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September 12 Intro

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**Crowley and Heyer**

**Foreword**

Modern students' interests in the longterm environment of human experience that frames modern communication are reshaping the study of history in "contemporary media and culture" fields

**Preface**

The history of comm, draws from and has relevance for a variety of fields including, architecture, archeology, anthro, history, journalism, literary criticism and sociology

Key Questions

- Why does a new communication medium come into being?
- What impact do these new mediums have on the media that proceeds it?
- How do these new mediums influence the every day life of society?
- How can society and culture influence media practices?

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September 19 Media of Early Civilization

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**Innis**

Media in ancient empires

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**From stone to papyrus**

The Egyptian shift from absolute monarchy to a more democratic organization coincided with a shift from **stone to papyrus** (i.e it is possible that the introduction and incorporation of papyrus lead to more of a democracy)

"**Thought gained lightness**" popularized use of papyrus helped create script due to peopled growing interest in observation and reflection.

2000 BC: Scribes became a restricted class and writing a privileged profession (literacy became a valued privilege)

**Effects of writing and equality**

- The spread of writing lead to new religious revolutions
- Magical literature and popular tales preserved the traditions of the great gods of the universe
- Scribing allowed ppl the belief of the incarnation of the "King Of Gods" though the king him self, thus creating a great wave of faith among the people

**Effects of change**

- Shift from Stone to Papyrus lead to political and religious changes that lead to Egypt being captured and held by Syrian Semitic ppls from 1660 BC to 1580 BC
- Complexity of Egyptian hieroglyphics enabled them to resist and regain power in 1580 BC
- Success of war gave priests a secure territory and increased influence on the peoples

**The City-States of Sumer**

- Since, in Egypt power was based on ones ability to predict the dates flood of the Nile, it's been suggested that writing was invented in Sumer to keep tallies; thus, resulting in an outgrowth of mathematics
- Earliest clay tablets found include examples of; Legal contracts, deeds of sale and land transfers

### **Clay And Cuneiform**

- Alluvial clay found in Babylonia and Assyria was used to create bricks and used as a medium in writing
- Clay caused a shift from pictograph to formal patterns because there wasn't alot of time to write in the wet clay; thus **“The gap between picture and word is bridged”**

### **Cuneiform**

- Characterized by triangles and the massing of parallel lines
- Partly syllabic and partly ideographic

### **Clay and Social Organization**

- Difficulties of writing a complex language paired with a growing need for professional scribes and long periods of required training resulted in the development of schools (emphasis was placed on grammar and math)
- Schools were built up in connection with temples and education was controlled by priests, scribes, teachers and judges
- Temple growth caused priests to have more power and authority

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### **Ascher and Ascher**

Civ. w/o writing - The Incas and Quipu

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Incas created a “civilization” with out writing by creating the Quipu system

**Quipu:** collection of chords with knots tied in them, used for communication amongst the Incas

Used a colour coding system: Different colours meant different things. (Lengths, directions and placement of knots also had meaning)

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### **Robinson**

The origins of writing

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**“Writing** is perhaps the greatest invention in human history, since it **made HISTORY possible.**”

Text in an incomprehensible foreign script forcibly reminds us of the nature of our achievement as a species

Writing can have both a positive and negative effect for the human civ.

Discusses:

- Function of writing
- Origin(s) of writing
- Development of writing
- Script, Speech and Language
- Modern “Hieroglyphs”

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*September 26* **Western Literacy**

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## Havelock

### The tradition of western literacy

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According to Havelock, how did the alphabet allow for novel thought?

“The statement need not be memorized. It could lie around as an artifact, to be read when needed; no penalty for forgetting – that is, so far as preservation was concerned. The mental energies thus released, by this economy of memory, have probably been extensive, contributing to an immense expansion of knowledge available to the human mind.”

Writings that were consonant with or could be adapted to Christian teaching were reproduced by the scribes; texts deemed heretical were hidden or destroyed, thus, overtime, resulting in a loss of history

### The Greek Legacy

The origin achievement, the greek one, solved an empirical problem by applying greek abstracts

Creation of the greek alphabet and scribing process created a scientific advancement in the world of communication

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## Logan

### Writing and the alphabet affect

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#### **A new mode of Info processing**

- Writing organizes and stores info differently than speech; it is a different form of language
- Poetry is the closest form of writing to speech

#### **Zero and the place number system**

- with out abstract numerals there may not have been writing
- the greeks, who made major advancements in math and such, had not discovered the ZERO

#### **The Impact of qualitative and quantitative notation and analysis**

Numerals representing abstract numbers made new techniques of quantitative analysis possible.

#### **Language of mathematics**

Numeric notation, grew out of system for recording payments

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## Ong

### Orality, Literacy and Modern Media

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Without writing, words have no visual presence even when objects are represented as visual

In an oral culture, restriction of words to sound determines not only modes of expression but also thought processes

Sound exists only when it's going out of existence

“I am the centre of my auditory world, which envelops me, establishing me at a kind of core of sensation and existence”

A typical visual ideal is clarity and distinctness (a taking apart)

An auditory ideal is harmony (a putting together)

“I” is a sense that comes from within the body, “Me” refers to the outer body

**Secondary orality** created by the new age of electronic technology (Telephone, radio, tv, recordings etc.)

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**Burke and Ornstein**

Communication and Faith in the Middle ages

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**October 3 The Print Revolution**

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**Mumford**

The invention of printing

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The invention of printing is second to the clock when it comes to critical effect upon our civilization

Printing broke the class monopoly of the written word, and it provided the common man with a means of gaining access to the culture of the world” (Mumford 77)

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**Eisenstein**

Aspects of the revolution

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Social impact: reading public

- “A literary culture created by typography was conveyed to the ear, not the eye, by repertory companies and poetry readings” (Eisenstein 83)
- “Most rural villages, for example, probably belonged to an exclusively hearing public down to the 19th century. Yet what they had heard had in many instances been transformed by printing two centuries earlier” (Eisenstein 83)
- Not everyone had access to print, but some did, and this people were able to spread what they read
- “The displacement of pulpit by press is significant not only in conjunction with secularization but also because it points to an explanation for the weakening of community ties. To hear an address delivered, people have to come together; to read a printed report encourages individuals to draw apart” (Eisenstein 84)
- “By its very nature, a reading public was not only more dispersed, it was more atomistic and individualistic than a hearing one” (Eisenstein 84)
- The reading public caused attenuated social ties

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**Graff**

Early Modern Literacies

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- Protestant Reformation is said to be one of the greatest positive forces toward the spread of literacy and schooling
- Comes about due to dissatisfaction with the control and corruption of the Catholic Church, which was exacerbated by the printing press
- Martin Luther condemned the Catholic Church’s role as mediator between man and God
- Shifting of balance from the church to more secular areas
- Martin Luther’s 95 Theses—Abolition of Catholic Church as middle man

Man and God should have direct connection

Bible as the sole divine text

- He is able to disseminate messages of Protestantism and give people direct access to the Bible by vernacular versions, thanks to the printing press

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**Thompson**

The Trade in News

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**News Periodicals**

- Periodicals—news that comes out on a regular basis
- People can hear about different communities frequently
- The struggle and victory of a constitutionally guaranteed free press