



Oralität und Literalität

By Walter J. Ong

Betriebswirt.-Vlg Gabler Mrz 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Walter J. Ongs Standardwerk erweist sich vor dem Hintergrund des heutigen Wandels von Medien, Kultur und Gesellschaft als relevanter denn je: Es bietet in anschaulicher Weise Einblicke in den Charakter mündlicher und schriftlicher Gesellschaften und führt damit vor Augen, welche zentrale Bedeutung der Transformation von Kommunikation für die gesellschaftliche und kulturelle Entwicklung zukommt. Ong zeichnet nach, wie tiefgreifend unsere gesamte Kultur durch den Übergang von der mündlichen zur schriftlichen und dann zur elektronischen Kommunikation, durch die Entwicklung des Schreibens und Druckens umgestaltet worden ist. Dieses Buch zeigt eindrucksvoll die unterschiedliche Bedeutung mündlicher und schriftlicher Kommunikationsweisen und hilft, die 'zweite Oralität' einer digitalen Mediumgebung zu verstehen. Es beantwortet Fragen wie: welchen Stellenwert hat gesprochene Sprache in einer schriftbasierten Gesellschaft? Wie haben sich Kulturen durch immer leistungsfähigere Aufzeichnungstechniken verändert? Und in welchem Spannungsverhältnis befinden sich Oralität und Literalität im elektronischen Zeitalter? 190 pp. Deutsch.



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