The Word in the World
Culture, Technology, and Discourse in the 21st Century

The 2017 Texas Tech Comparative Literature Symposium
April 7-8, 2017
Comparative Literature Program

The Program in Comparative Literature at Texas Tech University has had a long history and a rich tradition. Starting in the late 1960s, with a few faculty members from different humanities disciplines meeting and exchanging their interests in comparative studies, the program has grown and evolved into one that encompasses both undergraduate minors and graduate specializations. It supports both Western and Third World studies, as well as organizes an annual symposium attracting scholars from across the region, the nation, and the globe.

Committee

Kanika Batra (Director)
Chris Bains
Curtis Bauer
John Beusterien
Kerry Manzo
Kenna Neitch
Anita McChesney
Roger McNamara
David Roach
Yuan Shu
Victoria Surliuga
The TTU Comparative Literature Program Presents

The Word in the World
Culture, Technology, and Discourse in the 21st Century

English/Philosophy Building
Texas Tech University
Lubbock, Texas (USA)

April 7-8, 2017
Embedded in the spirit of comparative study is an enduring investment in critical attention to the importance of medium and message. In his models evoking pedagogic, social, and political change, the Brazilian educator Paulo Freire emphasized the importance of an abiding commitment to codification – a deliberate, reflective choosing of the best method of communication for each theme and its representation. That choice now encompasses an unprecedented number of mediums and an often global reach. Cultural communication and interaction occur across various channels, from internationally viral memes and videos to twitter wars during turbulent political times to social media movements that fuel revolution. During the Arab Spring, Facebook and Twitter were critical tools that enabled organized protest and global broadcasting, despite the governmental control of traditional media outlets. For many people around the globe, YouTube, Candy Crush, Second Life, Instagram, open source software, and Creative Commons publishing are important sources of entertainment, information, and knowledge. It is critical that we understand the contours of discourse in the context of technological developments and needs of communities from the Global South and North.

As it has always been, the technological is political. It is social and cultural and imbued with opportunities both to challenge hegemony in its many forms or to reinforce and amplify constructions of race, gender, ethnicity, sexuality, class, and geographical location which sustain hegemony.

Just as these developments are multi-faceted, our means of understanding them are grounded at the intersections of book history, global literature, technical communication, material production, digital textuality, film and media studies, and the literature and rhetoric of science and technology.

Kanika Batra
Symposium Director

Kerry Manzo & Kenna Neitch
Symposium Co-Directors
Sponsor/Supporter Acknowledgements
The conference organizers wish to thank the following sponsors for their generous contributions to the 2017 symposium:

- Dr. David Roach and the TTU Dean’s Office, College of Arts & Sciences
- Dr. Noel Zahler, Dr. Brian Steele, and the TTU College of Visual & Performing Arts
- Dr. Bruce Clarke, Dr. Rich Rice, Kenna Neitch, Kerry Manzo, and the TTU Department of English and Media Lab
- Dr. Yuan Shu, and the TTU Asian Studies Program
- Dr. Juan Muñoz and the TTU Division of Institutional Diversity
- The TTU Classical and Modern Languages and Literatures Department
- The TTU Comparative Literature Committee
- TTU Department of English Student Volunteers
- Dr. Shannon Samson and the TTU Graduate School

Suggested Restaurants Near Campus

- Café J, 2605 19th Street Lubbock, TX 79401 806.743.5400
  http://www.cafejlubbock.com
- McAlister’s, 2415 19th Street Lubbock, TX 79401 806.740.0022
  http://www.mcalistersdeli.com
- Chili’s, 607 University Avenue Lubbock, TX 79401 806.744.2025
  http://www.chilis.com
- Lubbock’s Breakfast House, 7006 University Avenue Lubbock, TX 79401
  | 806.701.5351 | http://lubbockbreakfasthouse.com
Guidelines for Presenters and Moderators

- Meetings are held in the TTU English Department.
- Sessions are 90 minutes in length, including Q / A.
- Individual presentations should be 15-20 minutes, with Q / A following.
- Moderators should introduce presenters at the start of the session, reminding presenters of time requirements.

Maps, Transportation, and Emergency Information

Additional TTU and Lubbock maps are available at the hotels and in the Student Union. Taxis to/from hotels/airport are ~$25: City Cab (806.765.7474), Yellow Cab (806.765.7777), and Uber is available. Call 911 for emergencies; call Kanika Batra at 806.252.0086 for more info.
**Program “At-A-Glance”**

**Day 1: Friday (April 7, 2017)**
- 8:15-8:30: Pick-up from Hotels
- 8:30-9:00: Coffee / Tea and Registration (209)
- 9:00-9:30: Welcome Remarks (201)
- 9:30-10:45: Keynote 1: Rachel Lee (201)
- 11:00-12:30: Session 1A: The Word in the Age of Digital and Social Media (201)
  - Session 1B: Cinematic and Virtual Worlds (303)
  - Session 1C: Fictional Worlds (352)
- 12:30-1:45: Lunch (209)
- 2:00-3:15: Keynote 2: Bruce Clarke (352)
- 3:15-3:30: Coffee / Tea (209)
- 3:30-5:00: Session 2A: Representation, Translation, and the Refashioning of Global Cinema (303)
  - Session 2B: Planetarity, Eurocentrism, and the Deterritorialization of National Literature (352)
- 5:00-5:30: (Optional) Walk around campus (meet outside 201)
- Dinner on your own

**Day 2: Saturday (April 8, 2017)**
- 9:00-9:15: Pick-up from Hotels
- 9:15-9:30: Coffee / Tea (209)
- 9:30-10:45: Keynote 3: Harveen Mann (352)
- 11:00-12:30: Session 3A: Gendered Worlds (303)
  - Session 3B: Multimodal Translation and Adaptation (352)
- 12:30-1:45: Lunch (209)
- 2:00-3:15: Keynote 4: John Williams (352)
- 3:15-3:30: Coffee / Tea (209)
- 3:30-5:00: Session 4A: National Worldings (303)
- 3:30-5:00: Session 4B: Forms, Emotions, and Modes of Communication (352)
- 5:00-5:15: Symposium Wrap-Up (303)
- 6:30-8:30: Dinner at Triple J Chophouse
  1807 Buddy Holly Avenue Lubbock, TX 79401
  (for keynoters, faculty, and invited volunteers)
Day 1: Friday
April 7, 2017
8:30-9:00: Coffee / Tea (209)
Please register upon arrival. See http://www.depts.ttu.edu/english/complit
for more information. Consider checking out TTU’s Graduate School; see http://www.depts.ttu.edu/gradschool.

9:00-9:30: Welcome Opening Remarks (201)
Please join us to meet new colleagues and friends. Bruce Clarke (Chair of English) and Kanika Batra (Comparative Literature Symposium Director) will open the conference.

THE COLLEGE OF ARTS & SCIENCES at Texas Tech offers a wide variety of courses and programs in the arts, humanities, mathematics, social and behavioral sciences, natural sciences, and communications. The largest of the Colleges at Texas Tech, it offers 120 degree programs in 15 departments.

MAJORS RANGE FROM Anthropology to Zoology. With 8,333 undergraduate and 1,285 graduate students enrolled in the College, classes may range in size from large lower division lecture courses to more intimate upper division courses and graduate seminars. Whether the course enrollment is large or small, faculty are interested in their students as individuals and make an effort to be accessible for individual conferences or help-sessions outside of class.

OFFERING A BROAD RANGE OF INSTRUCTION, Arts & Sciences faculty have a common purpose: to impart the knowledge and skills, the values and attitudes that constitute a liberal education. To help students solve problems, think, and communicate are the primary and essential aims of the College.
9:30-10:45: Keynote 1 (201)
Rachel Lee, Professor of English and Gender Studies (UCLA)
"Bacterial Poetics & Migrant Waste: Implicated Witnesses in ‘I’-topia"
Introduction: Yuan Shu

11:00-12:30: Session I

1A: The Word in the Age of Digital and Social Media (201)
Moderator: Roger McNamara
Rahul Gairola (University of Washington)
"Digital Homes: Identity and Agency in Postmillenial South Asia"
Sumaia Aldubaikhi (TTU)
"The Effects of Social Media on the Attitudes of Young Saudi Female toward Saudi Pidgin Arabic: A Case Study"
Jasmine Bailey Epstein (TTU)
"The Double-Edged Prosperity of Information: Borges’s ‘Funes the Memorious’ and Anomie in the Digital Age"

1B: Cinematic and Virtual Worlds (303)
Moderator: Kanika Batra
Jeff Parish (Lee College in Huntsville, Texas)
"Playing with Literature: Video Games as Interactive Narrative"
Kenna Neitch (TTU)
"New Media, Old Vices: YikYak Responses to the Orlando Shooting"
Joya Mannan (TTU)
"Bollywood Blockbusters and the Shakespeare Adaptations Rhizome"

1C: Fictional Worlds (352)
Moderator: Kerry Manzo
Nadia Boudidah Falfoul (University of Kairouan, Tunisia)
"‘The Way We Live Now’: Cancer and Depression in the Fiction of Lorrie Moore"
Keela Cooper (TTU)
"Move Aside, Rowling: A Study of Fanfiction and its Effect on Ownership"
Tina Du (Anhui University of Science and Technology, China)
"The Urbanization of Chinese Native-Soil Literature"

12:30-1:45: Lunch (209)
2:00-3:15: Keynote 2 (352)

Bruce Clarke, Horn Professor and Chair of English (TTU)
“Cybernetics, Science Fiction, and the AI Imaginary”

Introduction: Kanika Batra

3:15-3:30: Coffee / Tea (209)

3:30-5:00: Session II

2A: Representation, Translation, & Refashioning of Global Cinema (303)
Moderator: Rachel Lee

Rebecca Campbell (TTU)
“Power, Radicalism, and Misuse of the Image in Post 9/11 Literature”

Camille Vilela (TTU)
“Language, Translation, and Comparative Literature”

Iracema Quintero (TTU)
“Refashioning Global Cinema: Cosmopolitanism and Third Cinema”

2B: Planetarity, Eurocentrism, and the Deterritorialization of National Literature (352)
Moderator: John Williams

Jonelle Frazier (TTU)
“Cosmopolitanism and Its Discontents”

Kate Osana Simonian (TTU)
“Deterritorializing National Literature: Geographical Metaphor and Comparative Literature”

MaryAnn Widerburg (TTU)
“Planetarity and the Canon of Post 9/11 Literature”

Amelia Reyes (TTU)
“Globalization, Eurocentrism, and Comparative Literature”

5:00-5:30: (Optional) Walk around campus
Meet outside 201 if you’d like to join us for a walk.

6:00-9:00: Dinner on your own
9:00-9:15: Registration and Coffee / Tea (209)
Have you walked around campus yet? Mornings are cool. You might take a stroll to the TTU Library and check out Groupworks stations, or view the 1688 Coronelli Globe in the Southwest Collections Library.

9:30-10:45: Keynote 3 (352)
Harveen Mann, Associate Professor of English (Loyola University)
"Textualizing the Archive of 1984 Punjab: Remembrance and Postmemory in National and Diasporic Spaces"
Introduction: Roger McNamara

11:00-12:30: Session III

3A: Gendered Worlds (303)
Moderator: MaryAnn Widerburg

Keela Cooper (TTU)
"The Apostle and the Demon: Understanding Nikhil and Sandi through the use of Christian Texts"

Lance Lomax (TTU)
"Stepping Out: Women, the Home, and a Changing Indian Identity in Tagore’s *The Home and the World* and Ghosh’s *The Shadow Lines*"

Anthony Ranieri (TTU)
"Goddess of a Nation: The Woman’s Role in Tagore’s *The Home and the World* and Ghosh’s *The Shadow Lines*"

3B: Multimodal Translation and Adaptation (352)
Moderator: Wyatt Phillips

Megan Mendiola (TTU)
"Elizabeth Bennet has a Vlog: An Examination of *Pride and Prejudice* and its 21st Century Adaptation *The Lizzie Bennet Diaries*"

Bernadette Russo (TTU)
"Empowering Transformations and Adaptations: Indigenous Cultural Resurgence Finds a Voice"

Sarah Sprouse (TTU)
"Translating Gerald’s Coded Rhetoric: Wallia, Kambria, Brittania"

Leslie Liu (Wuhan University, China)
"Reflections of Chinese Theatre in Thornton Wilder’s Play"

12:30-1:45: Lunch (209)
2:00-3:15: Keynote 4 (352)

John Williams, Associate professor of English and Film and Media Studies (Yale University)
“World Presence: The Spiritual, Corporate, and Literary Technologies of Being Here Now”
Introduction: Yuan Shu

3:15-3:30: Coffee / Tea (209)

3:30-5:00: Session IV

4A: National Worldings (303)
Moderator: Yuan Shu

Georgianna Ravenna (TTU)
“Nation and Identity in Amitav Ghosh’s The Shadow Lines”

Anastasia Coles, (TTU)
“Temporal Geography in Amitav Ghosh’s The Shadow Lines”

Meghan Self (TTU)
“Textual and Technological Anonymity in Amitav Ghosh’s The Shadow Lines”

4B: Forms, Emotions, and Modes of Communication (352)
Moderator: Kenna Neitch

Jacqueline Faithe Price (TTU)
“Electronic Video Game Literature in an Adult American ESL Reading and Vocabulary Classroom”

Yanling Liu (Anhui University of Science and Technology, China)
“On Communication Norms in Zhang Ailing’s Self-Translational Works”

Will Felty (TTU)
“Power and the Nature of Violence”

Michael Hartsfield (TTU)
“The Essential Role of Empathy”

5:00-5:15: Symposium Wrap-Up (303)
Join us for a quick wrap-up of this year’s symposium, as well as a special invitation to next year’s theme! Car rides provided.

6:30-8:30: Dinner at Triple J Chophouse
1807 Buddy Holly Avenue Lubbock, Texas 79401
(for keynote speakers, faculty, volunteers)
Conference Participants and Supporters

Sumaia Aldubaikhi  s.alduaikhi@ttu.edu
Chris Bains  chris.bains@ttu.edu
Kanika Batra  kanika.batra@ttu.edu
Curtis Bauer  curtis.bauer@ttu.edu
Rebecca Campbell  rebecca.e.campbell@ttu.edu
Bruce Clarke  bruce.clarke@ttu.edu
Anastasia Coles  anastasia.coles@ttu.edu
Keela Cooper  keela.cooper@ttu.edu
Tina Du  46735020@qq.com
Jasmine Bailey Epstein  jasmine.epstein@ttu.edu
Nadia Bouididah Falfoul  nadia.falfoul@gmail.com
Will Felty  william.felty@ttu.edu
Jonelle Frazier  jonelle.frazier@ttu.edu
Rahul Gairola  rgairola@uw.edu
Michael Hartsfield  michael.hartsfield@ttu.edu
Rachel Lee  rlee@humnet.ucla.edu
Lance Lomax  lance.lomax@ttu.edu
Leslie Liu  ya.liu@ttu.edu
Yanling Liu  liuyanling0203@163.com
Harveen Mann  hmann@luc.edu
Joya Mannan  joya.mannan@ttu.edu
Kerry Manzo  kerry.manzo@ttu.edu
Anita McChesney  anita.mcchesney@ttu.edu
Roger McNamara  roger.mcnamara@ttu.edu
Megan Mendiola  megan.mendiola@ttu.edu
Kenna Neitch  kenna.neitch@ttu.edu
Jeff Parish  ParishTheWord@gmail.com
Jacqueline Faithe Price  jacqueline.faithe.price@ttu.edu
Iracema Quintero  iracema.m.quintero@ttu.edu
Wyatt Phillips  wyatt.phillips@ttu.edu
Anthony Ranieri  anthony.ranieri@ttu.edu
Georgianna Ravenna  georgianna.ravenna@ttu.edu
Amelia Reyes  amelia.reyes@ttu.edu
Rich Rice  rich.rice@ttu.edu
Bernadette Russo  bernadette.v.russo@ttu.edu
Shannon Samson  shannon.samson@ttu.edu
Meghan Self  meghan.self@ttu.edu
Yuan Shu  yuan.shu@ttu.edu
Kate Osana Simonian  kate.simonian@ttu.edu
Sarah Sprouse  sarah.sprouse@ttu.edu
Brian Steele  brian.steele@ttu.edu
Victoria Surliuga  victoria.surliuga@ttu.edu
Camille Vilela  camille.vilela@ttu.edu
MaryAnn Widerburg  maryann.widerburg@ttu.edu
John Williams  robert.j.williams@yale.edu
Thanks for attending! Join us next year!

Dr. Bruce Clarke
Cybernetics, Science Fiction, and the AI Imaginary

Dr. Rachel C. Lee
Bacterial Poetics and Migrant Waste: Implicated Witnesses in "11"-topia

Dr. Harveen Mann
Textualizing the Archive of 1984 Punjab: Remembrance and Postmemory in National and Diasporic Spaces

Dr. R. John Williams
World Presence: The Spiritual, Corporate, and Literary Technologies of Being Here Now

Comparative Literature Symposium 2017
See http://www.depts.ttu.edu/english/complit for next year’s symposium, our 50th year! Contact kanika.batra@ttu.edu for more information.

- TTU Graduate School: http://www.depts.ttu.edu/gradschool
- TTU College of Visual & Performing Arts: http://www.depts.ttu.edu/cvpa
- TTU Department of English: http://www.english.ttu.edu
- TTU Department of Classical and Modern Languages and Literatures: http://www.depts.ttu.edu/classic_modern

TTU’s New Quality Enhancement Plan
Bear Our Banners Far and Wide: Communicating in a Global Society is a five-year Quality Enhancement Plan (QEP) designed to improve the communication skills and global awareness of TTU’s students. See http://www.depts.ttu.edu/provost/qep for more information.

TTU Undergraduate Minor in Comparative Literature
Comparative literature is designed for students who are interested in critical studies of literatures and cultures across national boundaries. The program provides a minor for the Bachelor of Arts degree. The minor consists of 18 hours of courses, 3 hours of which must be at the 4000 level. Students may apply 6 hours of sophomore-level course work from either the Department of Classical and Modern Languages and Literatures or the Department of English if such course work is not in the student’s major field. Students not majoring in a foreign language must complete at least 3 hours at the junior or senior level in a foreign language (http://www.depts.ttu.edu/english/complit/undergradminor.php).