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GeoNeoLogical Novel and other Hybrimedia Experiments: or how to use Hybrid Methods such as Hybrid Discourse Analysis (HDA) within a Knowledge Base

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Abstract
In this essay I will present some results of the project Public Communication of Art, which developed a seminal theory and methodology intended to cope with hybridity and new media literacy in our globalized and inter/transcultural world. Some of the methods used blend vision with touch and are called ‘hybrid methods’ or ‘hybrimethods’. Examples of these are, for instance, a Multitouch Interactive Table, a Multitouch Questionnaire, Trichotomies Game and GeoNeoLogic Novel, this last one being a hybrid novel activated by fusion of vision, touch and GPS coordinates. Another hybrimethod is a sort of discursive analysis, named Hybrid Discourse Analysis (HDA), which uses ‘semantic-logical networks’ organized by concepts and ‘relation-concepts’. HDA is here articulated with Critical Sociology and applied to the analysis of a text on Magic Realism, which is also a hybrid genre within the social field of literature. Keywords: GeoNeoLogic Novel; hybrimethods; Hybrid Discourse Analysis (HDA); Magic Realism; semantic-logical networks; Alphabet of Interconceptual Relations.

Resumo
Este ensaio apresenta alguns resultados do projeto Comunicação Pública da Arte, que desenvolveu uma teoria e uma metodologia seminais, destinadas a lidar com o híbrido e a literacia dos novos média no seio do nosso mundo globalizado e inter/transcultural. Alguns destes métodos hibridizam a visão com o toque, e são designados ‘métodos híbridos’ ou ‘hibrimétodos’. Exemplos incluem uma Mesa Interativa Multitouque, um Questionário Multitouque, o Jogo das Tricotomias e a Novela GeoNeoLógica, uma novela híbrida ativada pela fusão da visão, tato e coordenadas GPS. Outro hibrimétodo é um tipo de análise discursiva designada Análise Híbrida de Discurso (AHD), que utiliza ‘redes semânticas-lógicas’ organizadas por conceitos e ‘relações-conceitos’. A AHD é aqui articulada com a Sociologia Crítica e aplicada à análise de um texto sobre o Realismo Mágico, que se caracteriza igualmente enquanto gênero híbrido no seio do campo social da literatura. Palavras-chave: Novela GeoNeoLógica; hibrimétodos; Análise Híbrida de Discurso (AHD); Realismo Mágico; redes semânticas-lógicas; Alfabeto de Relações Interconceputais.
1. Introduction: a critical and hybrid discussion

Multiple epistemological, theoretical and methodological debates are currently taking place, in order to cope with the present crisis within our contemporary globalized, post-colonial and inter/transcultural world. In the area of social and human sciences, a growing community of authors is trying to understand, in particular, how phenomena like communication, discourse and language can be related to such a juncture.1 More recent arguments focus on the articulation between digital practices, as the divide between online and offline communication (Tagg, 2015), and digital discourse analysis.2

In this perspective, the role of language and its analysis is perceived as central within the digital discourse vehiculated by digital communicative contexts such as blogging, mobile phones, gaming, and social networks (Thurlow, 2011). An example of these approaches is the analysis of the digital nature of literary texts, regarding characterization, diction, style and profound interpretation of words in the literary text and its context. This is done through statistical but also qualitative methods for the analysis of natural language corpora (Hoover, 2014).

Other authors go a step further: they insist on the relevance of arts and literature as sensitive and sometimes sensual instruments, modes and methods of interpretation within research projects, complementary to scientific and ‘objective’ methodology and technological practices (Leavy, 2009). In this new epistemological exercise, the role of digital writing is crucial.3 On the pragmatic side, not only students, but teachers and researchers as well, should pay more attention to the way they write and the style they use in cyberspace and cybertime.4 Since 2008, one year after the launch of the iPhone, we have used this device to construct the GeoNeoLogical Novel, which was first presented in 2009 at the event Arte Mídia, organized by the Universi-

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1 Discussions on Discourse Analysis undertaken by researchers may be central to clarifying this situation. A recent book (Gee, 2013) gathers major contributions useful for researchers in the field of Communication and Cultural Studies and within other social sciences and Humanities. It covers the main trends of this vast area and their applications to concrete social contexts, such as Critical Discourse Analysis, Multimodal Discourse Analysis, Multimedia Discourse Analysis, and Inter/Transcultural Communication.

2 In particular, the need to change our analytical habits emerges as new technologies are not only irreversibly transforming the way we act, but the way we do theory and use methodology as well, e.g. in the cases of conversation analysis or geosemiotics (Jones, 2015).

3 Digital storytelling raises new questions within narrative theory itself. Digital subgenres which were never seen before are emerging, in close connection with cyberspace’s social and cultural contexts (Page, 2011).

4 Brian Caroll (2014) shows how to write effectively in digital social spaces using storytelling and multi-directional communication, among other strategies. This author states that one of the most promising ways to write digitally, fiction or non-fiction, is the use of mobile devices and geo-mapped media ecosystems.