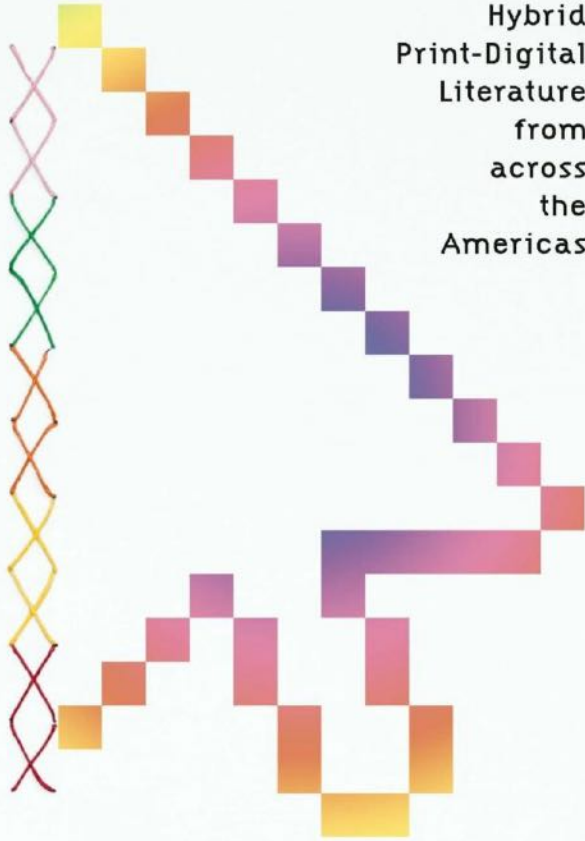


## binding media

Hybrid  
Print-Digital  
Literature  
from  
across  
the  
Americas



Élika Ortega

# Binding Media. Print-Digital Literature

---

Élika Ortega  
Department of Spanish and Portuguese  
University of Colorado Boulder

The two main engines of the book:

Counter the promises/portents that electronic and digital media would render the book obsolete

Dislodge the idea that electronic and digital media are attachments or extras to the print book

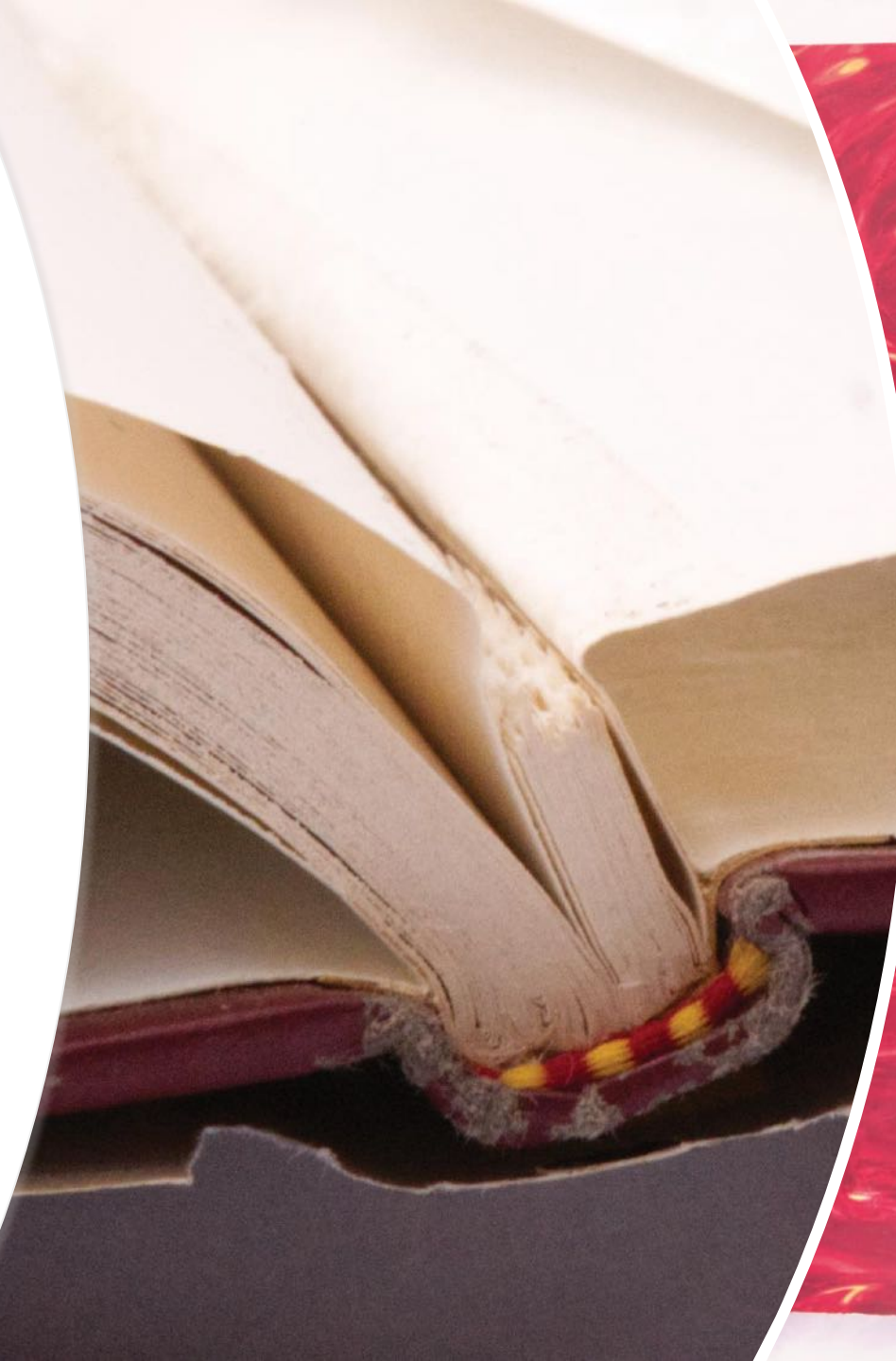
Led me to look at hybrid print-digital books as:



A new form of the book at the turn of the 21<sup>st</sup> century with widely different material, aesthetic, and literary qualities, which are, nonetheless, recurring



Literary and  
publishing practices  
that have a 4-decade  
history, albeit  
changing and  
unstandardized



Bookish phenomena that prompt methodological approaches that may take us beyond the imperative of digital preservation into other notions of memory





## The material substrate of larger processes of cultural hybridization

47

Justo antes del amanecer, los beduinos volteaban piedras semienterradas  
Just before sunrise, Bedouins turned over half-buried stones in the desert  
para atrapar el rocío que el frío de la noche había condensado en su  
to catch the dew that the night's coolness had condensed on the stones'  
superficie. Los viajeros indígenas en el corredor de México-Estados Unidos  
surfaces. Indigenous travelers in the Mexican-U.S. corridor searched  
buscan las anchas hojas de la yuca y el agave para abastecerse de agua.  
the broad leaves of yucca and agave. Rainwater collected at each plant's  
El agua de la lluvia se acumula en la base de cada planta—el ápice de las  
base—the leaves' apex—remaining there up to a few days after a summer or  
hojas—permaneciendo ahí hasta unos días después de una llovizna veraniega  
winter shower. Proceed from the simple premise: The desert caches water in  
o invernal. La premisa a seguir es simple: el desierto acumula agua en  
unlikely places that it resists divulging. Do not expend all your energies  
lugares inesperados que resiste divulgar. No agote sus energías buscando sus  
searching for its secret stashes, but likewise do not assume that its pockets  
escondites secretos, pero igualmente no presuma que sus bolsillos de humedad  
of moisture are nonexistent. Restrict your water reconnaissance to early or  
son inexistentes. Limite su búsqueda de agua al principio y al final del día  
late in the day when your liquid net-gain will outweigh the perspiration you  
de manera que el líquido que encuentre sea más que el sudor que transpire al  
expend. A thirst is seldom quenched; it morphs to reappear on the horizon.  
buscarlo. La sed es rara vez saciada: se transforma para reaparecer en el  
Meanwhile, the desert reflects the sun back like a mirror. You are caught in  
horizonte. Mientras tanto, el desierto refleja el sol como en un espejo. Usted  
that pair's uneven, inconsummate exchange.  
está atrapad@ en el medio de este intercambio desigual e inconsumado.

The two main engines of the book:

Counter the promises/portents that electronic and digital media would render the book obsolete

Dislodge the idea that electronic and digital media are attachments or extras to the print book

Until...



...the discourse  
turned around

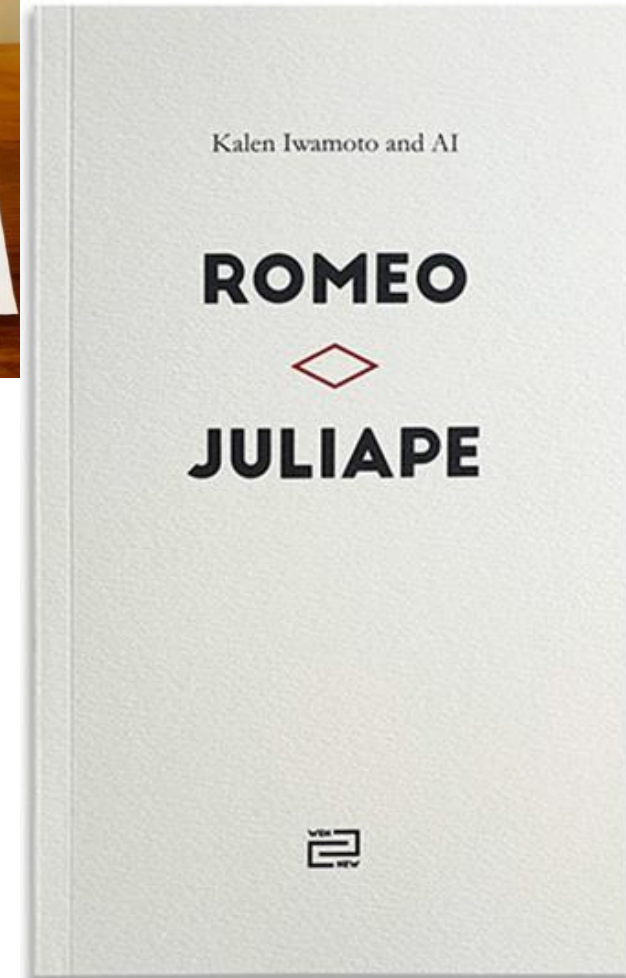
**No Joke: The Onion Thinks Print Is the Future of Media**



At the end of the book, I look at how the relationship of digital media and print matter seems to be reversing i.e. print will kill/enhance the digital

Notably, or should I say, notoriously

In literary NFTs in which the print book is the attachment meant to amplify the manufactured uniqueness of the blockchain token as “corresponding cop[ies] in the *physical world*” (Alexandria publishing)



These new developments continue to show that the relationships of print and digital media are not, have not been, and will likely never been of a supersessionist nature.