

Paper and Project

- Initial Presentation
 - Oral Report
 - Issue, Hypotheses, and Storyboard
 - Issue, some question about written language and its use
 - Hypothesis is possible outcomes
 - Storyboard, application implementation, some slides of actual stimuli, and schema for the presentation and testing
 - Mail me the powerpoints by noon on Tuesday
 - Week of May 14-16
 - Written Report
 - 300 Word Abstract, Due May 21

Paper and Project

- Initial Presentation
 - Oral Report
 - I need your powerpoint by noon on Tues May 14
 - If you have already created a demo version of your application, there will be an iPad in class for demonstrations
 - Mail me a zip file of the bundle

Visual Language

- Gesture
 - Usually occurs with speech
 - Can be ambiguous
 - Fleeting
- Writing
 - Independent
 - Can be ambiguous
 - More permanent

Writing

- Picture Writing
- Glyph = character
 - The mnemonic: glyphs primarily a reminder;
 - The pictographic (pictography): glyphs represent directly an object or event
 - The ideographic (ideography): glyphs represent directly an idea
- Usually Represents Spoken Language





Evolution of Writing

- The verbal: glyph (logogram) represents a whole word;
- The syllabic: glyph represent a syllable;
 - Mixed Glyphs and Syllable
- The alphabetic: glyph represent an elementary sound.



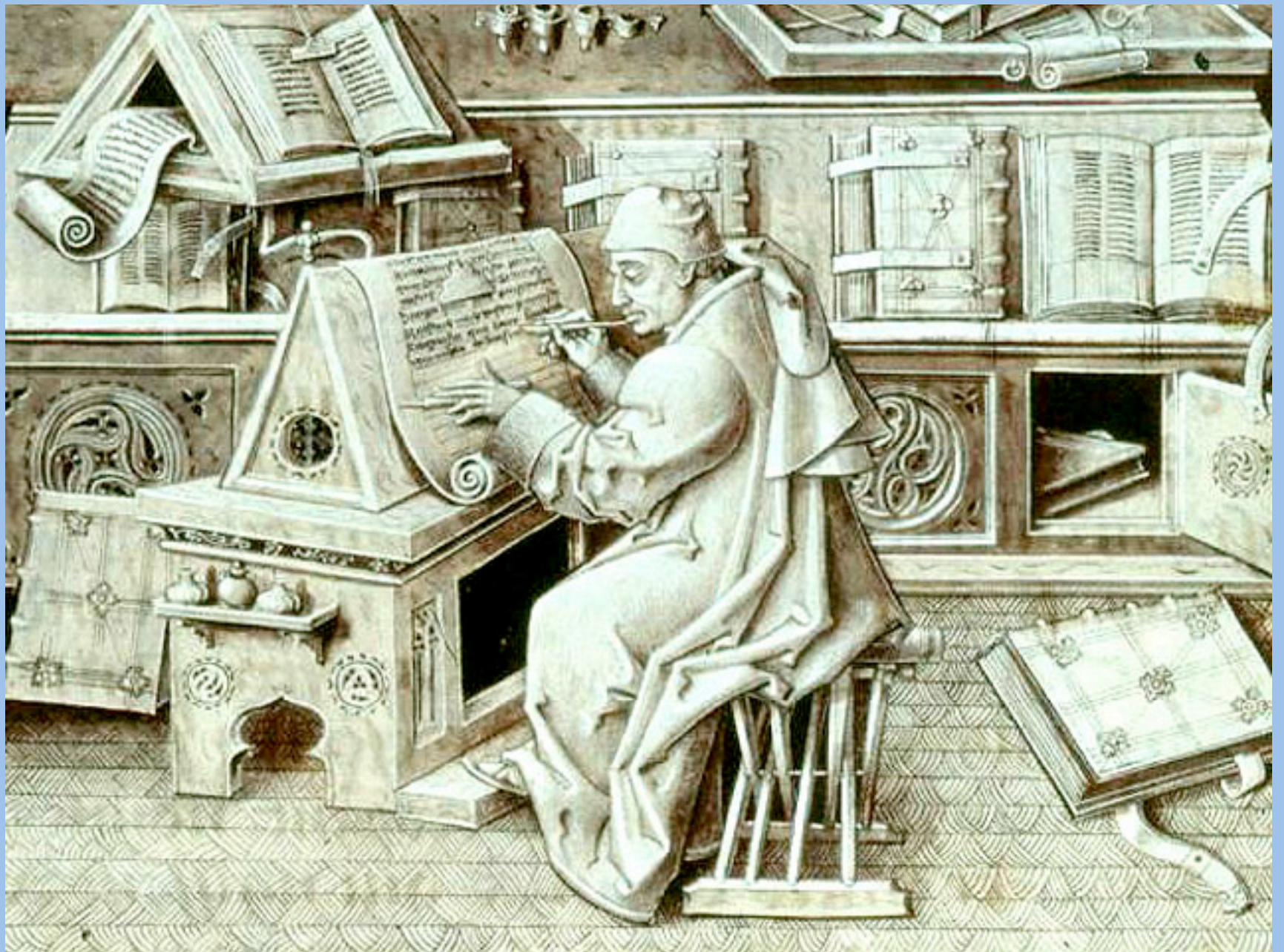
Egyptian hieroglyphs (pron.: [/'haɪ.ər.əˌɡlɪf/](#) ***HYR-o-GLIF***, [/'haɪ.roʊˌɡlɪf/](#)) ***HY-roh-GLIF***) were a formal writing system used by the ancient Egyptians that combined logographic and alphabetic elements.

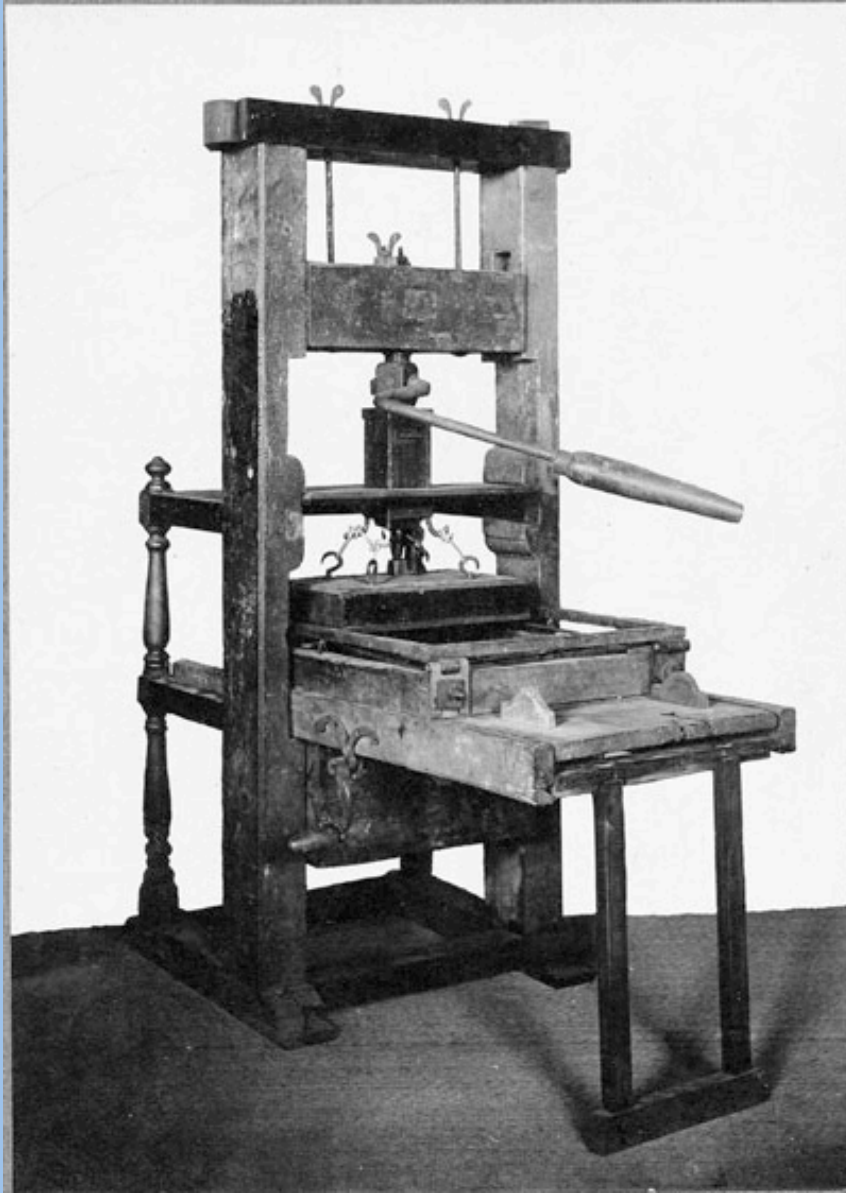
	'aleph	[ʾ]		lamedh	[l]
	beth	[b]		mem	[m]
	gimmel	[g]		nun	[n]
	daleth	[d]		samekh	[s]
	he	[h]		'ayin	[ʿ]
	waw	[w]		pe	[p]
	zayin	[z]		tsade	[ṣ]
	heth	[ḥ]		qoph	[q]
	teth	[ṭ]		reš	[r]
	yodh	[y]		šin	[š]
	kaph	[k]		taw	[t]

The **Phoenician alphabet**, called by convention the **Proto-Canaanite alphabet** for inscriptions older than around 1200 BC, was a non-[pictographic consonantal alphabet](#), or [abjad](#).^[1] It was used for the writing of [Phoenician](#), a Northern [Semitic](#) language, used by the civilization of [Phoenicia](#).



Cuneiform Writing





Printing Press

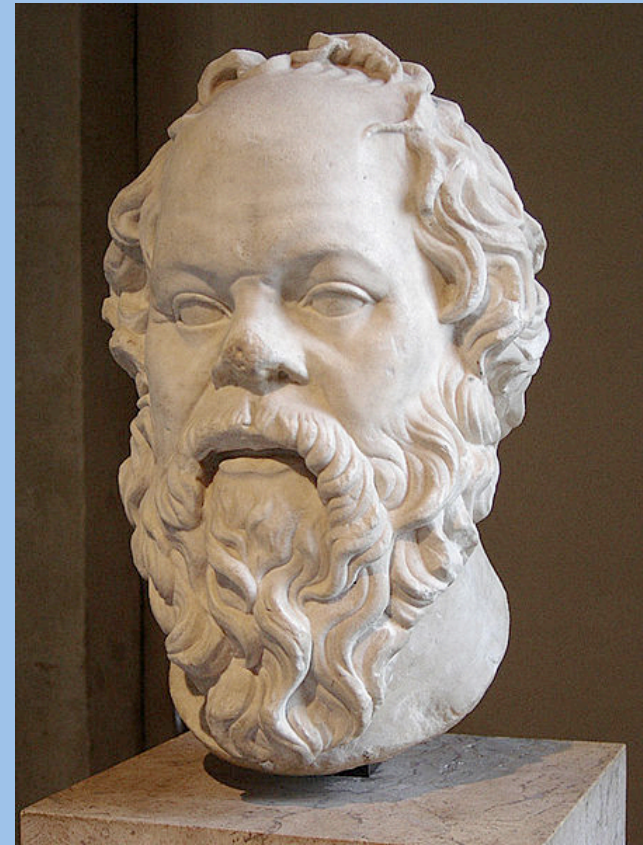




Uppercase versus lowercase.

Print versus Oral Society

- Socrates
 - Lose Memorization
 - Shallower thinkers
 - No motivation
 - Less human



Socrates (469-399 BCE) was a Greek Philosopher who thought and taught through argumentative dialogue, or dialectic. Socrates did not write down any of his thoughts, however his dialogues were recorded by his student and protégé, the philosopher Plato (428 – 347 BCE).

Oral versus Print Culture

- Socrates
 - By substituting outer symbols for inner memories, writing threatens to make us shallower thinkers, preventing us from achieving the intellectual depth that leads to wisdom and true happiness.
- Written Language
 - No motivation for memory
 - Some loss of being human

SOCRATES: ... Among the ancient gods of Naucratis in Egypt there was one to whom the bird called the ibis is sacred. The name of that divinity was Theuth, and it was he who first discovered number and calculation, geometry and astronomy, as well as the games of checkers and dice, and, above all else, writing.

Now the king of all Egypt at that time was Thamus, who lived in the great city in the upper region that the Greeks call Egyptian Thebes Theuth came to exhibit his arts to him and urged him to disseminate them to all the Egyptians. Thamus asked him about the usefulness of each art, and while Theuth was explaining it, Thamus praised him for whatever he thought was right in his explanations and criticized him for whatever he thought was wrong.

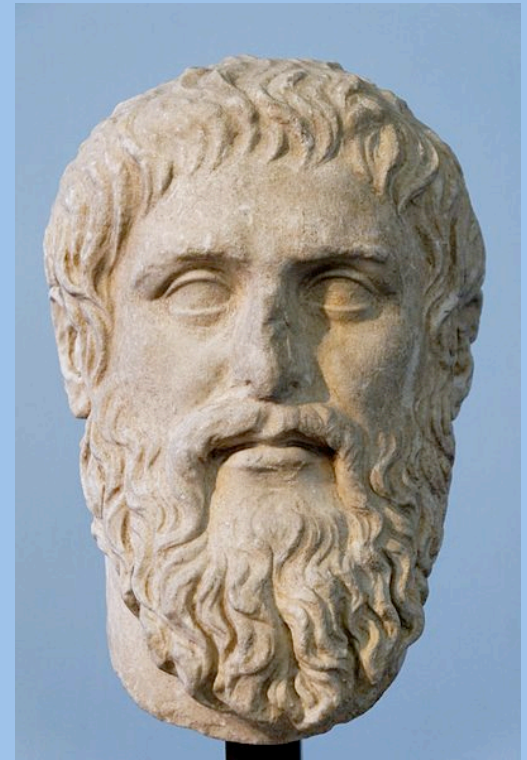
Plato. c.399-347 BCE. "Phaedrus." Pp. 551-552 in *Complete Works*, edited by J. M. Cooper. Indianapolis IN: Hackett.

The story goes that Thamus said much to Theuth, both for and against each art, which it would take too long to repeat. But when they came to writing, Theuth said: “O King, here is something that, once learned, will make the Egyptians wiser and will improve their memory; I have discovered a potion for memory and for wisdom.” Thamus, however, replied: “O most expert Theuth, one man can give birth to the elements of an art, but only another can judge how they can benefit or harm those who will use them. And now, since you are the father of writing, your affection for it has made you describe its effects as the opposite of what they really are. In fact, it will introduce forgetfulness into the soul of those who learn it: they will not practice using their memory because they will put their trust in writing, which is external and depends on signs that belong to others, instead of trying to remember from the inside, completely on their own. You have not discovered a potion for remembering, but for reminding; you provide your students with the appearance of wisdom, not with its reality. Your invention will enable them to hear many things without being properly taught, and they will imagine that they have come to know much while for the most part they will know nothing. And they will be difficult to get along with, since they will merely appear to be wise instead of really being so.”

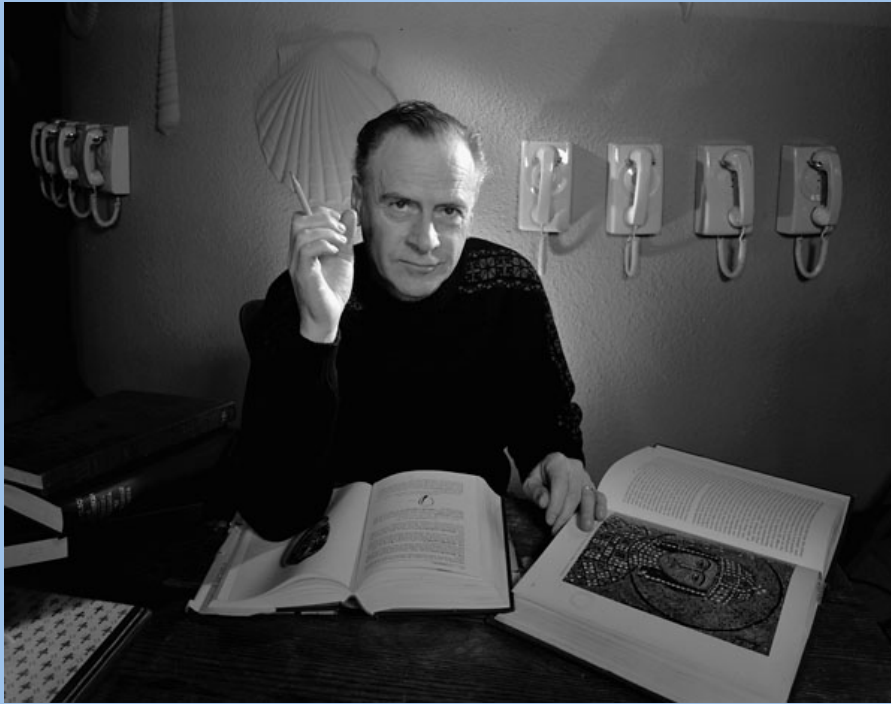
Plato. c.399-347 BCE. “Phaedrus.” Pp. 551-552 in *Complete Works*, edited by J. M. Cooper. Indianapolis IN: Hackett.

Socrates vs Plato

- Plato WROTE
- Represented transition between oral and print cultures
- Writing: Logical, Rigorous, Self-Reliant



Plato was also a mathematician, student of Socrates, writer of philosophical dialogues, and founder of the Academy in Athens, the first institution of higher learning in the Western world. Along with his mentor, Socrates, and his student, Aristotle, Plato helped to lay the foundations of Western philosophy and science.



Potential Downside of Literacy

The medium is the message.

“...detachment from the feeling or emotional involvement that a nonliterate man or society would experience.”

Marshall McLuhan, *Understanding Media*.