

The Alphabet Effect A Media Ecology Understanding Of The Making Of Western Civilization Hampton Press Communication Series

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The Handbook of Media and Mass Communication Theory Robert S. Fortner 2014-03-10 The Handbook of Media and Mass Communication Theory presents a comprehensive collection of original essays that focus on all aspects of current and classic theories and practices relating to media and mass communication. Focuses on all aspects of current and classic theories and practices relating to media and mass communication Includes essays from a variety of global contexts, from Asia and the Middle East to the Americas Gives niche theories new life in several essays that use them to illuminate their application in specific contexts Features coverage of a wide variety of theoretical perspectives Pays close attention to the use of theory in understanding new communication contexts, such as social media 2 Volumes Volumes are also available for individual purchase

Perspectives on Culture, Technology and Communication Casey Man Kong Lum 2006 This book is an introduction to media ecology as a theory group that encompasses a coherent body of canonical literature and perspectives on understanding culture, technology and communication. It examines the various facets of media ecology's development since the turn of the 20th century as an intellectual tradition and how it has evolved into being through an interlocking network of researchers from multidisciplinary backgrounds, such as behavioral sciences; classics, cultural and structural anthropology; information and systems theory; history of technology; media and culture; and so on. Specifically, the volume clearly explains some of media ecology's defining ideas, theories or themes about the interrelationship among culture, technology and communication; the thinkers behind these ideas; the social, political, and intellectual contexts in which these ideas came into being; as well as how the reader may use these ideas in our times.

Hierarchy T. F. H. Allen 2017-11-15 Although complexity surrounds us, its inherent uncertainty, ambiguity, and contradiction can at first make complex systems appear inscrutable. Ecosystems, for instance, are nonlinear, self-organizing, seemingly chaotic structures in which individuals interact both with each other and with the myriad biotic and abiotic components of their surroundings across geographies as well as spatial and temporal scales. In the face of such complexity, ecologists have long sought tools to streamline and aggregate information. Among them, in the 1980s, T. F. H. Allen and Thomas B. Starr implemented a burgeoning concept from business administration: hierarchy theory. Cutting-edge when Hierarchy was first published, their approach to unraveling complexity is now integrated into mainstream ecological thought. This thoroughly revised and expanded second edition of Hierarchy reflects the assimilation of hierarchy theory into ecological research, its successful application to the understanding of complex systems, and the many developments in thought since. Because hierarchies and levels are habitual parts of human thinking, hierarchy theory has proven to be the most intuitive and tractable vehicle for addressing complexity. By allowing researchers to look explicitly at only the entities and interconnections that are relevant to a specific research question, hierarchically informed data analysis has enabled a revolution in ecological understanding. With this new edition of Hierarchy, that revolution continues.

The Mind on Paper

McLuhan in Reverse Robert K. Logan 2021 McLuhan in Reverseproposes two new and startling theses about Marshall McLuhan's body of work. The first argues that despite McLuhan's claim that he did not work from a theory, his body of work in fact constitutes a theory that Robert K. Logan calls his General Theory of Media (GToM). The second thesis is that McLuhan's GToM is characterized by a number of reversals, including his reversals of figure and ground, cause and effect, percepts and concepts; and the medium and its content as described in his famous one-liner "the medium is the message." While McLuhan's famous Laws of Media are part of his GToM, Logan has identified nine other elements of the GToM. They are his use of probes; figure/ground analysis; the idea that the medium is the message; the subliminal nature of ground or environment revealed only by the creation of an anti-environment; the reversal of cause and effect; the importance of percept over concept and hence a focus on the human sensorium and media as extensions of man; the division of communication into the oral, written, and electric ages along with the notions of acoustic and visual space; the notion of the global village; and finally, media as environments and hence media ecology.

The Alphabet Effect Robert K. Logan 2004 This book is a study of this evolution of writing systems. It describes the role the phonetic alphabet has played in the development of Western civilization. Drawing a variety of conclusions about how societies advance, the author shows how the advent of mass communication and the use of computers affect how we communicate.

American Book Publishing Record 2003

Psychoanalysis in Hong Kong Diego Busiol 2016-10-04 How is it possible that a phenomenon like psychoanalysis, which has dominated the cultural and intellectual life of the last century in Europe, North and South America, has seemingly had little-to-no resonance in Hong Kong? This book attempts to explain this phenomenon. Addressing the subject from an East to West approach, this book proposes an experience of displacement, as it is argued that the opportunity for psychoanalysis today is not just to be exported to the East, but rather to be re-invented after an encounter with a radically different culture. This encounter allows the Western practitioner to question their experience and highlights the assumptions of Western thought and knowledge. Following this, what remains of psychoanalysis as we know it? How can psychoanalysis be re-thought and re-formed today in a format independent of different theoretical orientations and schools? The book addresses key issues such as: Is there psychoanalysis in Hong Kong? How does one do research on psychoanalysis in Hong Kong? Why was the Freudian Unconscious not discovered in China? How can we describe the core of psychoanalysis and how can this description be understood in different cultural contexts? Can psychoanalytic research be led by adopting a quantitative or statistical methodology? Founded on the belief that psychoanalysis should be re-invented in light of its encounter with non-Western cultures, this book highlights an opportunity to undertake this as an intellectual, cultural and artistic challenge. It will enrich researchers' and students' understanding of psychoanalysis and inform broader views of psychoanalysis in non-Western contexts. Practicing psychoanalysts, students of psychoanalysis and those seeking to understand psychanalysis in different cultural contexts will be particularly interested readers.

Script Effects as the Hidden Drive of the Mind, Cognition, and Culture Hye K. Pae 2020-10-14 This open access volume reveals the hidden power of the script we read in and how it shapes and drives our minds, ways of thinking, and cultures. Expanding on the Linguistic Relativity Hypothesis (i.e., the idea that language affects the way we think), this volume proposes the "Script Relativity Hypothesis" (i.e., the idea that the script in which we read affects the way we think) by offering a unique perspective on the effect of script (alphabets, morphosyllabaries, or multi-scripts) on our attention, perception, and problem-solving. Once we become literate, fundamental changes occur in our brain circuitry to accommodate the new demand for resources. The powerful effects of literacy have been demonstrated by research on literate versus illiterate individuals, as well as cross-scriptal transfer, indicating that literate brain networks function differently, depending on the script being read. This book identifies the locus of differences between the Chinese, Japanese, and Koreans, and between the East and the West, as the neural underpinnings of literacy. To support the "Script Relativity Hypothesis", it

reviews a vast corpus of empirical studies, including anthropological accounts of human civilization, social psychology, cognitive psychology, neuropsychology, applied linguistics, second language studies, and cross-cultural communication. It also discusses the impact of reading from screens in the digital age, as well as the impact of bi-script or multi-script use, which is a growing trend around the globe. As a result, our minds, ways of thinking, and cultures are now growing closer together, not farther apart.

The Oxford Handbook of the Word John R. Taylor 2015-06-25 This handbook addresses words in all their multifarious aspects and brings together scholars from every relevant discipline to do so. The many subjects covered include word frequencies; sounds and sound symbolism; the structure of words; taboo words; lexical borrowing; words in dictionaries and thesauri; word origins and change; place and personal names; nicknames; taxonomies; word acquisition and bilingualism; words in the mind; word disorders; and word games, puns, and puzzles. Words are the most basic of all linguistic units, the aspect of language of which everyone is likely to be most conscious. A 'new' word that makes it into the OED is prime news; when baby says its first word its parents reckon it has started to speak; knowing a language is often taken to mean knowing its words; and languages are seen to be related by the similarities between their words. Up to the twentieth century linguistic description was mainly an account of words and all the current subdivisions of linguistics have something to say about them. A notable feature of human languages is the sheer vastness of their word inventories, and scholars and writers have sometimes deliberately increased the richness of their languages by coining or importing new items into their word-hoards. The book presents scholarship and research in a manner that meets the interests of students and professionals and satisfies the curiosity of the educated reader.

The Toronto School of Communication Theory Menaheem Blondheim 2007 While never formally recognized as a school of thought in its time, the work of a number of University of Toronto scholars over several decades - most notably Harold Adams Innis and Marshall McLuhan - formulated a number of original attempts to conceptualize communication as a phenomenon, and launched radical and innovative conjectures about its consequences. This landmark collection of essays re-assesses the existence, and re-evaluates the contribution, of the so-called Toronto School of Communication. While the theories of Innis and McLuhan are notoriously resistant to neat encapsulation, some general themes have emerged in scholarly attempts to situate them within the discipline of communications studies that they helped to define. Three such themes - focus on the effects and consequences of communications, emphasis on communications as a process rather than as structure, and a sharp focus on the technology of communication, or the 'medium' - are the most fundamental in characterizing the unique perspective of the Toronto School. This collection not only represents a crucial step in defining the 'Toronto School,' it also provides close analysis of the ideas of its individual members.

Untying the Gordian Knot Timothy E. Eastman 2020-12-10 In *Untying the Gordian Knot: Process, Reality, and Context*, Timothy E. Eastman proposes a new creative synthesis, the Logoi framework—which is radically inclusive and incorporates both actuality and potentiality—to show how the fundamental notions of process, logic, and relations, woven with triads of input-output-context and quantum logical distinctions, can resolve a baker's dozen of age-old philosophic problems. Further, Eastman leverages a century of advances in quantum physics and the Relational Realism interpretation pioneered by Michael Epperson and Elias Zafiriz and augmented by the independent research of Ruth Kastner and Hans Primas to resolve long-standing issues in understanding quantum physics. Adding to this, Eastman makes use of advances in information and complex systems, semiotics, and process philosophy to show how multiple levels of context, combined with relations—including potential relations—both local and local-global, can provide a grounding for causation, emergence, and physical law. Finally, the Logoi framework goes beyond standard ways of knowing—that of context independence (science) and context focus (arts, humanities)—to demonstrate the inevitable role of ultimate context (meaning, spiritual dimension) as part of a transformative ecological vision, which is urgently needed in these times of human and environmental crises.

Understanding Media Marshall McLuhan 2016-09-04 When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

Mediated Communication Philip M. Napoli 2018-09-24 Media scholarship has responded to a rapidly evolving media environment that has challenged existing theories and methods while also giving rise to new theoretical and methodological approaches. This volume explores the state of contemporary media research. Focusing on Intellectual Foundations, Theoretical Perspectives, Methodological Approaches, Context, and Contemporary Issues, this volume is a valuable resource for media scholars and students.

The Gutenberg Galaxy Marshall McLuhan 2017-06-22 The Gutenberg Galaxy catapulted Marshall McLuhan to fame as a media theorist and, in time, a new media prognosticator. Fifty years after its initial publication, this landmark text is more significant than ever before. Readers will be amazed by McLuhan's prescience, unmatched by anyone since, predicting as he did the dramatic technological innovations that have fundamentally changed how we communicate. The Gutenberg Galaxy foresaw the networked, compressed 'global village' that would emerge in the late-twentieth and twenty-first centuries — despite having been written when black-and-white television was ubiquitous. This new edition of *The Gutenberg Galaxy* celebrates both the centennial of McLuhan's birth and the fifty-year anniversary of the book's publication. A new interior design updates *The Gutenberg Galaxy* for twenty-first-century readers, while honouring the innovative, avant-garde spirit of the original. This edition also includes new introductory essays that illuminate McLuhan's lasting effect on a variety of scholarly fields and popular culture. A must-read for those who inhabit today's global village, *The Gutenberg Galaxy* is an indispensable road map for our evolving communication landscape.

Academic Writing Luke Strongman 2014-07-18 How do I improve my essay writing skills? Where can I learn quickly how to improve my speech writing? How does writing for the web differ from conventional writing? Are there some categories of mistakes that people commonly make in attempting to write good prose? How can I be persuasive in my writing style? How did language evolve? What is 'genre theory'? How do I become creative in my prose writing? These and other curious and relevant questions are answered in *Academic Writing*. Writing is about communication with words, and academic writing is about choosing words carefully to communicate complex ideas. The purpose of the fourteen chapters of this monograph is to provide an introduction to the practice of academic writing with an emphasis on prose writing in particular, for both print-based and online media. Each of the fourteen chapters explores different aspects of academic writing from practical, professional and theoretical perspectives. The book is written for students, teachers and educators at tertiary organisations. Word connoisseurs, debaters, writers and readers may also enjoy its argumentations and analyses.

Bibliographic Index 2006

International Journal of McLuhan Studies 2012-13 Matteo Ciastellardi (ed.) 2014-09-01 Education Overload. From Total Surround to Pattern Recognition

Complexity and the Human Experience Paul A. Youngman 2014-05-22 Questions of values,

ontologies, ethics, aesthetics, discourse, origins, language, literature, and meaning do not lend themselves readily, or traditionally, to equations, probabilities, and models. However, with the increased adoption of natural science tools in economics, anthropology, and political science-to name only a few social scientific fields

Writing Systems and Their Use Dimitrios Meletis 2022-06-21 Grapholinguistics, the multifaceted study of writing systems, is growing increasingly popular, yet to date no coherent account covering and connecting its major branches exists. This book now gives an overview of the core theoretical and empirical questions of this field. A treatment of the structure of writing systems—their relation to speech and language, their material features, linguistic functions, and norms, as well as the different types in which they come—is complemented by perspectives centring on the use of writing, incorporating psycholinguistic and sociolinguistic issues such as reading processes or orthographic variation as social action. Examples stem from a variety of diverse systems such as Chinese, English, Japanese, Arabic, Thai, German, and Korean, which allows defining concepts in a broadly applicable way and thereby constructing a comparative grapholinguistic framework that provides readers with important tools for studying any writing system. The book emphasizes that grapholinguistics is a discipline in its own right, inviting discussion and further research in this up-and-coming field as well as an overdue integration of writing into general linguistic discussion.

Machines We Trust Marcello Pelillo 2021-08-24 Experts from disciplines that range from computer science to philosophy consider the challenges of building AI systems that humans can trust. Artificial intelligence-based algorithms now marshal an astonishing range of our daily activities, from driving a car ("turn left in 400 yards") to making a purchase ("products recommended for you"). How can we design AI technologies that humans can trust, especially in such areas of application as law enforcement and the recruitment and hiring process? In this volume, experts from a range of disciplines discuss the ethical and social implications of the proliferation of AI systems, considering bias, transparency, and other issues. The contributors, offering perspectives from computer science, engineering, law, and philosophy, first lay out the terms of the discussion, considering the "ethical debts" of AI systems, the evolution of the AI field, and the problems of trust and trustworthiness in the context of AI. They go on to discuss specific ethical issues and present case studies of such applications as medicine and robotics, inviting us to shift the focus from the perspective of a "human-centered AI" to that of an "AI-decentered humanity." Finally, they consider the future of AI, arguing that, as we move toward a hybrid society of cohabiting humans and machines, AI technologies can become humanity's allies.

Exploring Morgan's Metaphors Anders Örténblad 2016-07-05 Gareth Morgan's monumental book, *Images of Organization*, revolutionized the field of organization theory. In honor of Morgan's classic text, this edited volume, *Exploring Morgan's Metaphors: Theory, Research, and Practice in Organizational Studies* (by Anders Örténblad, Kiran Trehan, and Linda L. Putnam), illustrates how Morgan's eight metaphors inform research, practice, and organizational intervention in a variety of contexts. Including contributions from well-known experts in their fields, specifically, Joep Cornelisen, Cliff Oswick, David Grant, and Gareth Morgan, this new text offers fresh perspectives and sets forth new metaphors for conceptualizing organizations in today's workforce. Readers will gain insights and guidelines into the different ways that Morgan's metaphors and metaphorical thinking can be used to better understand organizational life, as well as how to study and develop organizations.

Keywords in Sound David Novak 2015-04-01 In twenty essays on subjects such as noise, acoustics, music, and silence, *Keywords in Sound* presents a definitive resource for sound studies, and a compelling argument for why studying sound matters. Each contributor details their keyword's intellectual history, outlines its role in cultural, social and political discourses, and suggests possibilities for further research. *Keywords in Sound* charts the philosophical debates and core problems in defining, classifying and conceptualizing sound, and sets new challenges for the development of sound studies. Contributors. Andrew Eisenberg, Veit Erlmann, Patrick Feaster, Steven Feld, Daniel Fisher, Stefan Helmreich, Charles Hirschkind, Deborah Kapchan, Mara Mills, John Mowitt, David Novak, Ana Maria Ochoa Gautier, Thomas Porcello, Tom Rice, Tara Rodgers, Matt Sakakeeny, David Samuels, Mark M. Smith, Benjamin Steege, Jonathan Sterne, Amanda Weidman

A Topology of Mind Robert K. Logan

The SAGE Handbook of Media Processes and Effects Robin L. Nabi 2009-09-11 The study of media effects is one of the most central to the discipline of communication and encompasses a vast array of theoretical perspectives, methodological tools, and application to important social contexts. In light of this importance - as well as the rapid changes in the media environment that have occurred during the past 20 years - this Handbook of media effects theorizing and research explores where media effects research has been over the past several decades, and, equally important, where it would be most fruitful to go in the years ahead. In addition to providing a comprehensive framework for those interested in media effects, the Handbook also emphasizes the changing nature of the media landscape. Thus, new technologies not only provide new venues for research, but they also represent challenges to many existing media effects theories (that were formulated prior to the widespread adoption of the Internet). The contemporary diversity of the field and its research is seen in chapters addressing sociological, cultural, and organizational approaches and in chapters on specific approaches, domains, and context-related effects. Throughout the Handbook and within each chapter, authors address the following issues: (1) historical context on theory development/area of study; (2) theory explication and theoretical developments through to the present; (3) typical method of study/research approach/moderators; (4) conceptualization of the audience; (5) the impact of new media environments; (6) criticisms/controversies; and (7) directions for future research. Section I: Begins with an overview of the field, conceptualization of media effects, and the editors' goals for the volume and then focuses on the range of methodologies (both quantitative and qualitative methods) used in the study of media effects. Section II: Focuses on dominant theoretical approaches in the media effects area from a more societal perspective. Included here are some of the most dominant theoretical perspectives in the media effects realm (i.e., cultivation, agenda setting, framing) that relate to broad-reaching effects of both entertainment and news programming. The section then focuses on related theories that, though less developed, have received significant attention in the literature. To expand the horizon of this Handbook, a chapter on Cultural Studies is included to engage more qualitative views of media's societal effects. Section III: Focuses on issues of message selection and processing that are central to the mass media literature. These chapters cut across application contexts. For examples, the emotion chapter touches on entertainment, persuasion, and children's media; the Social Influence/Environmental Aspects chapter includes issues of co-viewing in families, among peers, etc. Section IV: Reflects a dominant trend in media effects literature - that related to persuasion and learning - and traces its theoretical perspectives (including major theories of persuasion and especially social cognitive theory) through the various contexts in which media have such effects, such as health, advertising, media literacy, and the like. Section V: Explores the contexts and audiences that have been traditional foci of media effects research - violence, children, body image, video games, sports, etc. In each chapter authors address the theories most applicable to those contexts, further expanding the theoretical offerings of this Handbook. The focus on how this sort of research is typically conducted methodologically and how it will need to change in light of new technologies and media advances make these chapters unique. Section VI: Expands on existing work by focusing on a concern central and unique to the communication discipline - message medium - and how it influences effects ranging from what messages are attended to (e.g., formal features), how we spend our time (e.g., displacement effects), and even how we think (e.g., medium theory).

Echoes and Reflections Lance Strate 2006 "Lance Strate takes the reader on a journey through the interdisciplinary, communication-centered field of media ecology, the study of media as environments, a field that encompasses the study of technology, symbol systems, and aesthetic form, in addition to traditional conceptions of media and mediation. Strate presents media ecology as an open-ended intellectual tradition, a network of great books and independent thinkers. *Echoes and Reflections: On Media Ecology as a Field of Study* is a unique book that provides the first comprehensive overview of the field, followed by a case study concerning the relationship between modes of communication and constructions of the self."--BOOK JACKET.

The Second Digital Turn Mario Carpo 2017-10-20 The first digital turn in architecture changed our ways of making; the second changes our ways of thinking. Almost a generation ago, the early software for computer aided design and manufacturing (CAD/CAM) spawned a style of smooth and curving lines and surfaces that gave visible form to the first digital age, and left an indelible mark on contemporary architecture. But today's digitally intelligent architecture no longer looks that way. In *The Second Digital Turn*, Mario Carpo explains that this is because the design professions are now coming to terms with a new kind of digital tools they have adopted—no longer tools for making but tools for thinking. In the early 1990s the design professions were the first to intuit and interpret the new technical logic of the digital age: digital mass-customization (the use of digital tools to mass-produce variations at no extra cost) has already changed the way we produce and consume almost everything, and the same technology applied to commerce at large is now heralding a new society without scale—a flat marginal cost society where bigger markets will not make anything cheaper. But today, the unprecedented power of computation also favors a new kind of science where prediction can be based on sheer information retrieval, and form finding by simulation and optimization can replace deduction from mathematical formulas. Designers have been toying with machine thinking and machine learning for some time, and the apparently unfathomable complexity of the physical shapes they are now creating already expresses a new form of artificial intelligence, outside the tradition of modern science and alien to the organic logic of our mind.

Reimagining Communication: Meaning Michael Filimowicz 2020-05-19 *Reimagining Communication: Meaning* surveys the foundational theoretical and methodological approaches that continue to shape communication studies, synthesizing the complex relationship of communication to meaning making in a uniquely accessible and engaging way. The *Reimagining Communication* series develops a new information architecture for the field of communications studies, grounded in its interdisciplinary origins and looking ahead to emerging trends as researchers take into account new media technologies and their impacts on society and culture. *Reimagining Communication: Meaning* brings together international authors to provide contemporary perspectives on semiotics, hermeneutics, paralanguage, corpus analysis, critical theory, intercultural communication, global culture, cultural hybridity, postcolonialism, feminism, political economy, propaganda, cultural capital, media literacy, media ecology and media psychology. The volume is designed as a reader for scholars and a textbook for students, offering a new approach for comprehending the vast diversity of communications topics in today's globally networked world. This will be an essential introductory text for advanced undergraduate and graduate students and scholars of communication, broadcast media, and interactive technologies, with an interdisciplinary focus and an emphasis on the integration of new technologies.

The Extended Mind Robert K. Logan 2008-06-12 The ability to communicate through language is such a fundamental part of human existence that we often take it for granted, rarely considering how sophisticated the process is by which we understand and make ourselves understood. In *The Extended Mind*, acclaimed author Robert K. Logan examines the origin, emergence, and co-evolution of language, the human mind, and culture. Building on his previous study, *The Sixth Language* (2000) and making use of emergence theory, Logan seeks to explain how language emerged to deal with the complexity of hominid existence brought about by tool-making, control of fire, social intelligence, coordinated hunting and gathering, and mimetic communication. The resulting emergence of language, he argues, signifies a fundamental change in the functioning of the human mind - a shift from percept-based thought to concept-based thought. From the perspective of the Extended Mind model, Logan provides an alternative to and critique of Noam Chomsky's approach to the origin of language. He argues that language can be treated as an organism that evolved to be easily acquired, obviating the need for the hard-wiring of Chomsky's Language Acquisition Device. In addition Logan shows how, according to this model, culture itself can be treated as an organism that has evolved to be easily attained, revealing the universality of human culture as well as providing an insight as to how altruism might have originated. Bringing timely insights to a fascinating field of inquiry, *The Extended Mind* will be sure to find a wide readership.

Radiohead and the Global Movement for Change Phil Rose 2015-12-03 *Radiohead and the Global Movement for Change* examines the work of the British group Radiohead, focusing particularly on their landmark recording *OK Computer* (1997). This book studies the band's exploration of the crucial issues surrounding contemporary technological development and 'musical hermeneutics' with the media ecology perspective.

Taking Up McLuhan's Cause Robert K. Logan 2017-04-04 This book brings together a number of prominent scholars to explore a relatively under-studied area of Marshall McLuhan's thought: his idea of formal cause and the role that formal cause plays in the emergence of new technologies and in structuring societal relations. Aiming to open a new way of understanding McLuhan's thought in this area, and to provide methodological grounding for future media ecology research, the book runs the gamut, from contributions that directly support McLuhan's arguments to those that see in them the germs of future developments in emergent dynamics and complexity theory.

The Finger of the Scribe William M. Schniedewind 2019-10-14 One of the enduring problems in biblical studies is how the Bible came to be written. Clearly, scribes were involved. But our knowledge of scribal training in ancient Israel is limited. William Schniedewind explores the unexpected cache of inscriptions discovered at a remote, Iron Age military post called Kuntillet 'Ajrud to assess the question of how scribes might have been taught to write. Here, far from such urban centers as Jerusalem or Samaria, plaster walls and storage pithoi were littered with inscriptions. Apart from the sensational nature of some of the contents—perhaps suggesting Yahweh had a consort—these inscriptions also reflect actual writing practices among soldiers stationed near the frontier. What emerges is a very different picture of how writing might have been taught, as opposed to the standard view of scribal schools in the main population centers. *The Alphabet Versus the Goddess* Leonard Shlain 1999-09-01 This groundbreaking book proposes that the rise of alphabetic literacy reconfigured the human brain and brought about profound changes in history, religion, and gender relations. Making remarkable connections across brain function, myth, and anthropology, Dr. Shlain shows why pre-literate cultures were principally informed by holistic, right-brain modes that venerated the Goddess, images, and feminine values. Writing drove cultures toward linear left-brain thinking and this shift upset the balance between men and women, initiating the decline of the feminine and ushering in patriarchal rule. Examining the cultures of the Israelites, Greeks, Christians, and Muslims, Shlain reinterprets ancient myths and parables in light of his theory. Provocative and inspiring, this book is a paradigm-shattering work that will transform your view of history and the mind.

The Written World Martin Puchner 2018-07-24 The story of literature in sixteen acts—from Homer to Harry Potter, including *The Tale of Genji*, *Don Quixote*, *The Communist Manifesto*, and how they shaped world history In this groundbreaking book, Martin Puchner leads us on a remarkable journey through time and around the globe to reveal the how stories and literature have created the world we have today. Through sixteen foundational texts selected from more than four thousand years of world literature, he shows us how writing has inspired the rise and fall of empires and nations, the spark of philosophical and political ideas, and the birth of religious beliefs. We meet Murasaki, a lady from eleventh-century Japan who wrote the first novel, *The Tale of Genji*, and follow the adventures of Miguel de Cervantes as he battles pirates, both seafaring and literary. We watch Goethe discover world literature in Sicily, and follow the rise in influence of *The Communist Manifesto*. Puchner takes us to Troy, Pergamum, and China, speaks with Nobel laureates Derek Walcott in the Caribbean and Orhan Pamuk in Istanbul, and introduces us to the wordsmiths of the oral epic *Sunjata* in West Africa. This delightful narrative also chronicles the inventions—writing technologies, the printing press, the book itself—that have shaped people, commerce, and history. In a book that Elaine Scarry has praised as “unique and spellbinding,” Puchner shows how literature turned our planet into a written world. Praise for *The Written World* “It's with exhilaration . . . that one hails Martin Puchner's book, which asserts not merely the importance of literature but its all-importance. . . . Storytelling is as human as breathing.”—*The New York Times Book Review* “Puchner has a keen eye for the ironies of history. . . . His ideal is 'world literature,' a phrase he borrows from Goethe. . . . The breathtaking scope and infectious enthusiasm of this book are a tribute to that ideal.”—*The Sunday Times* (U.K.) “Enthralling . . . Perfect reading for a long chilly night . . . [Puchner] brings

these works and their origins to vivid life.”—BookPage “Well worth a read, to find out how come we read.”—Margaret Atwood, via Twitter

Mediatization(s) Carlos A. Scolari 2021-02-25 This new collection is the first book to bring together Latin American and European traditions of mediatization research, integrating macro level theorization with applied observations of mediatization processes from a multidisciplinary perspective. In the last decade, several European and Latin-American researchers have set a very solid theoretical corpus around mediatization. The book brings these two theoretical traditions close together for a dialogue: the Latin American sociosemiotic matrix consolidated by Eliseo Verón in the 1980s and the institutional and constructivist approaches developed in Europe. The main objective of the book is to explore and activate possible theoretical and applied exchanges between these approaches. This book introduces the main theories and authors on mediatization from Europe and Latin America, especially Brazil and Argentina, in the last two decades. It historically and epistemologically frames these theories within the context of communication and media theories, and pays particular attention to the opportunities generated by the exchanges between European and Latin American approaches. It is edited by scholars from Spain, Argentina and the UK, and includes contributors from universities in France, Germany, Switzerland, Brazil, Denmark and The Netherlands. The handbook format including introductory comprehensive sections written by the editors and original texts signed by world leading researchers will make this a useful resource for researchers and students in the field. The interdisciplinary approach displayed by the book has the potential to make it of interest not only to people working on communication or media studies but also in other disciplines within the humanities and social sciences. It will be of primary interest to academics, scholars, researchers, undergraduate and postgraduate students, particularly a growing population of Latin American postgraduate students in the global North. Fields of interest will include communication and media, social sciences, and social actors linked directly or indirectly to the transformation of the media landscape.

Not in God's Name Jonathan Sacks 2017 In this groundbreaking work of biblical analysis and interpretation, one of the most admired religious leaders of our time shows that religiously inspired violence has as its source misreadings of the texts of the Hebrew Bible, the New Testament, and the Koran. When religion becomes a zero-sum conceit--i.e., my religion is the only "right" path to God, therefore your religion is by definition "wrong"--Violence between peoples of different beliefs is the only natural outcome, argues Rabbi Sacks. But by looking anew at seminal biblical texts in the Book of Genesis--in which we find the foundational stories of all three Abrahamic faiths--Rabbi Sacks offers an entirely different understanding of God's multiple relationships: with Jacob, patriarch of Judaism; with Ishmael, patriarch of Islam; and with Esau, whose blessing is understood to confirm God's relationship with monotheists from other faiths and overarching relationship with all of humanity. By analyzing the texts that recount how Abraham's immediate descendants resolved their various sibling rivalries, Rabbi Sacks teaches us a powerful lesson in the existence of multiple pathways to God. "We are not all the same," he

declares. "There is no one faith that encompasses the plenary truth of human wisdom ... The belief that one faith--ours--holds the key to salvation deserves to be challenged, not just because it has led to so much persecution and bloodshed in the name of God, but because it attempts to confine God to one religion, one way, one image of mankind. God cannot be so confined and remain the God of transcendence, the God-without-an-image who systematically defies our attempts to capture Him in categories of human understanding ... Making space for that which is other than myself is not a doctrine of religious relativism. It is, rather, the humility that says there are things I will not, cannot, understand and that I must leave to God." Rabbi Sacks's bold statement of our need to look with new eyes at specific scriptural passages from within each of the Abrahamic monotheisms--passages that, when interpreted literally, can lead to hatred, violence, and war--is an eloquent, clarion call for people of goodwill from all faiths to join together to end the misunderstandings that threaten to destroy us all.

The Future of the Library Robert K. Logan 2015-12-28 "All the chapters of this book were co-authored by Marshall McLuhan and Robert K. Logan with the exception of 2015 Preface, Chapters 6 and 7 and Part 2 of Chapter 13, which were authored by Robert K. Logan in 2015. The original material co-authored by Marshall McLuhan and Robert K. Logan circa 1979 is presented unedited exactly as it was written then. However Robert K. Logan has inserted parenthetical remarks to this material to bring it up to date where necessary or to comment on the 1979 material from a 2015 perspective. These parenthetical remarks are encased in { curly brackets}."

The Fifth Language Robert K. Logan 1995 Logan's book is a history of language and ideas, showing how changes in oral and literary development have shaped previous civilizations. And in our own, he looks at how being digital changes our very notions of what we mean by communication, information processing, language, learning, education, and work.

The Alphabet Effect Robert K. Logan 1986 Describes the evolution of writing, compares the characteristics of Eastern and Western civilizations, and argues that the alphabet led to the development of linear logic

Understanding New Media Robert K. Logan 2010 Marshall McLuhan made many predictions in his seminal 1964 publication, *Understanding Media: Extensions of Man*. Among them were his predictions that the Internet would become a «Global Village», making us more interconnected than television; the closing of the gap between consumers and producers; the elimination of space and time as barriers to communication; and the melting of national borders. He is also famously remembered for coining the expression «the medium is the message». These predictions form the genesis of this new volume by Robert Logan, a friend and colleague who worked with McLuhan. In *Understanding New Media* Logan expertly updates *Understanding Media* to analyze the «new media» McLuhan foreshadowed and yet was never able to analyze or experience. The book is designed to reach a new generation of readers as well as appealing to scholars and students who are familiar with *Understanding Media*. Visit the companion website, understandingnewmedia.org, for the latest updates on this book.