Ch2: Persistence of the Word

Talking Drums: Oral Culture

- Not Persistent: "Live"

Thought -> Spoken Words -> Memory -> Gone!

↑ Socrates 479 - 399 BCE [29 yrs]
↑ Plato 428 - 348 BCE [36 yrs]
↑ Aristotle 384 - 322 BCE [158 yrs]

Critics - Writing not as expressive as speech
  - Dry, lifeless, lacks emotion

Supporters - strips away emotional baggage
  - Reveals essence of the idea

Abstraction
ORIGINS OF WRITING

PICTOGRAPHIC - WRITE PICTURE
IDEOGRAPHIC - WRITE IDEA
LOGOGRAPHIC - WRITE WORD

PICTOGRAPHIC
RELIGIOUS?
HISTORY?
TEACHING?

PAINT OBJECTS, SCENES

IDEOGRAPHIC

CHINESE - KANJI

ABSTRACT IMAGES

人 main - thing
大 big - idea, adjective

SCALING... HOW ABSTRACT AN IDEA CAN YOU DEPICT?
compound

木 The "mu"
木太 Forest "lin"

originated in China
understood many places in Asia

木

{ Chinese mu

Japanese tsugi

-5u -ri
LOGOGRAPHIC - WRITE WORDS (SOUNDS) MEANING

WRITE SOUNDS → WORDS

- ROMAN
- GREEK
- CYRILLIC

JAPANESE: SYLLABLES 混合

INTERNET, MEDIA

INFORMATION MANAGEMENT - CH 3

WRITING

STANDARDIZATION - CH 3
MORSE CODE

**Dot - Short Tone**

**Dash - Long Tone**

**Letter Spaces**

**Word Spaces**

```
H 0 N 0 W
```

A-Z, 0-9 1

No lower case accents

No Greek Τ, Ε

**MATH ALERT!**

How many bits

```
<table>
<thead>
<tr>
<th>Dot</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dash</td>
<td>0</td>
</tr>
<tr>
<td>LS</td>
<td>1</td>
</tr>
<tr>
<td>WS</td>
<td>1</td>
</tr>
</tbody>
</table>
```

$2^n$ combinations (symbols)
ASCII - 7 BITS

A - Z - 26
A - Z - 26
0 - 9 - 10
PUNCTUATION - 30

\[ 2^7 = 128 \text{ POSSIBLE CHARACTERS} \]

UP TO 1987 -

OTHER SCRIPTS, LANGUAGES?
EXTEND CODE

木 = つや - TSURT = TSURIT

UNICODE: 16 BITS

\[ 2^{16} = 65,536 \text{ UNIQUE CODES} \]
CHINESE?

~ 50,000 ALL WORDS = 16 BITS
~ 8,000 EDUCATED PERSON = 13 BITS
~ 3,000 NEWSPAPER = 12 BITS

ASCII UTF-8
UTF-16 ALL SCRIPTS

OPEN UP THE WORLD!

木 tree 木

chū go out

rén man 人

běn root 本

"RENDER"

pitch
WRITING & HUMAN THOUGHT

ABSTRACTION
- LITERATE CULTURE
  CONCRETE \rightarrow IDEAS

WRITING CHANGED THE COURSE OF HUMAN THOUGHT.

HAS IT
WILL THE INTERNET DO THE SAME?

RD CH 3 FOR FUN
(QUIZ POSSIBLE)