An introduction to the functioning process of embedded paratext of Digital Literature: Technoeikon of Digital poetry

Recent digital-born electronic literature has heterogeneous components such as kinetic texts, kinetic images, graphical designs, sounds, and videos. These digital components are embedded with the main text as the paratext of print and digital works such as preface, author’s name, illustrations, and title. However, the comparative study between paratext and embedded paratext of electronic literature shows different strategic patterns and functions of these entities. We discuss the conceptual framework of illuminant devices of paratexts and propose a new term technoeikon to recognize the functions of embedded literary artefact in digital literary works. The essay examines the critical construction of new term technoeikon which has a unique characteristic that makes electronic literary works different from print literature. This essay reviews the cyclical process of technoeikon from the historical perspective of pre-print culture and print culture and acknowledges technoeikon as inherited from our tradition. Due to digital contrivances, technoeikon takes a new form of performance in a digital ecology that is distinct from traditional analog. This article presents a case study on Andy Campbell's (2007b) Dim O'Gauble. Also, Campbell responds to the interpretation of new term technoeikon in the fourth section of the essay. T Shanmugapriya, Nirmala Menon and Andy Campbell

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