

Writing and Editing in Print and Online: Sherlock Squared

London, Fall 2013

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Texts Required:
Remediation: Understanding New Media, Bolter and Grusin, ISBN 0262522799
Sir Arthur Conan Doyle: Complete Stories (available free online)
Recommended (on reserve and excerpted online):
Series 1 and 2 of BBC *Sherlock*
Textual Poachers: Television Fans and Participatory Culture, Henry Jenkins
Sherlock Holmes for the 21st Century: Essays on New Adaptations, Lynette Porter

Course Descriptions

In this class, we'll be studying the character and the world of Sherlock Holmes through the lens of *remediation*, *adaptation*, and *fandom*. We will be looking at the ways in which the character and stories are adapted and remediating into other texts, often by fans, with fan input, or just to screaming fan acclaim. To that end, we will be reading several original Conan-Doyle stories and watching the first two seasons of BBC's hit show *Sherlock*; our class activities will also take us out into London itself as we examine the ways in which the city is represented in Sherlockiana. And, in our discussions and assignments, we will be participating in both academic and fan discourses. Students in this course will compose written, visual, and/or auditory texts, using a variety of technologies, all in the context of Bolter and Grusin's suggestion that different media are always informing each other. Students will be expected to create texts (1) for the page (2) the screen, and (3) the network. Each text will also be edited in accord with its medium. In addition, at least one of these texts will be re-purposed for another medium. Students will conclude the course by creating a collaborative online journal.

Student Outcomes

By the end of this course, students should be able to:

- 1) Understand and apply the theories of remediation and adaptation
- 2) Articulate the conventions behind various media environments, and
- 3) Understand and apply the theories and principles of composing in print and digital media environments
- 4) Be both an active participant and an educated observer of various fan cultures.

Keywords

Media, remediation, adaptation, rhetorical situation, audience, logos, ethos, pathos, genre, meaning, communication, digital, edit/rewrite/revise, hypertextual, collaboration, text, reflection, fandom

Grading, Assignments, Etc.

Participation: 20%

First Assignment: Remediation Analysis: 20%

Second Assignment: Original Remediation: 20%

Third Assignment: Collaborative Online Journal: 40%

Participation

Your success in this class depends on your own participation and engagement. If you want an A, you should do following:

- Do the assigned reading and attend each class.
- Plan to be on time to class, with paper, pencil, and the required reading in hand.
- Refrain from distracting others or yourself by using phones, personal organizers, mp3 players, or surfing on the Internet.
- Add something meaningful to the class discussion each day.

Remediation Analysis:

In this 1200+ word paper, you will analyze a remediation of Conan Doyle's Sherlock Holmes stories. In this paper, you must address the content being remediated, the purpose for the remediation, the genre of both the original written text and the new remediated one, the medium of this remediation, the affordances of that medium and the ways it affects the content, and the audience of both the original text and the remediated one. We will choose the texts in class so that no two students are analyzing the same text.

Original Remediation:

For this digital assignment, you will create your own remediation of a Conan Doyle story. You might create a web-comic, a tumblr page, a visual/auditory remix, a video, a Twitter hashtag thread, etc., but your remediation must be built for display on the Internet. You will also write a 600+ word process memo in which you explain the rhetorical situation you were composing for and discuss and defend your choices.

Collaborative Online Journal

As a class, we will create an online journal that incorporates both academic and creative work to discuss the position of Sherlock Holmes as a character in the 21st century. Each of you will function both as contributor for at least one piece and editor for at least one piece. For your contribution, you will revise either your analysis of a Sherlock remediation or your own Sherlock remediation. As editor, you will help someone else in their revision process, and also help the class, as a whole, make decisions about the journal. As a class, we will decide which submissions should be part of our online journal. We will also discuss and design a look for the journal, and choose an appropriate web platform to host it. Finally, we will write, as a class, an introduction to the journal that will provide context for your contributions and the issue as a whole. At the end of the semester, this journal will go live online and be available to other students, teachers, and Sherlock-enthusiasts.

Schedule of Readings and Assignments:

This schedule may be altered as the semester progresses. Also, additional readings will occasionally be posted on Blackboard and assigned in class. Readings and viewings are to be completed on the date listed.

R 9/5 Read CD “A Study in Scarlet”; visit British Museum: Enlightenment Room

W 9/11 Visit Sherlock Holmes Pub

R 9/19 View “A Study in Pink,” Read Intro to *Remediation*

R 9/26 Read CD “Valley of Fear,” “The Red-Headed League,” and *Remediation* Ch 1; visit Sherlock Holmes museum

R 10/3 View “The Blind Banker”; **Assignment One Due**

R 10/10 Read CD “A Scandal in Bohemia,” “The Man with the Twisted Lip,” and *Remediation* Ch 2

F 10/11 View “The Great Game”; watch Sherlock 10-min plays in Islington

R 10/17 Read CD “The Sign of the Four” and *Remediation* ch 8

R 10/24 View “A Scandal in Belgravia”; **Assignment Two Due**

Fall Break

R 11/7 Read CD “The Hound of the Baskervilles,” and *Remediation* ch. 11

R 11/14 View “The Hounds of Baskerville”; read *Remediation* ch. 12

R 11/21 Read CD “The Adventure of the Final Problem,” and *Remediation* ch 17

Thanksgiving

R 12/5 View “The Reichenbach Fall”

Final Exam 12/10—**Final project complete and online**, Sherlock viewing party