ABSTRACT

The rise of digitally published literature has transformed the configurations of place and nation within literary texts. This, in turn, necessitates a new examination of the relationships between texts, authors, and readers in an increasingly globalized world. To highlight some of these trends, this poster examines the Spanish-language literary blog Elboomeran[g].

METHODOLOGY

• Close readings of digital and analog texts
• Distant readings (e.g. text mining to determine word use frequency)

LOCAL NARRATIVES IN THE GLOBAL WEB

Digital texts offer new means of negotiating vectors of communication between the local and global. Contrary to the characterization of the internet as a subsuming globalized space, we find that digital writing may add depth to the homogenized ‘global web’ by creating variably local places within the digital space that are characterized by transmitters of locality (through language, word choice, and imagery) and concern with global concepts instead of national origin.

NEW AUTHOR- AND READERSHIPS

New digital identities and imagined communities. Elboomeran[g]'s readership can be conceptualized as a virtual pan-Hispanic community united by a shared language: the site is based in Spain, like its parent company El País. However, most of its web traffic comes from Miami and Madrid, while most of its content comes from Latin American authors (Raynor 2017).

Author-reader engagement. Digital spaces have given rise to new forms of author-reader engagement via integrated feedback systems (such as blog comments) as well as author presence on social media networks (right: author Patricio Pron’s Twitter plugin on his Elboomeran[g] blog) which allows the engagement of a participatory transnational audience.

THE SPACE AND PLACE OF DIGITAL WRITING

This visualization shows some of the forty most frequently used words in the blog posts of Elboomeran[g]. Words with the highest usage frequency are closest to the center of the honeycomb, and are darkest in colour, while less-common words are lighter and located at the periphery. "World" (mundo) was the most frequently used word, indicating an emerging preoccupation with the global. Boundaried geographical terms such as "national" (nacional) appear significantly less often compared to transcendent concepts such as time (tiempo) and space (espacio).

