



Potential Upside of Literacy:
Writing is a technology that
has had huge ramifications
for society.

“...Writing heightens Consciousness.”

Walter Ong, *Orality and Literacy*.

Orality and Literacy: The Technologizing of the Word (2nd ed. New York: Routledge, 2002). First edition, 1983.

Writing and Literacy

- Rigorous
 - Deductive Logic
 - All men are mortal.
 - Socrates is a man.
 - Socrates is mortal.
 - Inferential Logic
 - If then logic
 - Propositional Calculus
 - P and Q

Writing and Literacy

- Organization of knowledge
 - Tables
 - Graphs
- Searching for Knowledge



Literacy

- Predictor
 - Child writing letters and name
 - Lonigan, C. J., & Shanahan, T. (2012). Reflections on the National Early Literacy Panel: Looking Back and Moving Forward. In T. Shanahan & C. J. Lonigan (Eds.), *Literacy in Preschool and Kindergarten Children: The National Early Literacy Panel and Beyond* (pp. 281-311). Baltimore: Paul Brookes Publishing.

Literacy

- Silent Reading
 - St. Augustine was amazed by his mentor when he discovered St. Ambrose reading without moving his lips.
 - he was reading so-called *scriptura continua*, a text without spaces or other defining marks between words or sentences
 - Feeltheairandtellmewhatyouthink

Augustine



Ambrose





Literacy

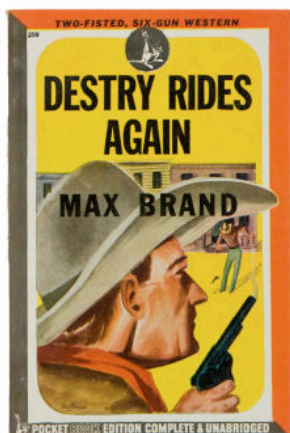
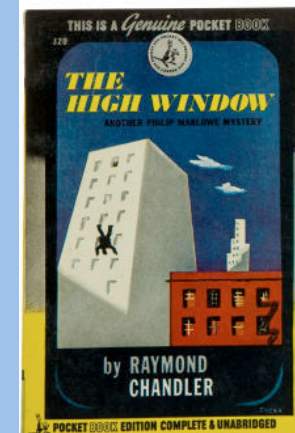
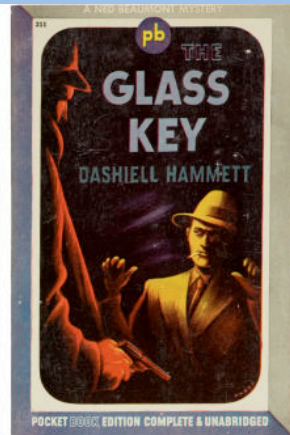
- Sweden in the 17th and 18th centuries (Graff, 1991).
 - every soul should read the word of God
 - According to Lutheran doctrine
 - movement focused on universal literacy and test
 - Yet most of congregation who passed the literacy test did not know how to write or even sign their name
 - many Swedes, especially women, could not write but could read

Literacy

- Alberto Manguel
 - Argentine-born writer, translator, and editor describes how he learned to read several years before he learned to write
 - “I could perhaps live without writing. I don’t think I could live with reading” (Manguel, 1996, p. 7)
 - many existing societies have reading without writing
 - Manguel, A. (1996). A History of Reading. New York: Penquin books.

Factoid on Spreading Literacy

- 1930's Scarcity of Books
 - Just 500 bookstores
 - 2.50 a book, \$40 in today's dollars
- 1939 Paperbacks
 - Pocket Books
 - Robert Fair de Graff
 - for 25 cents

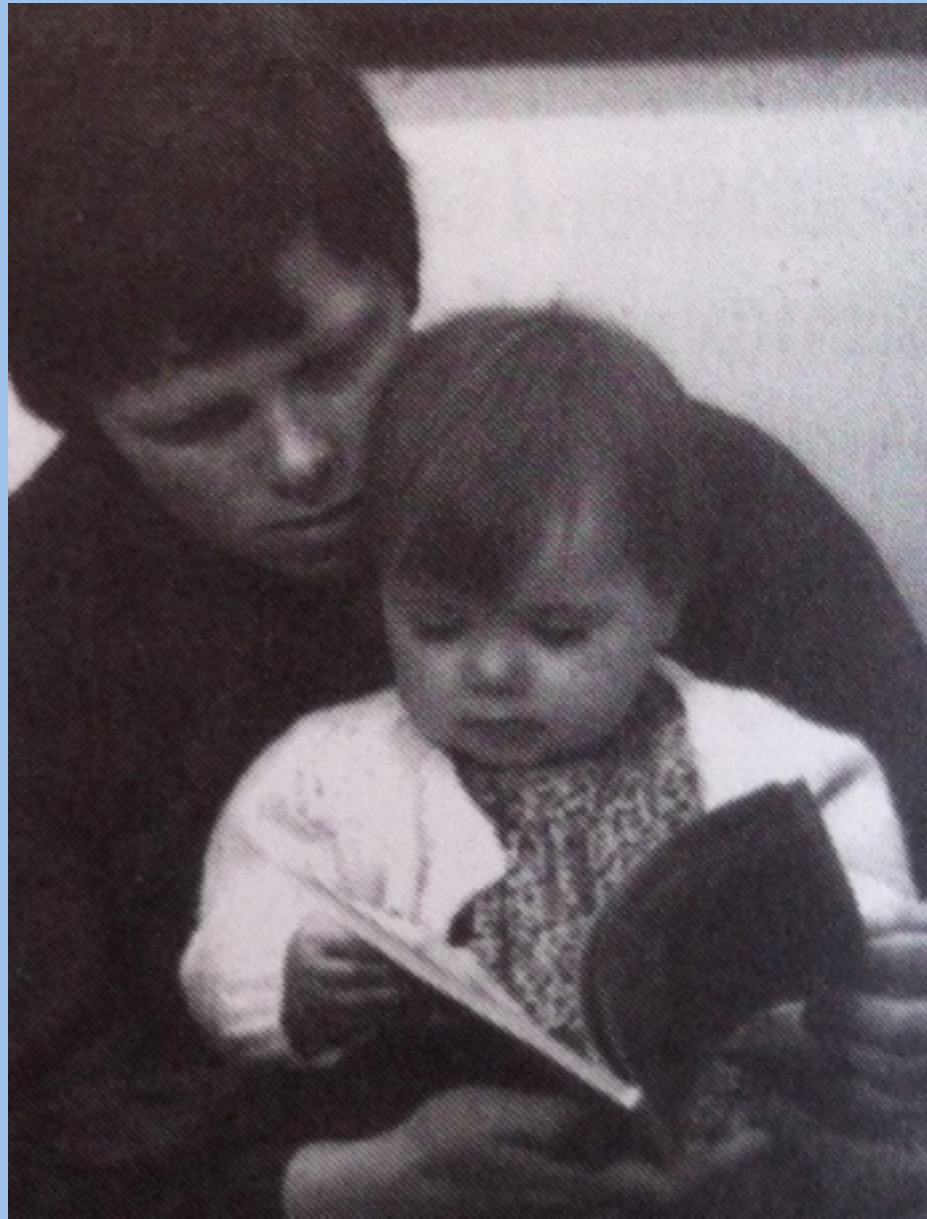


Evolution of Consciousness

- Orality
 - Spoken language dialog fosters sense of self
- Literacy
 - Written language helps establish individual in her or his world



They love to be amused, but they also want to be challenged



Orthography

- Surface or Transparent
 - Written language mirrors spoken language
 - Mark Twain's suggested system
 - Korean, Finnish, and others
- Deep
 - Written language has less relationship with spoken language
 - Japanese Kanji
 - English
 - Might reflect some meaning
 - Chinese characters

Chinese and Japanese are not alphabetic and are very difficult to learn.

一	二	三	心	玉	竹	見	金	面	骨
1 stroke	2 strokes	3 strokes	4 strokes	5 strokes	6 strokes	7 strokes	8 strokes	9 strokes	10 strokes
魚	黃	鼎	鼻	齒	龍	龜	簡	識	覺
11 strokes	12 strokes	13 strokes	14 strokes	15 strokes	16 strokes	17 strokes	18 strokes	19 strokes	20 strokes
鐵	韃	體	鯢	鬣	鼈	鸞	鸚	鶴	鱧
21 strokes	22 strokes	23 strokes	24 strokes	25 strokes	26 strokes	27 strokes	28 strokes	29 strokes	30 strokes
鬱	籲	鹿	獻	龔	龍	龍			
31 strokes	32 strokes	33 strokes	35 strokes	36 strokes	48 strokes	64 strokes			

美

BEAUTY

花

FLOWER

福

HAPPINESS

月

MOON

日出

SUNRISE

清

CLARITY

恕

FORGIVENESS

和

HARMONY

平

PEACE

安

TRANQUILITY

英

COURAGE

朋友

FRIEND

貴

HONOR

神

SPIRIT

孚

TRUTH

命

DESTINY

恩

GRACE

愛

LOVE

星

STAR

智

WISDOM

日本 東京 大阪 北海道

Japan

Tokyo

Osaka

Hokkaido

山 川 日 雨 水 火 田

mountain

river

sun

rain

water

fire

rice field

米 魚 寿司 肉 酒 茶

rice

fish

sushi

meat

alcohol

tea

車 電気 自転車 飛行機

car

electricity

bicycle

airplane

一 二 三 四 五 六 七

one

two

three

four

five

six

seven

男 女 松井秀喜 黒沢明

man

woman

Matsui Hideki

Kurozawa Akira

食べる 行く 小 大 多 少

to eat

to go

small

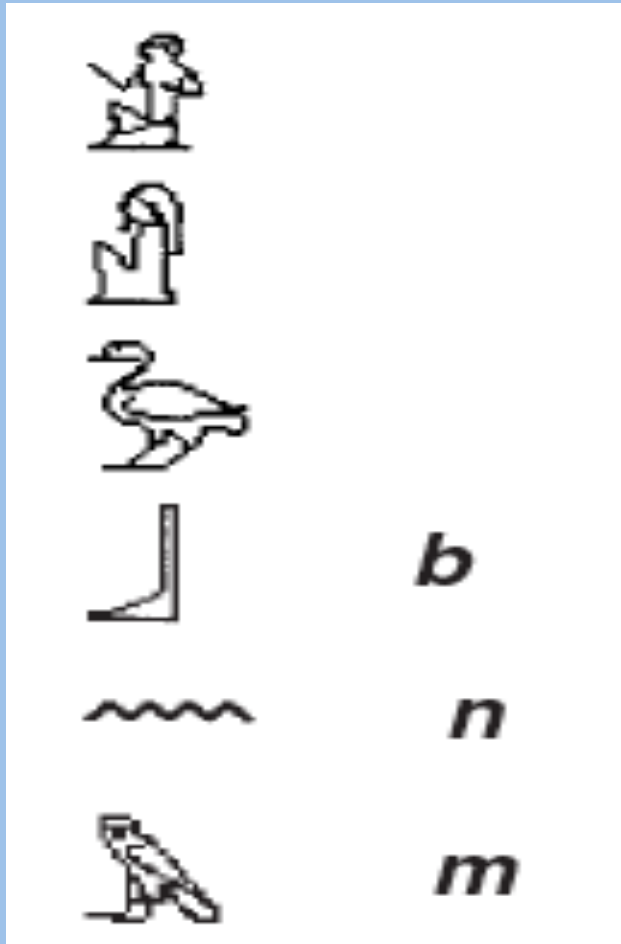
big

many

few

ア	イ	ウ	エ	オ
a	i	u	e	o
カ	キ	ク	ケ	コ
ka	ki	ku	ke	ko
サ	シ	ス	セ	ソ
sa	shi	su	se	so
タ	チ	ツ	テ	ト
ta	chi	tsu	te	to

Children learning to Japanese usually begin with a syllabary and learn the Kanji later. Syllabic Characters Printed in Katakana.



man
god, king
bird, insect
foot
water
owl

Examples of Egyptian hieroglyphs. The First Three Hieroglyphs Represent General Concepts, Whereas the Last Three Belong to the Egyptian Alphabet.



English has Deep Orthography

- Different etymologies
 - Chef, French
 - Church, Old English
- pronunciation has changed over the centuries but the spelling has not
 - Tough, Cough, gh was pronounced /x/
- Words borrowed from other languages, but their spelling either
 - Pronounced as in original language
 - pronounced like English

English has Deep Orthography

- 1,100 different ways to spell its 44 separate sounds
- Homophones
 - Words that have the same sounds but are spelled differently
 - too, two
- letters that don't indicate how the words are pronounced
 - chef, church
- Words that contain silent letters
 - love
- Simple exceptions
 - psychology

A Plan for the Improvement of English Spelling

by Mark Twain

For example, in Year 1 that useless letter "c" would be dropped to be replaced either by "k" or "s", and likewise "x" would no longer be part of the alphabet. The only case in which "c" would be retained would be the "ch" formation, which will be dealt with later. Year 2 might reform "w" spelling, so that "which" and "one" would take the same consonant, while Year 3 might well abolish "y" replacing it with "i" and Year 4 might fix the "g/j" anomaly once and for all. Generally, then, the improvement would continue year by year with Year 5 doing away with useless double consonants, and Years 6-12 or so modifying vowels and the remaining voiced and unvoiced consonants. By year 15 or so, it would finally be possible to make use of the redundant letters "c", "y", and "x"--by now just a memory in the minds of old daughters--to replace "ch", "sh", and "th" respectively. Finally, then, after some 20 years of orthographical reform, we would have a logical coherent spelling in use throughout the English-speaking world.

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Add New Letters



*Ī θɪŋk ðat Ī səl
nevər sɪ
ʌ pəʊm lʌvli
əz ʌ tri.*

15% fewer keystrokes with NuSpel. A 15% saving of time, electricity, paper (largely from trees), etc.

**Sɛv ðə trɪz,
wɪθ NuSpel!**

ʒ.ʒ.

When the distance between speech and spelling becomes too great, even a brain-dead troll doll knows it's time for change.

through ⇄ θru
though ⇄ ðo
sure ⇄ ʃʊr
dove ⇄ dov
dove ⇄ dlv
dough ⇄ do
do ⇄ du
slough ⇄ slu
slough ⇄ slʌf
who ⇄ hu
busy ⇄ bɪzi



Er... uh... mmm... Yep. You bet. Can't be none too soon for me, ya know. None too soon. No. Ya know. Like the fella said. You bet, ya know. Well, let's git on with it. Yeah. You bet. Ya know.

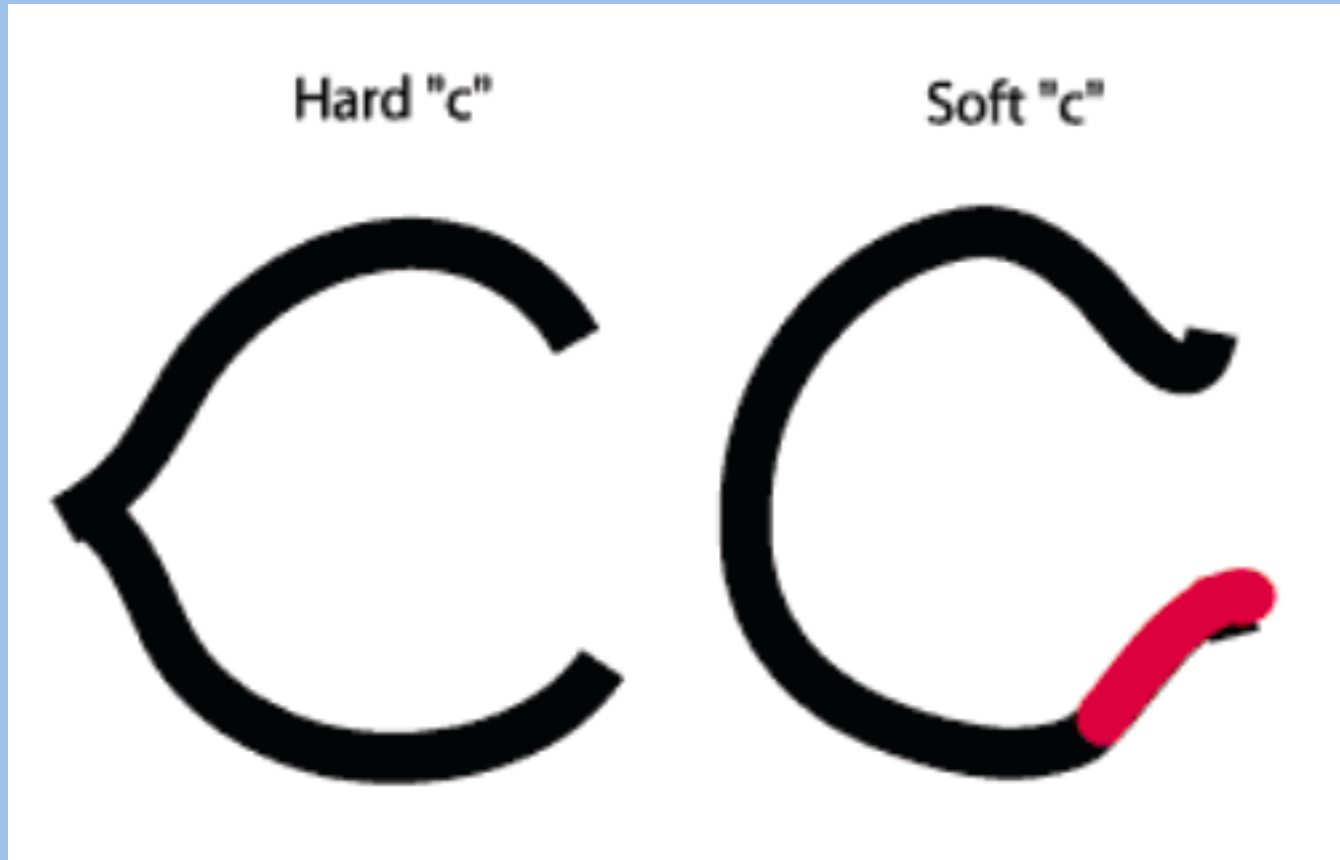
Let's close the gap, NOW! In NuSpel, each letter or combination of letters ALWAYS represents the same sound.



that NuSpel!

ʒ.ʒ.

Modify Existing Alphabet



Increase correspondence between spoken and written language
Transfers readily to normal alphabet