International Institute of Information Technology, Hyderabad

(Deemed to be University)

The Gutenberg Parenthesis (HS3.301)

Quiz One

Max. Time: 45 mins Max. Marks: 50 **Date:25 Jan 2025**

- Answer any two questions.
- Your answers should be 300 – 400 words each.

1. How does Walter Ong use A. R. Luria's work to illustrate his argument why oral cultures think in situational, rather than abstract, ways.
2. How does writing restructure human consciousness?
3. How is the "Venerable Model" as described by Alfred Crosby related to oral cultures?