



# Making New Media

Creative Production and  
Digital Literacies

Andrew Burn

# Contents

---

Acknowledgements	vii
1 Making New Media: Culture, Semiotics, Digital Lit/Oracy	1
2 Grabbing the Werewolf: Digital Freezeframes, the Cinematic Still and Technologies of the Social	25
3 Digi-Teens: Media Literacies and Digital Technologies in the Secondary Classroom	43
4 Making Your Mark: Digital Inscription, Animation and a New Visual Semiotic	57
5 'Two Tongues Occupy My Mouth'—Poetry, Performance and the Moving Image	79
6 Potterliteracy: From Book to Game and Back Again—Literature, Film, Game and Cross-Media Literacy	91
7 'Writing' Computer Games: Game-Literacy and New-Old Narratives	111
8 Machinima, Second Life and the Pedagogy of Animation	133

Notes	155
References	159
Index	167