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University of Zadar Summer School 2012
April 11-14, 2012

Lecture: Postmodern theoretical approaches to the reader and their validity in the digital environment

Reading is one of the everyday practices that are continually multiplied, being the common cultural practice the meaning of which expands semantically. Reading is a metaphor, relational attitude and a model of action. In the consumer world reading is consumption with the features of "silent production", and reader is not a passive consumer and user of content. He is the only one to grant the meaning to a text. It starts from the basic concepts and attitudes of the Constance School and postmodern authors (Fush, Culler, Holland, Stierle, Certeau, and others) who analyse in a new way, in terms of literary theory, the reader's place in the triad: author- work - reader, applicable to all types of texts. Reader is the central concept of literary theory, sociology of literature, cultural anthropology, ethnography, and in addition to that as paradigmatic terms emerge the concepts of horizon of expectations, competent reader, gaps in the text, interpretative communities, reader - traveller in the illegal hunting, thus indicating semiotic conceptual procedures. The concept of a reader cannot be separated any more from the electronic text. So, the existing concepts adapt to the electronic environment, because the electronic text deconstructs the printed one and it changes the way of reading, the role of the reader and raises new questions about the authorship. Multimedia concept of a text extends the term of the reader competence, which appears as existential necessity. Reading in the online environment is becoming an important place in the field of education and librarianship.