critique also develops in which the original literature or critique becomes a hyper literary form of itself. Thus, the question we address through the examination of these online interactivities is how this (new) media ecology shapes the consumption of literature, how it opens up the digital space for literary discussions and what kind of intermedial networks it creates.

Keywords

literary reception, digital platforms, digital literature

Bio

Zita Farkas is a Senior Lecturer in English Literature at Linnaeus University and a Lecturer in English at Dalarna University. Research areas: Contemporary British Literature, Digital Book Apps, Use of Literature in the EFL classroom and Gender Studies.

Latest publication and conference participation:

Farkas, Z. (2023) 'Remediations of Canonised Literary Texts in the Digital Space: From Paratextuality to Hypermedia' in *Media Ecologies of Literature*. Susanne Bayerlipp, Ralf Haekel and Johannes Schlegel (eds.). London: Bloomsbury Academic.

Farkas, Z. (2024) 'Hansel and Greta Are Saving the Forest: Using a Rewritten Classical Fairy Tale in the EFL Primary Classroom to Discuss Ecological Issues'; *Literature and the Anthropocene in EFL Education* conference, Luleå University of Technology, Sweden.

Anita Purcell-Sjölund is a Lecturer in English Literature at Dalarna University and European Correspondent for Radio New Zealand. Research areas: Postcolonial literature, Pacific and Indigenous Studies, Media and Film Studies.

Publications and conference participation:

Weaving a Narrative hosted by the Übersee Museum (Germany) and the Pacific Virtual Museum Project (New Zealand), July, 2023.

Decolonising Fictions, Thesis Peripheries, Disordering Whiteness Dec 2020 Goldsmiths, University of London.

Purcell-Sjölund, A. (2015) 'My Name is Gary Cooper'. In I. Gilsenan Nordin, C. Edfeldt, L-L. Hu, H. Jonsson (Eds.) *Transcultural Identity Constructions in a Changing World*. Peter Lang GmbH. pp. 309-325