

CONTENTS

| | | |
|----|---|----------------|
| | List of illustrations | <i>page</i> ix |
| | Preface | xiii |
| 1 | Demythologizing literacy | 1 |
| 2 | Theories of literacy and mind from Levy-Bruhl to Scribner and Cole | 20 |
| 3 | Literacy and the conceptual revolutions of Classical Greece and Renaissance Europe | 45 |
| 4 | What writing represents: a revisionist history of writing | 65 |
| 5 | What writing doesn't represent: how texts are to be taken | 91 |
| 6 | The problem of interpretation: the recovery of communicative intention | 115 |
| 7 | A history of reading: from the spirit of the text to the intentions of the author | 143 |
| 8 | Reading the Book of Nature: the conceptual origins of early modern science | 160 |
| 9 | A history of written discourse: from mnemonics to representations | 179 |
| 10 | Representing the world in maps, diagrams, formulas, pictures and texts | 195 |

| | | |
|----|---|-----|
| 11 | Representing the mind: the origins of subjectivity | 234 |
| 12 | The making of the literate mind | 257 |
| | References | 283 |
| | Name index | 305 |
| | Subject index | 311 |