

Veranstalter	PD Dr. Monika Pietrzak-Franger
Thema	Remix Cultures [AA-MA4]
Art der Veranstaltung	Seminar III
Veranstaltungsnummer	53-551
Zeit	Do 12-14
Raum	Phil 1250
Beginn	7. April 2016

Course description:

Remix has been recognized as the central cultural practice of contemporary digitalized world. Indeed, sampling and remixing in music, video collages on streaming platforms like YouTube or Vimeo, mixes of canonical texts or personages and popular genres in fan fictions and novels like *Pride and Prejudice and Zombies* (2009), *Robin Hood & Friar Tuck: Zombie Killers – A Canterbury Tale* (2009) and *William Shakespeare's Star Wars: Verily, A New Hope* (2013) are ever more present in our culture. Indeed, mash-ups, the practice of re-combining material from different, often seemingly disparate texts, media and cultural spheres has visibly expanded in the past years, since digital technology has made it easier both to re-combine existing texts and to disseminate the results of this re-combination process.

Remixes and mash-ups are not only the consequence of a changed medial environment, however. The fact that books like *Jane Slayre* (2010) and *Henry VIII Wolfman* (2010) can now find their way into the regular book market is also expressive of an ideological shift in the cultural sphere that has newly validated the popular and the amateur, has destabilised traditional notions of authorship, originality and ‘the work’, and has made the borders between ‘official’ and ‘unofficial’ systems of distribution more porous. In both systems, however, gatekeeping mechanisms are in place to police questions of taste and (aesthetic) quality.

An aesthetic, creative mode and genre, the mash-up thrives on hybridity, fragmentation, disintegration and defamiliarisation, as it makes heterogeneous elements collide and encourages us to negotiate their intertextual relations, be it in activist works like those produced by music/video group Coldcut, or more aesthetic reflections such as those by video remixers Eclectic Method. It also both exemplifies and spotlights contemporary debates about authorship, copyright and intellectual property.

This seminar introduces students to contemporary remix practices, only to look at them from a historical, sociological, economic and aesthetic point of view. The students will consider various types of remix practices (literary mashups, Video collages, etc.) in the context of convergence culture and with reference to such phenomena as fandom, authorship, copyright, participation, adaptation and transmediality.