テーマ	—媒体の変化がもたらす社会の進化—	適用分野	literacy studies, communication, information technology, cultural anthropology, linguistics
研究名称	Understanding Society's Shift from Print to Digital	氏名所属	Thomas MACH　教授 全学共通教育センター

内容

●特徴

Our culture is currently undergoing a massive change in the dominant medium it employs for literate purposes: the shift from print to digital. In my research, to gain insight into where this change may be taking us, I view it not in isolation but as the latest major step in writing's long process of technological evolution.

●研究内容

Writing has been with us for about 5,000 years. Until now, the most notable technological shifts in the Western world have been from papyrus scrolls to medieval codices, and from those codices to print. Gutenberg invented his printing press in the 1450s, but it took several generations before the full impact of that revolutionary change could be observed. For example, there was a foregrounding of text over images, and interpretive notations were moved from margins to footnotes. These changes, along with the rise of the paragraph as both a typographical and conceptual unit, led to a more streamlined and austere visual field that facilitated linear and hierarchical thinking.

Also, the culture of printed books involved powerful gatekeepers (publishers) who determined which writers could have mass audiences, thereby favoring a "voice of authority" approach to learning that the more democratic digital medium easily avoids.

Bolter (2001) uses the term *remediation* to refer to these rare periods of shift from one dominant medium to another, and our current remediation to digital has wide-ranging consequences, especially for educators who have to prepare the younger generation to get by in a society saturated with a categorically different type of medium than the one they grew up with. My research involves charting this shift to digital, and adding a measure of critical distance by exploring historical antecedents.

Fig. The digital medium as heir to the visual richness of the pre-print era.

キーワード	digital literacy, e-learning, media shift

連携方法	■ 講演　■ 研修　■ 研究相談　■ 学術調査　■ コメンテート　■ 共同研究