Book 2.0

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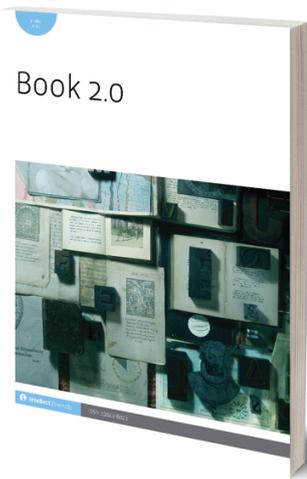
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The Book and Digital Technology

Book 2.0 is an international, peer-reviewed journal concerned with the future and traditions of publishing, book production, writing, illustration and all the ways in which cultures develop and are disseminated by both physical and digital means.

The next issue will celebrate how technology has been written into books and how books have, and continue to be, written into technology. It will explore the history and enduring relationship between the two from the perspectives of theory and practice, and will consider any submissions that address the theoretical or creative dialogues that thrive at this exciting nexus of literary and digital possibilities.

Marshall McLuhan's 1964 claim that 'the content of any medium is always another medium' is perhaps more relevant today than it has ever been. The book as an object regularly finds its way into digital culture, particularly within games, mobile and interactive fiction, as do the languages of digital technology increasingly find their way onto the pages of traditionally produced books. The place where bookish and literary practices meets technology provides a deep well of possibilities for authors especially for those seeking to extend their practice across mediums, at the same time, readers engaging with these points of intersection have been evolving, developing the fluency required by these new literacies.

Contributions are invited from scholars, authors, poets, illustrators, filmmakers, publishers, game designers and others with theoretical or practice interests in this field and submissions are welcomed addressing the range of sub genres including all forms of digital storytelling, interactive fiction, games, mobile stories, ambient literature, and transmedia storytelling. Contributions may include (but are not limited to):

• The remediation of digital culture into contemporary books.
• The book as material object in relation to digital culture.
• Books in virtual worlds.
• Case studies of particular books, games, or other media.
• Intersections of traditional and digital literacies.
• Critical approaches to intermediality, remediation, and/or transmedia storytelling.
• Artistic and philosophical explorations of the topics proposed are also encouraged.
• Multimodal approaches colliding during book production and digital media.
• The place of readers and audiences within developing new literacies.

A sample past issue of *Book 2.0* is available for free online at:
https://www.ingentaconnect.com/content/intellect/btwo/2014/00000004/f0020001

If you are interested in contributing, please email andra.ivanescu@brunel.ac.uk and sarah.gibsonyates@anglia.ac.uk with a 300-word abstract, synopsis or other form of proposal and a 100-word biography by the deadline of 1 May 2019.