Contents

Series Preface—Ray Siemens and Susan Schreibman	VII
Turking Alarastican	

- 1. Introduction 1
- 2. In the Beginning Was the Ear 5
- 3. Writing and the Fixation of Thought 8
- 4. The Power of the Written Sign 10
- 5. Writing and Orality 12
- 6. Standards of Readability 15
- 7. Linearity and Tabularity 22
- 8. Toward the Tabular Text 28
- 9. Meaning and Effect 40
- 10. Filters in Reading 49
- 11. Textuality: Form and Substance 52
- 12. Textual Connections 56
- 13. Instances of Utterance 59
- 14. From Interactivity to the Pseudo-Text 63
- 15. Varieties of Hypertext 70
- 16. Context and Hypertext 77
- 17. The Limitations of Lists 80
- 18. Aporias of Hyperfiction 82

19. Reading Images 20. The Writer and Images 21. The Rise of the Visual 22. The Period, the Pause, and the Emoticon 23. Op. cit. 105 24. The Reader: User or Consumer of Signs? 25. Intensive and Extensive Reading, or the Rights of the Reader 112 26. Metaphors for Reading 116 27. Representations of the Book 28. The Role of the Publisher 29. The CD-ROM and Nostalgia for the Papyrus Scroll 123 30. Giving the Reader Control 125 31. Text and Interactivity 32. Managing Hyperlinks 33. I Click, Therefore I Read 133 34. The End of the Page? 136 35. On the Fragment 143 36. The Body of the Text 146 37. The Decline of the Novel 149 38. The Rise of the Blog

39. A Culture of Participation and Sharing40. Toward the Universal Digital Library159

Notes 167 References 177 Index 187