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The alphabet effect is a group of hypotheses in communication theory arguing that phonetic writing, and alphabetic scripts in particular, have served to promote and encourage the cognitive skills of abstraction, analysis, coding, decoding, and classification. Promoters of these hypotheses are associated with the Toronto School of Communication, such as Marshall McLuhan, Harold Innis, Walter Ong ...

Alphabet effect - Wikipedia

As digital media proliferates, technology becomes another platform from which to view the ways that an alphabet matters to a user audience. The alphabet effect may be useful to a generation of developers engineering a wide spectrum of software products and devices.

What Is the Alphabet Effect? (with pictures)

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The alphabet effect is an effect theory which analyses how the language is influenced due to the effect of written alphabets. Through various analyses on the alphabet effect theory have resulted that the larger affluence of symbols needed an immense level of abstraction which was essential for interpreting the alphabetic system.

Alphabet Effect Theory - Communication Theory

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An alphabet is a particular form of script in which discrete graphic symbols or letters correspond with individual sounds of speech. It is thus a sign system that links graphemes, the smallest written mark that causes a change in meaning, with phonemes, the smallest unit of sound that distinguishes one word from another. 1 In the Latin alphabet, there are 26 characters, each named and allotted ...

alphabet | The Chicago School of Media Theory

The alphabet effect that showed that codified law, alphabetic writing, monotheism, abstract science and deductive logic are interlinked, first proposed by McLuhan and Logan (1977), is revisited. Marshall and Eric McLuhan's (1988) insight that alphabetic writing led to the separation of figure and ground and their interplay, as well as the emergence of visual space, are reviewed and shown to ...

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Alphabet, Deductive Logic, Duality and Reductionism We would like to propose another effect of the alphabet in addition to the ones identified by McLuhan, M. and Logan (1977) [1] and McLuhan, M. and E. (1988) [2]. We suggest that another effect of the alphabet was to give rise to a form of duality, that is characteristic of Western alphabetic ...

The Alphabet Effect Re-Visited, McLuhan Reversals and ...

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reconstructed by other humans separated by time and/or space. While not all languages utilize a writing system, those with ...

Writing - Wikipedia

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