Public discussion of technology is frequently limited to that of the effects of given technologies and vacillates between the poles of technophilia and technophobia. Social media is credited for liberating whole populations as an agent of ‘Facebook Revolution’ while; simultaneously, blamed for endangering Real Communication and bringing about the death of meaningful reading. Recent Hollywood films have portrayed technology as a tool of social control through digital mass media distraction while others suggest that the powers of superheroes are no longer sufficient to maintain ‘peace’ without next-generation surveillance technologies and weaponry. This conference seeks to investigate more deeply the ways in which cultural products and practices have presented, integrated, and transformed technological practice.
9:00 – Welcome
Chair of the Hispanic Studies, Dr. David Herzberger

9:10 – PANEL 1  Moderator: Diana Dodson Lee

**Ecos eléctricos:**  
*Tecnología y medios audiovisuales*

“Images of Futures Past: Mixed Mediums and Mythologies of Modern Storytelling in Darren Aronofsky’s *The Fountain*”  
Seher Rowther, University of California – Riverside

“El español en la televisión estadounidense”  
José Medrano, University of California – Riverside

“Cuaron and the Tragic Opportunity”  
Ricardo Wilson, University of Southern California

10:20 – PANEL 2  Moderator: Judy Jiménez

**Tecno-narrativa I:**  
*Motores de mimesis*

“La tecnología creadora de una realidad artificial en Villings, en *La invención de Morel*”  
Dalia Gómez, University of California – Riverside

“Trans_Docs: bases de datos y narrativa en *Alba Crommy y La muerte me da*”  
Roxana Blancas Curiel, University of California-Riverside

“Silencing in Sound: Zizk Club and the Sound of the Other Being Digested”  
Conor Harris, University of California – Riverside

11:20 – Break
11:30 – 12:30 Keynote Address

“Espacios de circulación literaria digital y espacios de escritura: las redes sociales como género literario”

DR. VICENTE LUIS MORA

Dr. Luis Mora received his Ph.D. in Contemporary Spanish Literature, has worked as a professor and cultural director, and has contributed to multiple magazines and narrative anthologies. In 2007 he was named Director of the Cervantes Institute in Albuquerque. He is an award-winning writer, poet, essayist and literary critic from Córdoba, Spain who has explored the nature and intersection of contemporary narrative and digital communication technology. His recent works include: the novel, Alba Cromm (2010); collections of short stories: Subterrâneos (2006) and Circular 07. Las afueras (2007); and collections of poetry: Construcción (2005), Nova (2003) and Mester de Cibervía (2000).

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12:30 – 1:45 LUNCH

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1:45 – 2:45 Keynote Address

“Technologies for Writing in Mario Bellatin and Alejandro Zambra”

DR. EDMUNDO PAZ SOLDÁN

Dr. Paz Soldán is a Professor of Spanish Literature at Cornell University with an M.A. and Ph.D. in Hispanic Languages and Literatures from UC Berkley. He is an author and co-editor of multiple academic volumes, essays and critical anthologies including Bolaño Salvaje (2008) and Se habla español: Voces Latinas en U.S.A. (2000). He has written extensively on the convergence of mass media culture and narrative fiction. He is an award-winning novelist and short story writer, and recipient of the Bolivian National Book Award (2002) and the Juan Rulfo Short Story Award (1997); his recent works include Iris (2014), Norte (2011), Los vivos y los muertos (2009) and Billie Ruth (2012).

2:45 – 3:00 Break
3:00 – PANEL 3  Moderator: Óscar Ulloa

La ciencia ficción latinoamericana: construyendo al poshumano

“Poshumanismo y subalternidad: hombres artificiales desde la Sierra Madre hasta Buenos Aires”
David Contreras, University of California – Irvine

“The Constitution of the Male Cyborg in Pepe Rojo’s ‘Ruido gris’”
Alexander Shafer, University of California-Riverside

“Sovereignty, Religion and Biotechnology in 20th Century Mexican Science Fiction”
Bret Noble, University of California – Riverside

4:00-4:15 Break

4:15 – PANEL 4  Moderator: Jorge Sánchez Cruz

Tecno-narrativa II: Modelos de lectura y escritura cyborg

“Metastasis and the Encyclopedia: Two Models of Literacy in Rodrigo Fresán’s Mantra”
Rudi Kraeher, University of California—Riverside

“Technê-Narrative: Networks in Spanish and Latin American Narrative”
David De La Rocha, University of Washington

5:10– 6:00 Film Screening & Discussion:
Selections from Sleep Dealer by Alex Rivera