History of writing, publishing, and reading

Academic Year: (2019 / 2020) **Review date: 05-05-2020**

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: VILLALBA PEREZ, ENRIQUE

Type: Electives ECTS Credits : 6.0

Year : Semester :

OBJECTIVES

1. Define and relate concepts, sources, methods and related lines of work: Writing, reading society and culture.
2. To describe the main uses and writing practices throughout history. Authors and texts.
3. To describe the main uses and reading practices throughout history. Readers and audiences.
4. To describe the main supports and formats such uses throughout history. Books and newspapers.
5. Define the relationship between social structures and culture and manifestations of literacy.
6. Identify common problems throughout history in the relationship between culture and technology written.
7. Use sources, resources and services to consider these problems.
8. Determine a pattern of responses to these issues.
9. Reload such issues and assess the implications of learning for current editing practices, reading and writing.

DESCRIPTION OF CONTENTS: PROGRAMME

Provide an overview of the history of writing, stands, book, publishing, reading and practice, etc.., From clay tablets to the eBook. It will not be an exhaustive but focus on some highlights to understand how all the reading and writing practices, also journalistic-are integrated throughout history, in the logic of a social uses written culture and the sense that the technologies have in them, through the study of:

- Word and writing: orality, writing, book, management ...
- Social History of Written Culture
- Writing and reading in antiquity
- The medieval codex. Uses and literacy practices
- Printing and incunabula
- Culture Writing & Editing in the sixteenth and seventeenth
- Printing and Illustration
- The contemporary edition. Books and reading today
- The book and the information technology
- Digital culture

LEARNING ACTIVITIES AND METHODOLOGY

Acquisition of knowledge and skills (4 ECTS) through lectures, teaching materials prepared by the teacher -dossiers with diagrams, bibliography, texts and documents, power point presentations for each teaching unit, 'specialist recommended reading as well as through the work study students' personal, face and online tutoring. Some technical visit will complete this knowledge. The theoretical knowledge are related to studies on the documentation provided with the skills and abilities in integrated education.

It is related to competencies 1, 2, 3 and 4.

Acquisition of skills and abilities (2 ECTS) through text comments, the case analysis and discussion of readings and compulsory labor, detached, compared to various literacy practices.

It relates to the competencies 5, 6, 7, 8 and 9.

ASSESSMENT SYSTEM

Continuous assessment will be a 40% of the final grade. Include participation in class, text comments and reading, discussions from the readings, commentary and final working visit.

Voluntarily, may be worked in a focus group that will increase the percentage value of continuous assessment.

The final exam will be a 60% of the grade. It will consist of a theoretical, developmental, and another based on the comments of some text, as discussed in class or at practice.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

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- BOWMAN, Alan y WOOLF, Gregs, comps., Cultura escrita y poder en el Mundo Antiguo, , Gedisa,, 2000.
- BRIGSS, Asa y BURKE, Peter, De Gutenberg a internet. Una historia social de los medios de comunicación,, Taurus,, 2002.
- CASTILLO, Antonio, Historia mínima del libro y la lectura,, Siete Mares,, 2004.
- CASTILLO, Antonio, coord., Historia de la cultura escrita. Del Próximo Oriente Antiguo a la sociedad informatizada, , Trea,, 2002.
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- LLEDÓ, Emilio, El silencio de la escritura,, Centro de Estudios Constitucionales, , 1991.
- LUCÍA MEGÍAS, José Manuel, Elogio del texto digital. Claves para interpretar el nuevo paradigma,, Fórcola,, 2012.
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- MACIÁ, Mateo, El bálsamo de la memoria: un estudio sobre comunicación escrita,, Visor,, 2000.
- OLSON, David R., El mundo sobre el papel. El impacto de la escritura y la lectura en la estructura del conocimiento, , Gedisa, , 1998.
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- PIGLIA, Ricardo, El último lector,, Debolsillo Ebook, 2014.
- SÁDABA, Igor; DOMÍNGUEZ, Mario; ROWAN, Jaron; MARTÍNEZ, Rubén y ZEMOS98, La tragedia del copyright. Bien común, propiedad intelectual y crisis de la industria cultural, , Virus Editorial,, 2013.
- VIÑAO, Antonio, Leer y escribir. Historia de dos prácticas culturales,, México,, 1999.

ADDITIONAL BIBLIOGRAPHY

- ALBERCA, Manuel, La escritura invisible. Testimonios sobre el diario íntimo,, La Tinta náufraga,, 2000.
- BARTOLOMÉ, J; GONZÁLEZ, Mª. C.; y QUIJADA, M., eds., La escritura y el libro en la Antigüedad, , Ediciones Clásicas,, 2004.
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- LAFUENTE, Antonio, ALONSO, Andoni & RODRÍGUEZ, Joaquín, ¡Todos sabios!. Ciencia ciudadana y conocimiento expandido,, Cátedra,, 2013.
- MARCHAMALO, Jesús, Tocar los libros, , Fórcola,, 2010.
- MARTIN, Henri-Jean, Historia y poderes de lo escrito, , TREA,, 1999.

BASIC ELECTRONIC RESOURCES

- Enrique Villalba . Cultura escrita: https://medium.com/cultura-escrita
- Javier Celaya . Dosdoce: http://www.dosdoce.com
- Joaquín Rodríguez . Futuros del libro: http://futurosdellibro.com
- José Antonio Millán . Libros y bitios: http://jamillan.com/librosybitios/
- José Ramón Penela y otros . Unos tipos duros: http://www.unostiposduros.com/informacion/
- Litterae . Litterae: http://www.litterae.es
- SIECE . Grafosfera: http://grafosfera.blogspot.com.es