|- 媒体の変化がもたらす社会の進化|-

Understanding Society's Shift from Print to Digital

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内容

●特徴

研究

名称

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,

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

the most notable technological shifts in the Western world

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 wideranging 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

Also, the culture of printed books involved powerful





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

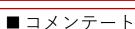
visual field that facilitated linear and hierarchical thinking. キーワード digital literacy, e-learning, media shift











■ 共同研究