

Keyword Cultures

From Raymond Williams to the Digital Age

Who is Raymond Williams? ∨

What is a keyword? ∧

The **oldest definition of “keyword” refers to a key to a cipher or code**. Today, keywords structure much of our digital life, most prominently in the search queries we write for tools like Google.

What will this course teach me? ∧

In this course, **we will respond creatively, theoretically, and practically to keywords broadly defined**. We will explore their function in rhetorical and literary study. We will learn the part they play in digital humanities methods, in search algorithms and metadata tags, and in Library and Information Science generally. Throughout, we will identify the ways they shape our social and political landscape, on- and offline.

How do search engines understand human language using keywords? ∨

What can we learn about literature and culture via keywords? ∨

What do our search queries reveal about us? ∨

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ENGL 148KC | Summer A 2022 | MTWR 12:30-1:55
Instructor: Leila Stegemoeller

