From Oracle Bones to Computers

The Emergence of Writing Technologies in China
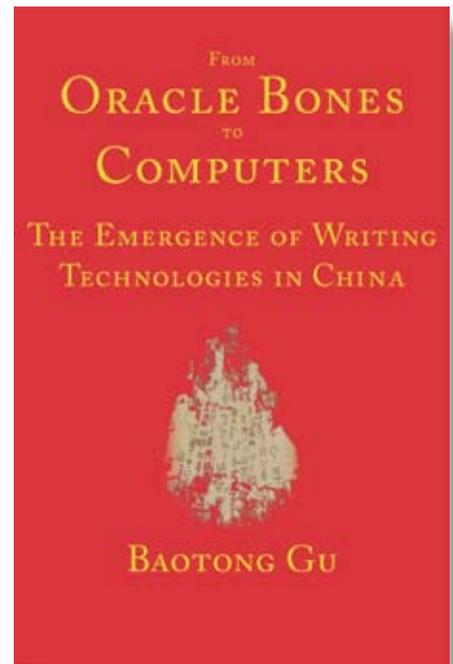
Baotong Gu

978-1-60235-100-4 (paperback; $30.00; £22.00; €25.00; $38.00 CAN);
978-1-60235-101-1 (hardcover; $60.00; £44.00; €50.00; $76.00 CAN);
978-1-60235-102-8 (Adobe eBook; $16.00; £12.00; €13.00; $21.00
CAN); 280 pages, with illustrations, notes, and bibliography

From Oracle Bones to Computers: The Emergence of Writing Technologies in China is the first book to provide a systematic historical, rhetorical, as well as critical account of the development of major writing technologies in China, spanning a history of over five thousand years. Baotong Gu covers the development of a wide array of major writing technologies, most of which were native Chinese inventions, including oracle inscriptions, bronze inscriptions, brush pens, ink, early forms of paper, the modern form of paper, block printing, movable type, the Chinese typewriter, the computer, and the Internet. From Oracle Bones to Computers distinguishes itself from other historical studies because it examines these technologies from a rhetorical perspective to explore how the cultural context, especially the role of language and communication, helps construct and shape the meanings of Chinese writing technologies.

An innovative feature of this book is its development of a six-element, operationalized model of rhetorical analysis that can be applied to the study of any writing technology. Using this model, the author examines the rhetorical contexts of writing technologies in China in their respective historical periods by examining them in the context of exigency, ideology, participants, knowledge creation, access and control, and communication. From Oracle Bones to Computers will appeal to historians, theorists, and teachers across diverse fields of study, such as writing, rhetoric, technology, technology transfer, Asian studies, and cultural studies.

Baotong Gu is an associate professor of English at Georgia State University and the editor of four collections and numerous articles and translations in technical communcation, the history and development of new technologies, and the history of rhetoric.

To order by credit card directly from Parlor Press, include your billing information here. If paying by check, make it payable to Parlor Press and include your shipping address below in the billing address area. Or order securely online by credit card at http://www.parlorpress.com

___ Mastercard   ___VISA   ___ Discover   ___ American Express

Credit Card # _____ Exp. Date _____

Signature _____

Security Code (if any) _____ (last 3 digits on back of card)

* Billing Address (must match address on credit card; please print clearly)

Name _____

Address _____

Address _____

City _____ Country _____ State _____

Postal Code _____ Phone: _____

Book Price	_____
Quantity	_____
Subtotal	_____
Tax (7 %) (Indiana Residents)	_____
Shipping ($3 US & £2 UK; any quantity! Int'l orders add $12 + $2 for each additional copy)	_____
Total	_____

Mail or Fax this form to Parlor Press, 816 Robinson St., West Lafayette, IN 47906, USA.
Fax: 1-206-600-5076

* If your shipping address is different from the billing address, please write it here:

_____