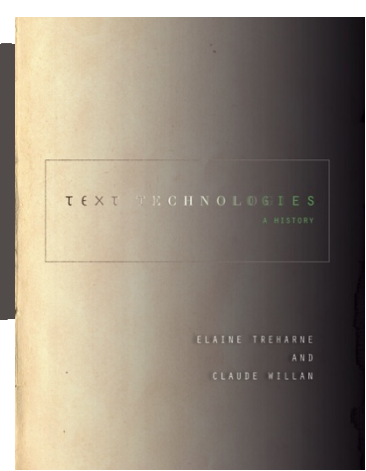


# Text Technologies A History

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## Short Summary of the Book Main Argument:

This book study texts, or textual records produced by the human agency over the history of text and technology includes the revolution of manuscript, writing, printing, and the new media cultures. Moreover, the study sheds the light on the text technologies' history and development in a connection to specific trends and emerging concepts in order to understand how texts were communicated, received, and valued using primary and secondary Conceptual concepts in defining text.

## Key Points/Concepts/ Quotations:

**Part 1: Conceptual Framework:** The authors define **text** as “Voluntarily and intentionally human created phenomenon that contains and imparts an interpretable and meaningful message, accessible to community of receivers” (pp.2) Therefore this part focus on defining text and text technologies by drawing a conceptual framework in order to understand what is text and what is not and through defining many related concepts like the core triad concept Intentionality, Materiality, Functionality and secondary concepts.

- **Principal Concepts:** Are the three main elements that structure and define text that include intentionality, materiality, and functionality, in addition to its Cultural values or aura.
- **Secondary Concepts:** Are not essentials to define text, but it is used as an example of conceptual operation on what text is perform or relay on like Sedimentation, censorship, copyright, consortia and cryptography that were performed during the **text life cycle** starting from the production of a text to its transmission and consumption by its audience. (pp.1-32~ 31 Pages).

**Part 2: Historical Framework:** This part is the longest chapter in this book that focus on the history of text technologies as early as 70,000 B C E that start from cave fingerprinting to today contemporary digital technologies.

- **Historical Technologies:** (Writing on stones, writing on cellulose, writing on animal skin) Some of the writing on stones the authors provide are cave paintings, Babylonian clay tablets, Behistun moment and much more. The writing on cellulose examples include papyrus, paper, wax tablets, and seals. Finally writing on animal skin examples are parchment and vellum, the Hereford Mappa mundi, the scroll, the codex, and tattoos.
- **Forms and Function:** (Manuscript culture, woodcuts and block printing, lithography, reading for everyone, readers and reading, sound and image, digital technologies). The main highlights of some of this part main concepts as follow:
  - Manuscript culture:** “Manuscript culture is deeply imbued with uniqueness manuscript can be identical to any other, even if the layout and text meant to be the same” (pp.78)
  - **woodcuts and block printing:** Among many bible writing methods the Gutenberg bible was the most significant. “it initiated what many scholars label the age of print and the print revolution” (pp.95)

-Reading for everyone: This part covers the revolution of different writing methods include but not limited to newspapers, magazines, and Samuel Johnson's A dictionary of the English language.

- Sound and Image: This era is the shift of visualization and symbols with medium includes film, televisions, radio, and the zoetrope.

-Digital technologies: focused on BBSs and the well, HTML, CSS, and RSS, Web 2.0, and touchscreen tablets. "A logical conclusion of text and technological development under late capitalism: control over the creation and dissemination of a text is best exercised by preventing consumers from ever owning a text in the first place" (pp.133)

- **Research questions/ Trends, themes and Issues**: Considering the wider audience of the book of student and scholars, the authors in this part provide questions for research and list of terms that motivate the reader or learner to think of their definition based on their understanding and insight of this book and text technologies historical evolution.(pp.33-138~ 105 Pages).

**Part 3: Case Studies**: The authors here provide specific examples of case studies that laid out a theoretical framework and demonstrate the triad principle concepts from the first part of the book with cultural value and at least one concept from the secondary concepts. In addition, the use of text from different time period provide a technological overview of the previous part of the book and relate technologies developments over time and argues text as monotecnological phenomena. (pp.139-158~ 19 Pages).

**Part 4: Transformation**: (Manuscript to print, compact disc to MP3, scroll to codex) The author moves here to the transformation and of text technologies to understand the social changes that were affected by text technologies and explaining the transformation of social constructivism and technological determinism. (pp.159-172 ~ 13 Pages).

### Connections to Other authors:

- **Elizabeth Eisenstein**: On the print culture and transformation revolution where Eisenstein give more comprehensive discussion on the mechanism and transition from manuscript to print in western Europe.
- **Walter Ong**: On the articulations print shift and its consequences however Ong is more focused on the history of oral culture and verbal text.
- **Marshall McLuhan**: On print culture shift and mechanism where Machuhan provide more symptomatic overview of the transformation related to Toronto school semiotic theory.
- **Walter Benjamin**: The book challenges his concept of aura or cultural value by arguing the change of text in new technologies platforms.
- **Roland Barthes**: The book challenges his phenomena the death of the author by arguing the equal importance value of the text reception and the creation focusing on materiality as one of primary concepts in defining text.

### Connections and Usefulness to T&T Scholarship

The book provides a useful historical framework on the text technologies revolutions from cave painting to contemporary hypertext media with many examples and visuals that help in understanding the process of revolution. In addition, student and scholar in the text and technologies field perform the main audience of the book that is why the book provides many questions by the end of each chapter that helps student readers to further think of new research concepts, methods and trends in the development of communication themes in text technologies history.