

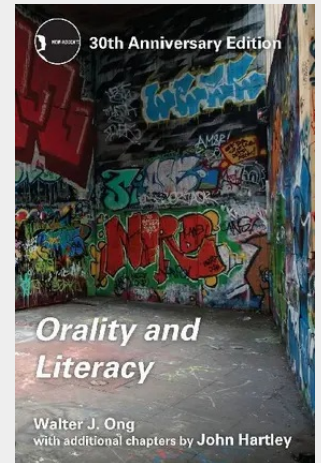
Ong

Orality and Literacy

30th Anniversary Edition

Walter J. Ong's classic work provides a fascinating insight into the social effects of oral, written, printed and electronic technologies, and their impact on philosophical, theological, scientific and literary thought. This thirtieth anniversary edition – coinciding with Ong's centenary year – reproduces his best-known and most influential book in full and brings it up to date with two new exploratory essays by cultural writer and critic John Hartley. Hartley provides: - A scene-setting chapter that situates Ong's work within the historical and disciplinary context of post-war Americanism and the rise of communication and media studies; - A closing chapter that follows up Ong's work on orality and literacy in relation to evolving media forms, with a discussion of recent criticisms of Ong's approach, and an assessment of his concept of the 'evolution of consciousness'; - Extensive references to recent scholarship on orality, literacy and the study of knowledge technologies, tracing changes in how we know what we know. These illuminating essays contextualize Ong within recent intellectual history, and display his work's continuing force in the ongoing study of the relationship between literature and the media, as well as that of psychology, education and sociological thought.

This classic work explores the vast differences between oral and literate cultures and offers a brilliantly lucid account of the intellectual, literary and social effects of writing, print and electronic technology. The 3rd edition sees the addition of a short preface, further reading section, and essay-style afterword focusing on how orality and literacy has changed in relation to modern media, and how the idea of the 'evolution of consciousness' can be taken up anew in the light of recent work, from John Hartley.



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