

# REBECCA LYLE SKAINS

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r.l.skains@bangor.ac.uk | ls@lyleskains.com  
http://lyleskains.com

## Current Position

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**Senior Lecturer in Writing (Prose) – Bangor University, UK** 4/2011-present

Researching, lecturing, and supervising research students in Creative Writing and Digital Media. Designing and coordinating undergraduate and postgraduate courses in narrative craft and theory, writing for digital media, and e-publishing. Fulfilling administrative duties as Deputy Head of School, Director of Teaching & Learning, Senior Tutor, and Coordinator of Professional Writing; formerly Coordinator of the BA Creative & Professional Writing, Admissions Tutor, and Director of Graduate Studies.

## Education & Qualifications

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<b>Creative Writing &amp; Digital Media – PhD</b> Bangor University, Wales	2013
<i>Practice-led creative writing research into multimodal digital narratives.</i>	
Examiners: Prof. Stuart Moulthrop, Dr. Alice Bell	
<b>Senior Fellowship</b> Higher Education Academy	2016
<b>Professional Writing – Master’s (terminal)</b> University of Southern California	2005
<b>Postgraduate Certificate in Teaching in Higher Education</b> Bangor University, Wales	2010
<b>Creative Writing (Fiction, Screenwriting) – B. A.</b> University of New Mexico	2001
<b>Biology, Animal Science – B.S.</b> Texas A&M University	1998

## Research Interests

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I conduct practice-based research in Creative Writing and Digital Media, specifically in multimodal and multimedia storytelling, digital publishing, multi-authored or community-sourced storytelling, the development of storyworld as a primary narrative tool, and the role of mythology in contemporary storytelling. I am also interested in theory-based research exploring the connections between postmodern print fiction and electronic or “born-digital” literature in terms of perspective and narrative structure, how authorship and readership are shifting due to the evolution of these narratives, and in academic and commercial digital publishing strategies.

## Teaching

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I am a cross-disciplinary instructor, as I work in the areas of Creative Writing, Professional Writing, and Digital Media. As a practitioner as well as a researcher in all of these areas, I am comfortable teaching these subjects in both practical contexts and theory-based contexts. Further, my experience as a writer – professional and creative – allows me to offer a real-world perspective to the material that benefits students interested in careers in the Creative Industries.

At postgraduate level, I firmly believe that research into the creative arts should be composed not only of the creative project, but a critical discussion as well, which may include but should not be limited to reflective analysis. The creative and the critical feed into each other, forming the base of the research knowledge. It is expected that creative practitioners will focus heavily on the creative elements; while this focus on the craft of art is appropriate in practitioner-based degrees such as the MFA, it is insufficient for research degrees. I strongly emphasise the importance of creative work as research in all my modules, promoting active research design and participation, in an effort to better prepare students for their practice-based or -led dissertations.

## Teaching (cont'd)

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### Administrative Roles

#### School of Creative Studies & Media, Bangor University, Bangor, Wales

<i>Deputy Head of School</i>	<i>8/2015-present</i>
<i>Senior Tutor</i>	<i>1/2017-present</i>
<i>Director of Teaching &amp; Learning</i>	<i>8/2015-present</i>
<i>Admissions Officer</i>	<i>8/2016-8/2017</i>
<i>Director of Graduate Studies</i>	<i>11/2013-8/2015</i>
<i>Course Director – Undergraduate &amp; Postgraduate Creative/Professional Writing Programmes</i>	<i>5/2012-present</i>

### Supervision

<i>PhD candidates, Bangor University, Bangor, Wales</i>	<i>11/2013-present</i>
Jordan Glendenning, PhD Critical & Creative Writing	
Isabel Vincent, PhD Critical & Creative Writing	
Eoin Murray, PhD Critical & Creative Writing	
Kristin Lissel, PhD Critical & Creative Writing	
Paul Rudd, PhD Critical & Creative Writing	
Levi Dean, PhD Critical & Creative Writing	
<i>Undergraduate &amp; Master's Dissertations, Bangor University, Bangor, Wales</i>	<i>9/2009-present</i>

### Examination

<i>PhD Candidates</i>	
William Barr, PhD Critical & Creative Writing, Bangor University	<i>1/2017</i>
Siôn Griffiths, PhD Filmmaking, Bangor University	<i>1/2017</i>
Sara Sylvester, PhD Digital Creative Writing, Cardiff University	<i>3/2017</i>
<i>Undergraduate Programmes</i>	
BA Creative & Professional Writing, University of Nottingham	<i>2014-2017</i>

### Modules in Creative Writing – Prose, Scripts, and Poetry

Teaching a combination of workshop and critical analysis, embedding the creative writing practice in narrative theory, helping writers to structure fiction and poetry, and to evaluate their own work with an eye toward improvement.

<i>Bangor University, Bangor, Wales</i>	<i>1/2008-present</i>
The Creative Writing Workshop	Postgraduate
Writing for Digital Media	Postgraduate
Creativity & Research	Postgraduate
Media, Culture, & Creativity	Postgraduate
Research Methods/Design	Postgraduate
Writing for Performance	3 <sup>rd</sup> year
Genre Fiction: Theory & Craft	2 <sup>nd</sup> & 3 <sup>rd</sup> year
Playable Fiction	2 <sup>nd</sup> & 3 <sup>rd</sup> year
21 <sup>st</sup> Century Writing & Publishing	2 <sup>nd</sup> & 3 <sup>rd</sup> year
Storytelling: Theory & Craft	2 <sup>nd</sup> & 3 <sup>rd</sup> year
Writing for Children	2 <sup>nd</sup> year
Creating Narratives	1 <sup>st</sup> year
Poetry & Performance	1 <sup>st</sup> year
Creative Writing: Prose	1 <sup>st</sup> year

## Teaching (cont'd)

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<i>Open University, UK</i>		9/2008-2/2012
Start Writing Fiction	1st year	
<i>University of New Mexico, Albuquerque, NM, USA</i>		6/2006-5/2007
Creative Writing: Prose	1st year	

### Modules in Digital Media

Lecturing and leading practical seminars on digital media: e-publishing, cyber identities, online communities, social networking, digital and hyper-fiction, and games.

<i>Bangor University, Bangor, Wales</i>		1/2009-present
E-Publishing	Postgraduate & 3 <sup>rd</sup> year	
Advanced Hypermedia Production	3 <sup>rd</sup> year	
Playable Fiction	2 <sup>nd</sup> & 3 <sup>rd</sup> year	
21 <sup>st</sup> Century Writing & Publishing	2 <sup>nd</sup> & 3 <sup>rd</sup> year	
Developing New Media	2 <sup>nd</sup> year	
Introduction to New Media	1 <sup>st</sup> year	

### Modules in Technical Communication and Writing

Taught students to communicate effectively in both print and electronic media. Topics included grant proposals, project management, reports, CVs, and presentations.

<i>Bangor University, Bangor, Wales</i>		9/2008-12/2009
Workplace Writing	1 <sup>st</sup> year	
<i>University of New Mexico, Albuquerque, NM, USA</i>		8/2006-5/2007
Technical Communication	2nd year	

## Professional Experience

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<b>Associate Lecturer</b> – <i>Open University, UK</i>		9/2008-2/2012
Led online introductory course in Creative Writing.		
<b>Graduate Teaching Assistant</b> – <i>Bangor University, Bangor, Wales, UK</i>		9/2009-4/2011
Coordinated and led modules, as well as supervising MA and 3 <sup>rd</sup> year dissertations, in the School of Creative Studies & Media in Professional & Creative Writing and Digital Media.		
<b>Technical Editor/Writer</b> – <i>H&amp;P, Inc., Albuquerque, NM, USA</i>		8/2005-11/2007
Edited safety basis documents for nuclear facilities, managed all official documents, coordinated multiple projects, and participated in Department of Energy reviews.		
<b>Proposal Coordinator</b> – <i>Karl Storz Endoscopy, Los Angeles, CA, USA</i>		4/2004-12/2005
Created bid proposals for a nationwide sales force for medical devices. Responsibilities included writing proposals, marketing material and business plans, composing sales presentations, project coordination, and research of company products.		
<b>Advertising Coordinator</b> – <i>Boardwalk Realty, Los Angeles, CA, USA</i>		6/2003-4/2004
Composed advertising copy, press releases, web content, agent biographies, company newsletters and company business forms. Edited and proofread all written content.		
<b>Administrative Assistant</b> – <i>Stan Winston Studio, Los Angeles, CA, USA</i>		11/2001-6/2003
Composed company web content, artists' biographies and public relations releases. Provided screenplay coverage, edited and proofread all published copy.		

## Writing & Research

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### Academic Publications – Books

- Skains, R.L. *The Digital Author: Publishing in an Attention Economy*. Forthcoming with Cambridge University Press.
- Skains, R.L. *CTRL-Alt-Write: Rebooting Fiction for the Digital Age*. In review at New Binary Press.

### Academic Publications – Articles & Chapters

- Skains, R.L. In press. “Discourse or Gimmick? Digital Marginalia in Online Scholarship.” *Convergence*.
- Skains, R.L. In press. “Dissonant Fabulation: Subverting Online Genres to Effect Socio-Cognitive Dissonance.” *Textus*.
- Ensslin, A., Bell, A., Skains, R.L., and van der Bom, I. Under review. “Immersion, Digital Fiction, and the Switchboard Metaphor.” *Participations*.
- Ensslin, A., and Skains, R.L., 2017. “Hypertext: Storyspace to Twine.” In: J. Tabbi, ed., *The Bloomsbury Handbook of Electronic Literature*. London: Bloomsbury, pp.293–307.
- Skains, R.L. 2018. “Creative Practice as Research: Discourse on Methodology.” *Journal of Media Practice: Special “disrupted” issue*, pp.76-91. doi: 10.1080/14682753.2017.1362175.
- Skains, R.L. 2017. “The Materiality of the Intangible: Inherently Layered Metaphor in Multimodal Texts.” *Convergence*. Available at: <http://dx.doi.org/10.1177/1354856517703965>.
- Skains, R.L. 2017. “The Adaptive Process of Multimodal Composition: How Developing Tacit Knowledge of Digital Tools Affects Creative Writing.” *Computers and Composition*, 43, pp.106-117.
- Skains, R.L. 2016. “Putting the Practice into Creative Writing Research: A Practice-based Methodology.” *Journal of Media Practice*. Available at: <http://scalar.usc.edu/works/creative-practice-research>.
- Skains, L., 2016. Creative Commons and Appropriation: Implicit Collaboration in Digital Works. *Publications*, [online] 4(1). Available at: <http://dx.doi.org/10.3390/publications4010007>.
- Ensslin, A., Skains, L., Riley, S., Haran, J., Mackiewicz, A., and Halliwell, E. 2016. “Exploring Digital Fiction as a Tool for Teenage Body Image Bibliotherapy.” *Digital Creativity*, 27(3).
- Skains, L. “The Fragmented Digital Gaze: Effects of Multimodal Composition on Narrative Perspective.” *Qualitative Inquiry*: pp.1-8. 22 Sept 2015.
- Chambers, A. and Skains, L. “*Scott Pilgrim* vs. the Multimodal Mash-up: Film as Participatory Narrative.” *Participations* Vol 12(1): pp.102-116. May 2015.
- Skains, L. “In the Shadows of Gods: Representations and Treatments of Otherness in the Novels of Neil Gaiman.” In Dunne, A. & O’Brien, G. (Eds), 2014, *Good Madness, A Collection of Essays on the Work of Neil Gaiman*. Witney: Interdisciplinary Press.
- Skains, L. “The Shifting Author-Reader Dynamic: Online Novel Communities as a Bridge from Print to Digital Literature.” *Convergence*, Vol 16(1): pp.95-111. February 2010.
- Skains, L. “Last Stop Bar & Grill.” *New Writing: The International Journal for the Pedagogy and Practice of Creative Writing*, Vol 7(3): pp.219-225. November 2010.

### Fiction Credits

<i>Normal Deviation</i> (short fiction anthology)	Editor, Contributor; Wonderbox Publishing	2018
“The Pyxis Memo” (hypertext/hyperbook)	<a href="http://lyleskains.com">http://lyleskains.com</a> , all e-book sellers	2017
“The Futographer” (hypertext/hyperbook)	<a href="http://lyleskains.com">http://lyleskains.com</a> , all e-book sellers	2016
<i>Færwhile</i> (multimodal, digital)	<a href="http://lyleskains.com">http://lyleskains.com</a>	11/2013
“Drowning Jonathan” (short)	Pegleg Publishing Anthology	2009
“A Queen for a King” (short)	<i>Electric Spec</i>	10/2008
“Wish in One Hand” (short)	<i>Glassfire Magazine</i>	Summer 2008
“Ribbons” (short)	<i>Scribendi</i>	2000

## Writing & Research (cont'd)

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### Stage Play Credits

<i>Big I Comedy Construction Project</i>	KUNM radio broadcast	11/2000
<i>Circle Systems</i> (full-length)	UNM Words Afire Festival Selection	2001
<i>The Last Thing on My Mind</i> (one-act)	UNM Words Afire Festival Selection	2001

### Conference Presentations & Invited Talks

“Not Sold in Stores: The Commercialization Potential of Digital Fiction” <i>Electronic Literature Organization – Montreal, Canada</i>	August 2018
“The Convergent Evolution of Hypertext” <i>Electronic Literature Organization – Porto, Portugal</i>	July 2017
“Creative Hyperlinks: Writerly and readerly effects of links in hypertext fiction” <i>Mix Digital – Bath Spa University</i>	June 2017
“The Practice of Research: A Methodology for Practice-Based Research in the Creative Arts” <i>Invited Talk – University of Sheffield</i>	January 2017
“Gaming the Composition: An Ethnographic Study on Composing Ergodic Fiction” <i>Int’l Society for the Empirical Study of Literature – Chicago</i>	6-9 July 2016
“Play/Perform: Gender Identity in Online Spaces” <i>Invited Talk – University of Sheffield</i>	February 2016
“The Practice of Research: A Methodology for Practice-Based Exploration of Digital Writing” <i>Invited Talk – Bath Spa University</i> <i>Electronic Literature Organization – Bergen, Norway</i>	January 2016 August 2015
“The Catastrophe of Science Fiction Since 1950” <i>Stories about Science – University of Manchester</i>	June 2015
“The Creative Practice Research Manifesto” <i>Beyond Crisis Conference – Durham University</i>	July 2014
“Coding Creativity: Creative Writing in Code Environments” <i>Computer Gaming Across Cultures – New Delhi, India</i>	January 2014
“The Materiality of the Intangible: Literary Metaphor in Multimodal Texts” <i>Electronic Literature Organization – Paris, France</i>	September 2013
“The Fragmented Digital Gaze: Effects of Multimodal Composition on Narrative Perspective” <i>Mix Digital – Bath Spa University</i>	June 2013
“The Material Trace in Electronic Technotext” <i>Material Meanings – University of Kent</i>	September 2012
“Fluid Texts and Implicit Collaboration in Electronic Technotexts” <i>Electronic Literature Organization – Morgantown, WV</i>	June 2012
“Scott Pilgrim vs. the Multimodal Mashup: Film as Participatory Narrative” (with Amy Chambers) <i>Contemporary Screen Narratives – U. of Nottingham</i>	February 2012
“The Medium in the Story: How the Intent to Work in Digital Media Affects the Writer’s Practice” <i>Great Writing – Imperial College London</i>	June 2011
“The Story in the Medium: Reader Responses to Multimodal Fiction Narratives” <i>Beyond Adaptation – De Montfort University</i>	January 2011
“Stories as Real Estate: A New Paradigm for Writing and Publishing” <i>Great Writing – Bangor University</i>	June 2010
“Visualizing the Story from Text to Screen” (co-author Amy C. Chambers) <i>Cinema &amp; Landscape – Sheffield University</i>	April 2010
“Inside-Out Empty: A Short Story in Transition” <i>Great Writing – Bangor University</i>	June 2009

## Academic Activities and Honours

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### Grants & Awards

Selected participant – Welsh Crucible	2018
Bangor Impact Acceleration Small Grant – <i>ESRC (Lead Applicant)</i> Awarded £500 for research impact activities from the Reading Digital Fictions AHRC project.	2017
Bangor Impact Acceleration Major Grant – <i>ESRC (Lead Applicant)</i> Awarded £500 for research impact activities from the Reading Digital Fictions AHRC project.	2017
Bangor Impact Acceleration Small Grant – <i>ESRC (Lead Applicant)</i> Awarded £500 for research impact activities from the Reading Digital Fictions AHRC project.	2016
Co-Investigator, Reading Digital Fictions Grant – <i>Arts &amp; Humanities Research Council</i> Co-investigator on £240,000 grant to study the reader response to digital fiction.	2016-2018
Bangor University Teaching Fellowship	2015
Bangor Impact Acceleration & Collaboration Award – <i>ESRC (Lead Applicant)</i> Awarded £2000 for research impact activities for “The Future of Reading: Digital Books and Digital Narratives, from Publisher to Reader”.	2015
Funded Grant – <i>Arts &amp; Humanities Research Council (Lead Applicant)</i> Awarded £2000 Postgraduate Conference: Truth and Lies, June 11-12, 2009.	April 2009
Quarterfinalist – <i>Amazon.com Breakthrough Novel Contest</i> Novel <i>The Pathfinder</i> chosen as one of 500 quarterfinalist novels from total entries of 10,000.	March 2009
1 <sup>st</sup> Prize – <i>Beyond Boundaries Conference, Bangor University</i> Topic: Beyond the Novelty – Creating Digital Fiction for Mainstream Audiences	January 2009

### Committee & Group Activities

Chair – <i>Teaching &amp; Learning Committee, SCSM, Bangor University</i>	2013-present
Chair – <i>Curriculum Development Group, SCSM, Bangor University</i>	2012-2016
Member – <i>Research Committee, SCSM, Bangor University</i>	2012-2015
Founding Member, Chair – <i>Creative Practice Research Group, Bangor University</i>	2013-2015
Member – <i>Creative Studies &amp; Media Research Circle, Bangor University</i>	2008-2012
Member – <i>Digital Economies Cluster, Bangor University</i>	2010-2012
Editor – <i>Electronic Literature Directory</i>	2010-2013
Participant – <i>Collaborative Digital Research in the Humanities</i> Engaged in 2-year postgraduate training scheme funded by the AHRC, developing knowledge and research in digital humanities.	2008-2010
Founding Member – <i>Fish Tank, Bangor University</i> Created a student-run discussion forum to support postgraduates in the School of Creative Studies and Media.	2008-2010
Committee Member – <i>MeCCSA Conference, Bangor University</i> Organised international conference hosted by the Media, Communications and Cultural Studies Association Postgraduate Network.	July 2009
Committee Chair – <i>Truth and Lies Conference, Bangor University</i> Organised international conference hosted by the College of Arts and Humanities.	June 2009

### Professional Memberships

European Narratology Network  
Electronic Literature Organization  
Senior Fellow – The Higher Education Academy  
Media, Communications, and Cultural Studies Association (MeCCSA)  
International Society for the Empirical Study of Literature (IGEL)