

## NOTICE

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## REMEDIATION

Remediation is a relationship between media forms that relies on a 'double logic': 'Our culture wants both to multiply its media and to erase all traces of mediation: ideally, it wants to erase its media in the very act of multiplying them' (Bolter & Grusin, 1998, p.5). On the one hand, remediation involves reproducing the experience of one media form in the frame of another. For example, when we leaf through the "pages" of a "book" on the screen of a computer, there is an attempt in the use of skeuomorphic design techniques and interaction design to give a sense of immediacy and replicate the experience of reading a printed object. On the other, we have the inescapable reality that this is *not* the experience of reading a printed book, and the techniques used to reproduce that experience only serve to emphasise what is missing in the digital experience, highlighting the act and nature of (re)mediation. Remediation plays an important role in the experience of comics reading, particularly in terms of reprints, reissues, facsimiles and digital versions of texts, which often attempt to reproduce a form that is both absent and a source of specific nostalgia for readers.

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## References

Bolter, J. D. and Grusin, R. (1999). *Remediation: Understanding New Media*. Cambridge, MA: The MIT Press.