Basic concept of literacy and reading in digital environment

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Literacy - traditional

Literacy is the ability to understand and use the complex symbol system of a language.
Literacy in digital environment

1. Writing is dominated by images

2. Books are replaced by the screen
Literacy nowadays

What are potentials of image as a resource to make meaning? Can image do what writing does?

more text less images

development of technology

less text more images
Words vs. images (1)

The world told is a different world to a world shown. (Kress, G. 2010)
**Words vs. images (2)**

**writing:**
- logic of time (begin., end)
- sequentiality
- words
- "pure" language (standard)
- literacy grammar
- limited quantity of knowledge (determined by author)

**images:**
- logic of space (central, peripheric)
- simultaneity
- picture, moving pict., sounds
- language "freedom", new forms (😊)
- grammar of visual design
- interactivity – hypertext (added info), contact with authors
Group work 1

Basic concepts ← a step backwards

- writing – history
- literacy – use
- learning to read and write
Group work 2
Basic concepts → a step forwards

• traditional and new literacy

• new literacy and library

• new literacy - teaching and learning
Conclusion

Nikdar ni tak bilo
da ni nekak bilo,
pa ni vezda nebu
da nam nekak nebu.

(M. Krleža, 1936.)