

IS1404 E-READ: Evolution of Reading in the Age of Digitization

Position paper

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WG(s): WG3 Experiential and emotional aspects of reading

1. **Potential research contribution** in light of, or linked to

A. WG interest and Scientific programme:

In light of my recent studies in cognitive science (e.g., embodied simulation, extended mind), transmedia storytelling and contemporary fantasy literature, my contribution could focus on the intrinsic characteristics of this literary genre. In relation to the most recent and popular phenomena (e.g., Rowling's and Martin's best-seller serial novels), fantasy literature has shown one of the strongest pulls towards transmediality (with multiple adaptations on screen, but also role-playing games, videogames, fanfiction, et al.). While novels such as *Harry Potter* and *A Song of Ice and Fire* achieve some of the highest levels of immersion/transportation, generating a fandom which not rarely describe its relationship with fantasy literature in terms of addiction, they also invoke an overcoming of the literary medium, which appeals to further sensory expansions for the building of their "secondary worlds" (Tolkien). My study has focused so far on the narratological aspects and on productive responses by readers (e.g., fanfiction, wiki guides, and commentaries on reading communities), but it could evolve in the direction of emotional and experiential aspects of literary reading. The aim could be evaluating if and in what terms readers of fantasy literature better adapt to the change of reading devices (due to the stronger cognitive immersion), or are more prone to leaving the literary medium when the achievement of transmediality becomes easier (e.g., switching from paper to electronic devices).

B. Action objectives (pages 7-10 in the MoU):

As demonstrated by the *Harry Potter* phenomenon, fantasy literature can assume a crucial role in education practices, not devoid of complexities and polemical responses. A scientific study of its reading phenomenology could provide educators with better tools for its integration in teaching programs.

On the other hand, this research could offer to publishers (which generally lack of a full comprehension of the dynamics of transmediality) some useful empirical results, in the definition of a publishing strategy better aware of the potentialities (and risks) of digital devices.

2. Interest in

A. organizing and/or participating in a **short-term scientific mission (STSM)**.

Optional: pursuing what research questions/projects; where to/with whom; linked to what objective(s) of the Action:

Yes.

B. organizing and/or participating in a **Training School** (please indicate what kind of training [theoretical; methodological; technical]).

Optional: linked to what objective(s) of the Action:

Yes, in particular methodological training.