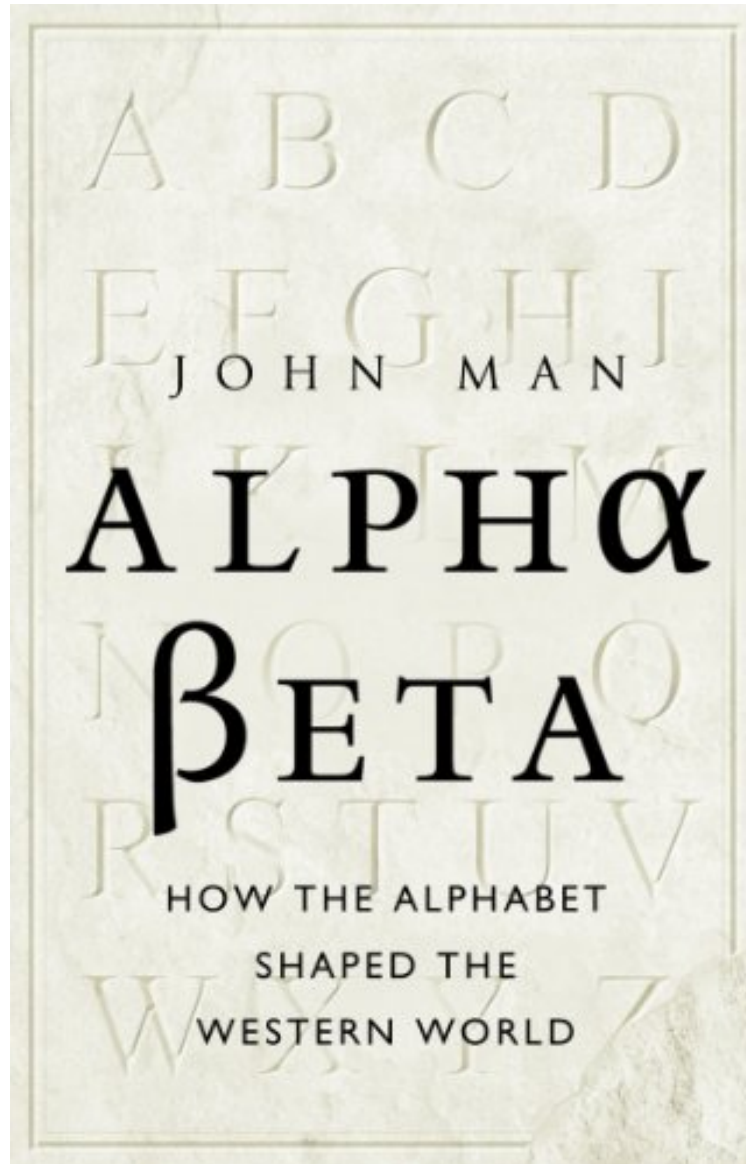


(Download) Alpha Beta

Alpha Beta

Von John Man

DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

Produktinformation -Verkaufsrank: #798097 in eBooksVerffentlicht am: 2010-10-31Erscheinungsdatum: 2010-10-31File Name: B0045JKENA | File size: 60.Mb

Von John Man : Alpha Beta before purchasing it in order to gage whether or not it would be worth my time, and all praised Alpha Beta:

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. Ein komplexes Thema locker aufbereitetVon Hajo von KrachtJohn Man's Text ber die Entstehung des Alphabets ist ein Essay in bestem Sinn. Mit lockerer Schreibe, die den Journalisten erkennen lsst, spannt er einen weiten Bogen von der vermutlichen Entstehung der Buchstabenschrift im gypten der Hieroglyphenzeit, ber die verschiedenen semitischen,

hebrischen, kanaanitischen Vorformen bis hin zu Ugarit, den Phniziern, Griechen, Etruskern und Lateinern. Dabei wrzt er seinen Text ber ein vermeintlich trockenes Thema mit ansanten Anekdoten und unterhaltsam Zugaben. Auf die sprachwissenschaftliche Theorie geht er immer gerade so weit ein, dass man versteht, da ist noch mehr dahinter, und froh ist, dass er uns die Einzelheiten erspart. John Man's These: Erst mit der Einfhrung des Alphabets war es mglich, dass jedermann lesen und schreiben lernen und generalisierende Wissenschaft entstehen konnte. Darin war es den Silbenschriften voraus, die immer eine Geheimwissenschaft von Eliten blieben. So plausibel seine Thesen sich anhren, bleibt der Text auch in dem Sinn ein Essay, dass er mutig Ideen zusammenkn pft, ohne sich in jedem Moment zu fragen, ob seine Konstruktionen auch jedem Einwand standhalten. Immerhin entgeht ihm jedoch nicht, dass mit China zumindest eine Weltkultur existiert, die erfolgreich einen anderen Weg gegangen ist. Als leichte Lektre zu einem komplexen Thema kann ich das Buch sehr empfehlen. 0 von 0 Kunden fanden die folgende Rezension hilfreich. An Unconventional and Stimulating Look at Expressing Ideas Von Donald Mitchell If you are like me, this book will surprise you. I expected something like 26 chapters with each saying something about each letter of the alphabet and its origin. Instead, the book tries to find the earliest precursors of the modern alphabet, and connect the dots from there to the use of modern languages on the World Wide Web. In doing so, the book relies on a combination of interesting conjecture, reviews of well-established but little-known scholarship, and cutting-edge, in-process research that will be new to most readers who are not in linguistics. In reading Alpha Beta, the insights you get will be different from what you expected. An alphabet works well because it fits a lot of languages equally poorly. As such, it is a form of "fuzzy logic" that mathematicians love. Korea has developed the alphabet that is most closely connected to its base language. Most alphabets succeed because of the military and commercial strength of the culture that favors them, rather than how good they are. The mixtures of ancient alphabets, languages, and religions are much more complex than you probably ever imagined. The process of taking an oral tradition, and making it into a written one is also powerfully explained (as happened with both the Bible and Homer's masterpieces). I graded the book down because it tended to tell me more than I wanted to know about how each of the cultures evolved, and less than I wanted to know about the details of how an alphabet's creation solved specific language problems. After you finish this book, think about what the potential benefits could be of reforming the alphabet to eliminate more of the confusions inherent in expressing English. What would make it easier to be precise in this language, while making the language easier to learn? Make your point clearly!

Kurzbeschreibung The idea behind the alphabet - that language with all its wealth of meaning can be recorded with a few meaningless signs - is an extraordinary one. So extraordinary, in fact, that it has occurred only once in human history: in Egypt about 4000 years ago. Alpha Beta follows the emergence of the western alphabet as it evolved into its present form, contributing vital elements to our sense of identity along the way. The Israelites used it to define their God, the Greeks to capture their myths, the Romans to display their power. And today, it seems on the verge of yet another expansion through the internet. Tracking the alphabet as it leaps from culture to culture, John Man weaves discoveries, mysteries and controversies into a story of fundamental historical significance. In the tradition of small books that try to explain a lot (think How the Irish Saved Civilization), John Man's Alpha Beta is an excellent survey on the history of letters. They may have played a more dramatic role in the advancement of Western culture than most people realize: "The Greeks, so this argument runs, would not have been so influential but for the invention that fixed their writings, the invention that they named after its first two signs, alpha and beta--the alphabet." This opinion will no doubt ruffle a few feathers in the classics departments at universities, which have instructed students on the intellectual and literary achievements of the Greeks for generations. Man seems to challenge the idea that the Greeks offered something inherently worthwhile. "Possibly nothing of their oral genius would have been preserved but for a piece of astonishing good fortune. They just happened to live near one of the cultures that had stumbled on the alphabet, and they just happened to be at a crucial state in social evolution that made them open to its adoption." This is a fascinating argument, and Man makes it a compelling one, although it's also possible to believe the Greeks had the additional good fortune of producing a storyteller as good as Homer. Most of the book is a well-told tale that runs a course from the first symbols pressed into clay tablets to the advent of the Internet--the Greeks are just a piece of it. The book covers the ancient Egyptians, Phoenicians, Etruscans, and several other cultures in some detail. One of the most interesting sections discusses the Koreans, creators of "an alphabet that is about as far along the road towards perfection as any alphabet is likely to get." Man is a colloquial writer; reading Alpha Beta is like listening to a popular college professor lecture on his favorite topic. The complex and controversial scholarship on the alphabet becomes instantly accessible to nonexpert readers on these pages. Anyone interested in the power of words and the history of civilization will find Alpha Beta irresistible. --John Miller Pressestimmen "Using a highly accessible format sharper than the dull edge of the usual historical text, Alpha Beta traces its subject on a historical journey around the Mediterranean. [It] should appeal to anyone with even a mild interest in ancient civilization and an affinity for

language." (The Associated Press, September 10, 2001)