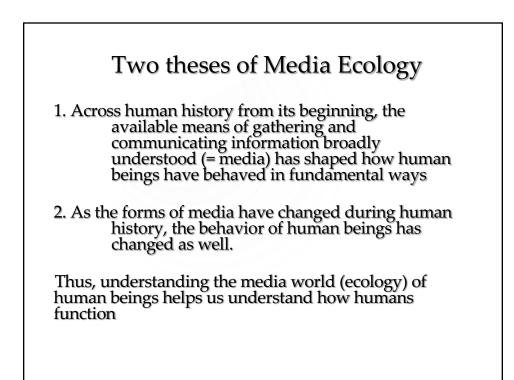
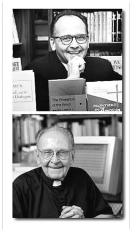
Media Ecology Approach to (Western) Cultural Development: The Work of Fr. Walter Ong, S.J.

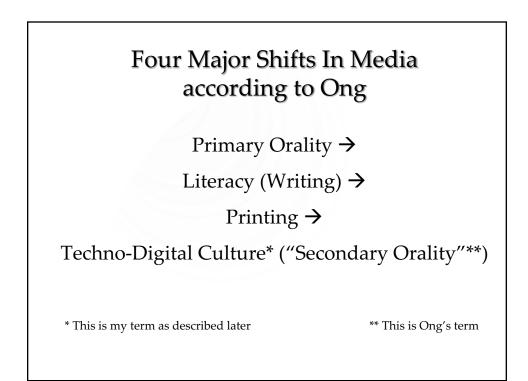
> Vincent W. Hevern, SJ, Ph.D. COR 400 September 8, 2022

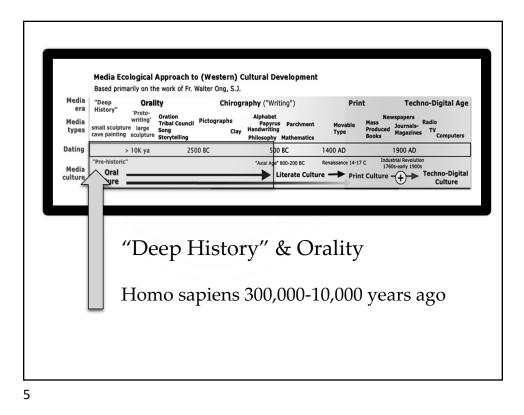


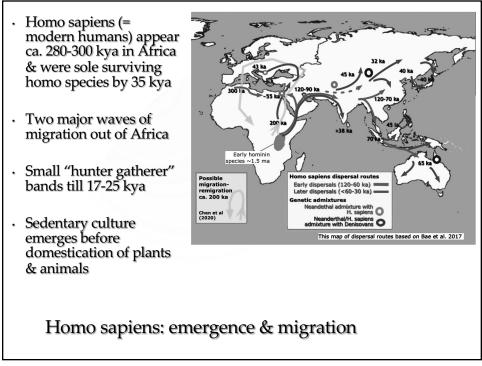
Walter J. Ong, S.J. (1912-2003)

- Jesuit priest & English scholar
- Student of media theorist & English scholar Marshall McLuhan 1941
- Taught at Saint Louis U 1953-1989
- President, Modern Language Assn.
- Author of many books including
- The Presence of the Word (1964)
- Orality & Literacy: The Technologizing of the Word (1982)









The First "Cognitive Revolution" (Harari, 2015)

• Spoken language appears roughly 70 kya. Why?

Preconditions for spoken language (Tomasello, 2019)

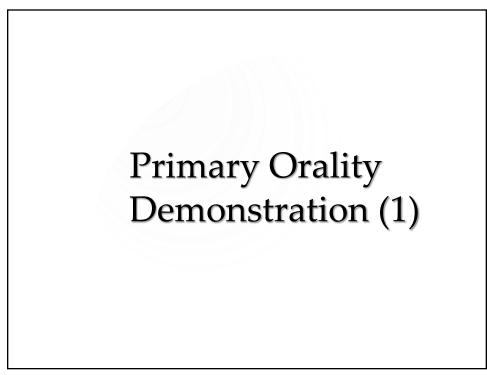
Humans had high levels of interpersonal cooperation & social life

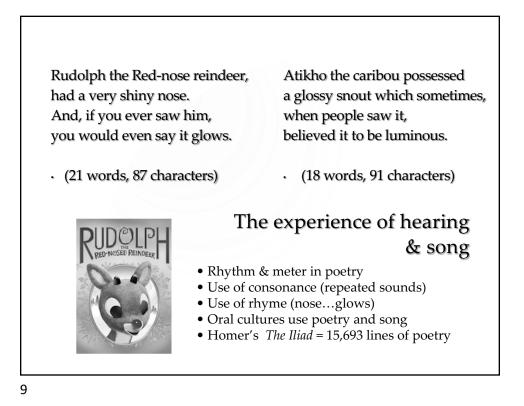
 Cognitively developed "we intentionality" – ability to engage in common activity toward a shared goal

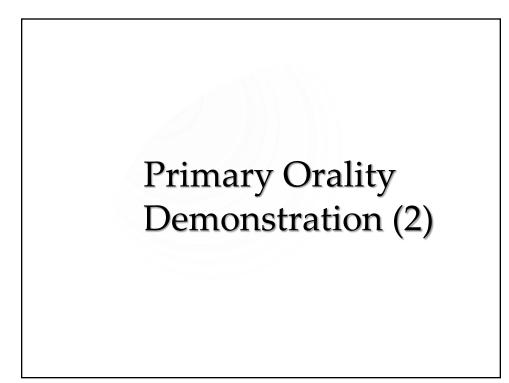
Sophisticated set of gestures already preceded spoken language

Evolutionary advantages of spoken language ???

 Better survival of those in group: searching for food, hunting, learning about who to trust or not trust in group

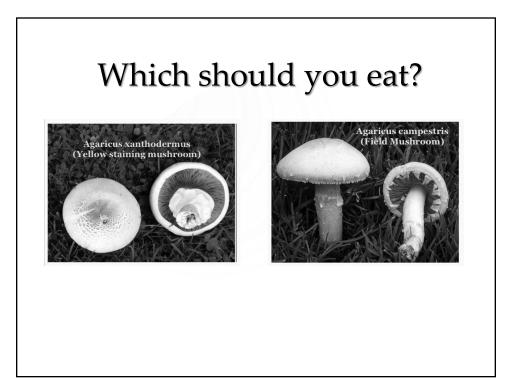


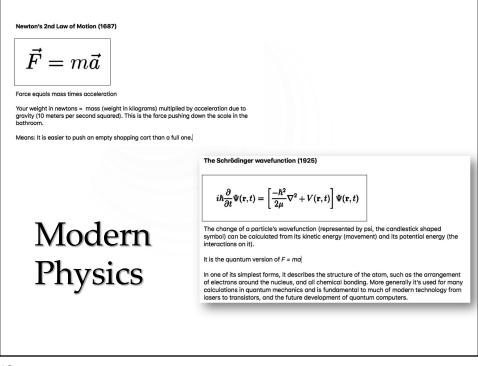


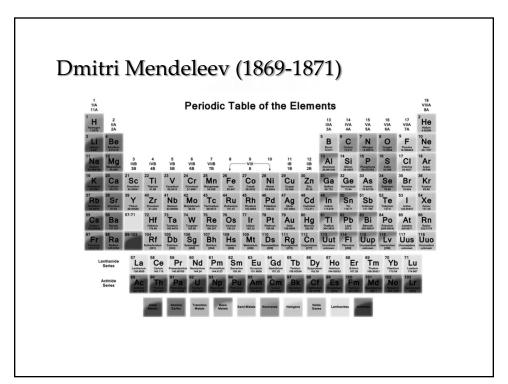


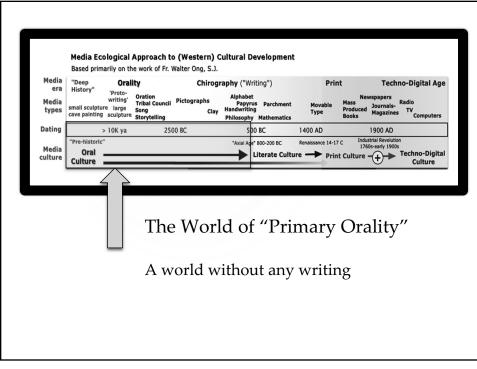
The hunting ground is found by walking for three days toward where the sun sets in the summer and, when you see a tall hill with evergreen trees on top, turn to your left, cross the stream. There you will find a watering hole at which many animals will come to drink.

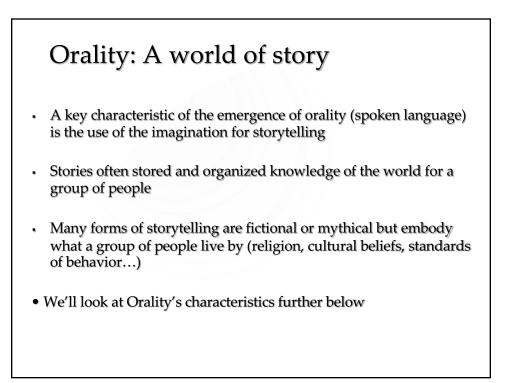
Directions to Hunting

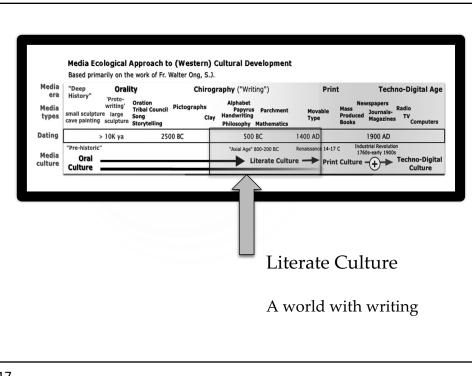


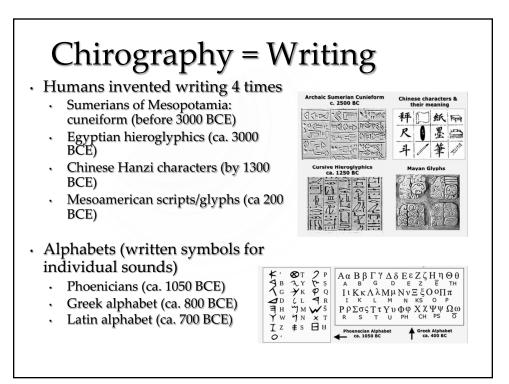


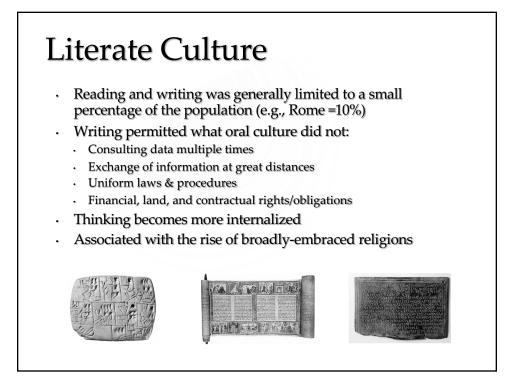




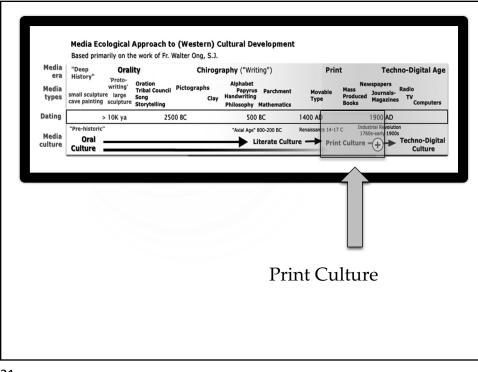


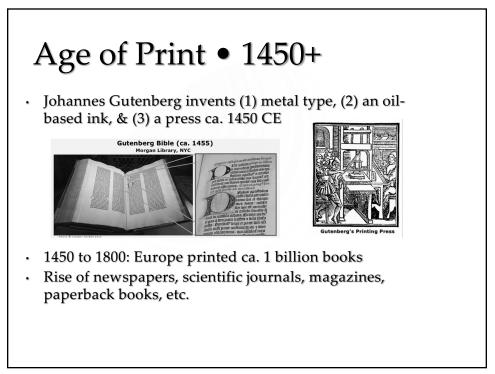


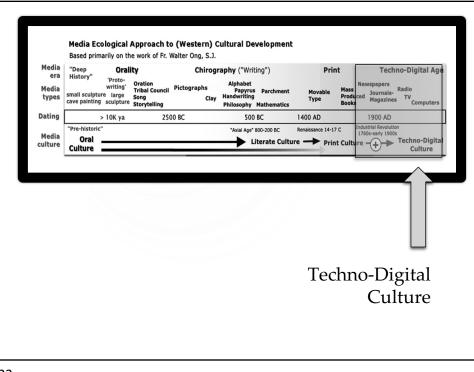


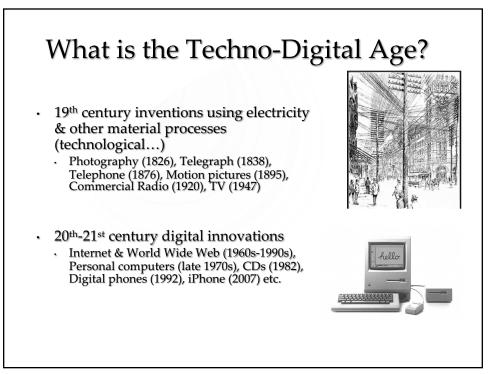


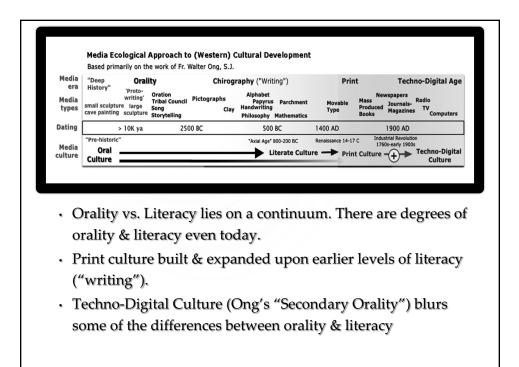
Orality	vs	Literacy
Concrete	\longleftrightarrow	Abstract
Additive	\longleftrightarrow	Subordinate
Redundant	\longleftrightarrow	Concise
Emotionally resonant	\longleftrightarrow	Accurate
Homeostatic	\longleftrightarrow	Accumulative
Fluid knowledge	\longleftrightarrow	Solid knowledge
Communal learning	\longleftrightarrow	Individual learning
Mnemonic	\longleftrightarrow	Analytic
Subjective information	\longleftrightarrow	Objective information
Simple	\longleftrightarrow	Complex
Conservative-traditionalis	it ←→	Changeable-speculative
		Yeganeh, 2021

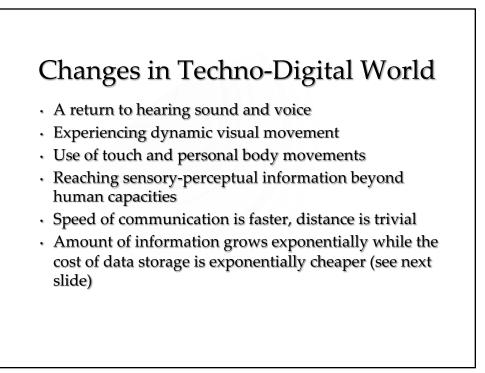


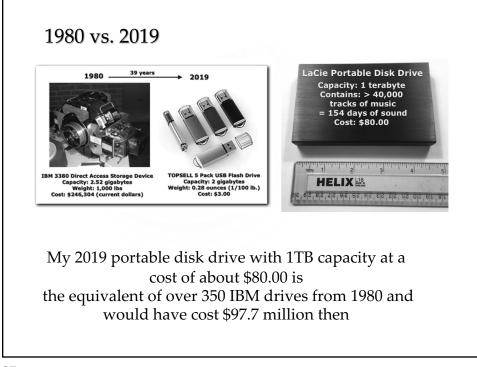




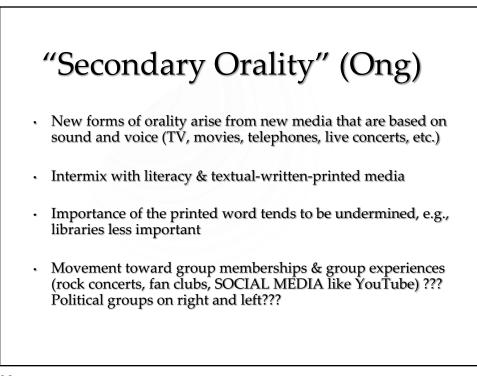


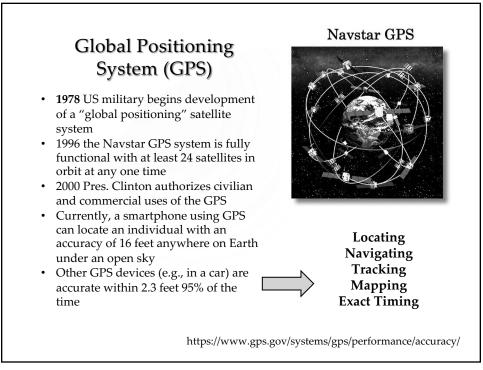














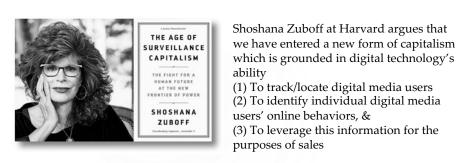
The 10 Wealthiest Companies in the World Sept 2022

- 1. Saudi Aramco (\$2.32 trillion): Energy, oil, refining, gas
- 2. Apple, Inc. (\$2.22 trillion): Information technology & electronics
- 3. Microsoft (\$1.89 trillion): Info technology, software, consumer electronics
- 4. Alphabet (Google; \$1.46 trillion): Internet & software services
- 5. Amazon (\$1.09 trillion): E-commerce, internet, tech, retail, software services
- 6. Tesla (\$735 billion): Automobiles, tech, electronic vehicles, energy
- 7. Berkshire Hathaway (\$670 billion): diversified finance, insurance, media et al.
- 8. Meta (Facebook; \$547 billion): Tech and internet
- 9. Taiwan Semiconductor (\$469 billion): Semiconductors, tech, manufacturing
- 10. Tencent (\$462 billion): Tech, internet, video games, esports

7 of the top 10 are based principally on digital technology and media
Most of these companies did not exist 30 years ago

https://usa.inquirer.net/100754/top-10-richest-companies-in-the-world





COMMODIFICATION of Digital Users' Behaviors => anything that we do online can become information or data that has monetary value to some company or institution

Advertisers such as Google's AdWords & AdSense realized they could target consumers more precisely and offer sellers access to people much more likely to buy their products. In 2021, Google earned \$209 billion in advertising revenue (up from \$147 billion in 2020)••

Surveillance Capitalism

• https://www.statista.com/statistics/266249/advertising-revenue-of-google/

