

ABSTRACTS

Otília Ármeán

■ *The Answer of Typography*

Keywords: *book, interpretation, literacy, medium, mode, reading, screen, semiotics, typography*

This article presents typography as a semiotic code in the landscape of changing media from book to screen, and that of changing representation primarily through writing to representation primarily through image. Reading images (Kress, Van Leeuwen), navigating new media, understanding complex systems (like a city) requires among different other literacies a typographic literacy too. The article demonstrates the use of typographical notions through the analysis of several examples, and outlines the meaning potential of letter forms, size, colour, composition.

Pál Kerekes – Péter Kiszl

■ *E-book Chronicle: Chapters from Electronic Book History*

Keywords: *print book, e-book, e-reader, digital library, internet, marketing, media*

If the traditional print book is five centuries and a half old, the electronic book can only look back upon a history of approximately forty years. It was born with the Project Gutenberg, created by Michael Hart in July 1971, in order to make free electronic versions of literary books available for the greater public. A pioneer site in a number of ways, Project Gutenberg was the first information provider on an embryonic internet and is the oldest digital library. During the last four decades, several new ways of text management have been developed, and the e-reader has become more than a technical means. This publication presents the development stages of the e-reader and describes the pre-e-book reader concepts, such as Memex and Xanadu, and the first reader device: Dynabook, created by Allen Kay, working for Xerox in the mid-1970s. The online bookstore Amazon.com was launched by Jeff Bezos in July 1995, in Seattle, after a market study which led him to conclude that books were the best products to sell on the internet. The book portal, then the entire content plaza was a success for Amazon, but the real breakthrough has led to the introduction of the Kindle, the

best-selling device in the e-book business. The authors' conception of e-book history is that the digital book is the result of an organic cultural development. The e-book and the print book are not in opposition to each other. These two media are complementary instruments.

László Ropolyi

■ *Digital Literacies*

Keywords: *literacy, digitalization, writing, history of communication, media, social and cultural impact of digitalization*

Paraphrasing the Church–Turing thesis, a digitalization thesis is proposed: everything which is or can be expressed, can also be digitalized. For the better understanding of the social and cultural impacts of digitalization and digital literacy, a historical perspective is applied. Based on a train of thought concerning the history of communication and on an extension of the concept of digitalization, writing is described as a former version of digitalization, i.e. the digitalization of speech. In this way, two historical periods of digitalization can be distinguished, in which the methodologies were essentially different. The first one is called alphabetic visual digitalization (writing), the second version is called binary electronic version (usual digital literacy). Applying this distinction, the concepts of alphabetic visual literacy and the binary electronic literacy are introduced, where the former is the forerunner of the latter. Several characteristic social and cultural impacts are collected in both historical periods of digital literacy.

Attila Sebestyén

■ *Charles Handy and the Eloquence of (Self-)Management*

Keywords: *business, Charles Handy, humanities, management, meaning management, rhetoric, self-help, spiritualisation, wordsmith*

This paper tries to reveal why Charles Handy is said to be the creator of philosophical elegance and eloquence for business thinking. The analysis highlights that the dynamics between different pragmatic agents make some, originally meditative or essayistic text passages of Handy similar to the rhetoric of spiritual conduct working in prayers or religious meditations. This achieve-

ment of Handy's oeuvre reveals how his works may gain literary aspects, and thus it also may be an illustrative example of the integrated relationship between management and the humanities.

Zoltán Szűts

■ ***Before Singularity – Between Paper and Screen***

Keywords: *Singularity, digitalization, media convergence, screen, print, hypertext, digital dementia*

Due to the impact of the World Wide Web and due to ubiquitous computing, we are at a threshold of an event called “Singularity”. The development of technology and its social and cultural impact has accelerated the rate of change of our everyday environment, so that we, who are living just before this Singularity, are incapable to comprehend it in its changing nature or to reliably predict the future. One aspect of this change is that the nature of reading and writing has changed within the digital paradigm, which means that one can be both writer

and reader, and the body, the role, and the function of the book also requires reconsideration. As a result of media convergence, which only accelerates the arrival of Singularity, the content is now independent of body, space and time, and can be displayed at any time on digital devices. The result of media convergence is that, on all our screens, whether they are computers, televisions, smartphones or tablets, we can view and consume the same content in the same manner, thereby simultaneously fusing already existing media properties. Before the event of Singularity occurs, printed books and digital text share the same space. The majority of printed works require linear reading strategies, while non-linear, digital hypertext needs a different approach. This study seeks the answer questions pertaining to the new ways of thinking about books, literacy and the so-called digital dementia, the nature of human thought transformation, as well as the value of digitally recorded texts.



