International Institute of Information Technology, Hyderabad
(Deemed to be University)

The Gutenberg Parenthesis (HS3.301)

Mid Semester Exam

Max. Time: 90 mins **Max. Marks: 60** **27 February 2025**

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

1. Describe the features of print culture as listed by Elizabeth Eisenstein. (CO1; CO3)

2. How does Walter Ong explain the modern discovery of primary oral cultures? Why can modern societies never really understand oral cultures? (CO2; CO5))

3. Why is the alphabet a radical technology? Explain using ideas from both Ong and Eisenstein. (CO2; CO3)

4. Explain the process by which words become commodities and turn ideas into private property. (C04)