

HS3.304 The Gutenberg Parenthesis  
Mid Semester Exam

Max Time: 90 minutes

Max Marks: 60

- Answer any **three** questions.
- All questions carry equal marks.
- Your answers should be about 400-500 words each.

1. What are the unintended consequences of printing?
2. Describe the features of print culture as listed by Elizabeth Eisenstein.
3. How does Walter Ong explain the modern discovery of primary oral cultures?
4. Why is the alphabet a revolutionary technology? Explain using ideas from both Ong and Eisenstein.
5. Explain the process by which words become commodities and turn ideas into private property.