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Role of interactive digital technology in “Read/Only” versus “Read/Write” cultures

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Abstract:

The development of information and communication technologies in the recent decades has digitized the form of creation and innovation, and facilitated participatory “Read/Write” cultures worldwide, in which creation, modification, exchange, and storage of media contents are extremely convenient and expedient. Contrary to the traditional “Read/Only” cultures that clearly differentiate the role of a content creator from a content consumer, a distinct characteristic of the “Read/Write” cultures is that they allow and encourage derivative remix works by combining or editing existing materials to produce a new and creative user-generated work. Accordingly, this project intends to provide students with conceptual understanding how media contents are created and shared in participatory cultures, facilitated by digital technology. Students will have an opportunity to master hands-on techniques for creating their own remix music, by using a music sequencer and digital audio software, and learn copyright issues of user-generated contents in the remix culture and their economic, social, and legal implications.