The Mediated Text

A Textual Futures symposium
Loughborough London
5 April 2019

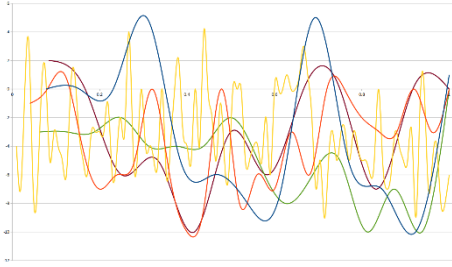*"This is what bad peer review looks like": Prof Martin Eve plots sentiment arcs in PLOS ONE.*

Digitally-assisted ways of engaging with texts - literature, film, theatre and soundscapes - have brought the relationship between art and audience under new scrutiny. E-books, for example, give readers a hitherto unknown level of control over the appearance of their texts, while the rise of the digital audiobook places an external agent (the narrator) between the page and its interpreter. These phenomena make clear what is always true, though often hidden: our interactions with texts have never been a pure, unadulterated coupling of narrative and narratee but are always affected by numerous external factors.

On Friday 5th April 2019, Loughborough University's Communication and Culture Beacon Sub-Theme *Textual Futures* will host 'The Mediated Text' symposium at our London campus. We will be joined by members of BBC's Research and Development team, publishers, and academics including Professors Martin Eve and Matthew Rubery to explore how engaging with texts has always been, is currently and may in the future be a mediated experience.

The day will feature a mix of practical demonstrations of DH projects, video exhibitions, round table discussions, keynotes and research papers. This variety of presentation styles will, we hope, help us to harness the energy of this fast-moving and elastic field of interdisciplinary research.

The symposium registration fee is £35 including lunch and other refreshments throughout the day. Please contact Ms Leah Henrickson (L.R.Henrickson@lboro.ac.uk) for more information.

Barbara Cooke and Leah Henrickson

Loughborough University

Programme

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10.30-11.15	Registration and coffee Opportunity to view video exhibits	
11.15-12.30	Welcome from Prof Jenny Fry, research lead for 'Textual Futures' at Loughborough University Keynote by Prof Matthew Rubery (Queen Mary University)	Chair: Barbara Cooke (Loughborough University)
12.30 – 13.15	Lunch Opportunity to view video exhibits	
13.15 – 14.30	Reflective texts This panel focusses on 'ephemeral' texts and explores how, both now and historically, texts emerge and evolve. How do texts adapt, through external agents or by themselves? What does it mean to say a text is 'born digital'?	Chair: Jenny Fry (Loughborough University) Louise Kane (University of Central Florida / University of Birmingham) Melodee Beals (Loughborough University) Martin Eve (Birkbeck, University of London)
14.30 - 14.45	Coffee	
14.45 – 16.15	Production and interaction This panel encompasses the many considerations affecting a text's construction and appearance including text design, illustration, physical materials and digital infrastructure.	Chair: Arianna Maiorani (Loughborough University) Simon Downs (Loughborough University) Rupert Mann (Digital Editorial, Academic Division of OUP) Wim van Mierlo (Loughborough University)
16.15 – 17.00	BBC Research & Development demonstrations; coffee available	Henry Cooke, Mike Armstrong and colleagues from BBC Research & Development
17.00 – 18.00	BBC R&D round table discussion: Talking with Machines	Chair: Simone Natale (Loughborough University) Henry Cooke, Mike Armstrong and colleagues from BBC Research & Development
18.00 – c. 18.30	Plenary and close	Chair: Leah Henrickson (Loughborough University)