

	Primary Orality	Literacy
Words	Leave no residue	Leave visual residue
	Are sounds; events	Are fixed, dead, and "subject to dynamic resurrection" (32)
	Always modify the total situation, which is more than verbal	Stand alone in a text
	Word choice depends upon immediate contextual meaning and "fit" (as in the hexameter line); relies on "direct semantic ratification" based on context (21)	Word choice relies heavily on precise meaning, which is the product of a large vocabulary
	Corrections can be counterproductive	Corrections are undetectable
Social and Cultural Norms	Learning happens through apprenticeship, discipleship, listening, and repeating	Learning is achieved by studying
	Form and improvisation valued	Precise meaning valued
	Thoughts expressed agonistically; knowledge is situated in terms of struggle, expressed in verbal maneuvers or contests of wits	Thoughts expressed in less agonistic terms; communication is an economic transaction
	Personalities may tend toward externalization, communal experiences	Personality may tend toward solitude and introspection
	Risks: schizoid tendencies, such as external confusion or mutilization of self and others	Risks: psychic withdrawal to a dreamworld
	The past is the domain of ancestors	The past is itemized terrain, peppered with verifiable facts
	Information relayed through hearing, as in narratives	Information relayed through sight, as in lists, charts, and figures
	Shared experience	Solitude
Thinking and Knowing	Audience always real and present	Audience is always a fiction
	Thoughts and expressions are additive (and, and, and) (37)	Thoughts and expressions are subordinative (thus, therefore, then) (37)
	Thoughts and expressions are aggregative (sturdy oak, brave soldier) (38)	Thoughts and expressions are analytic
	Thoughts and expressions are redundant or copious (25)	Thoughts and expressions are distinctive, new
	You know what you can recall	You know what you can retrieve
	Orality is conservative: knowledge is preserved by the wise old man	Literacy is conservative in a different way: by writing and codifying, the mind is freed for new exploration
	Empathetic and participatory; fosters close identification between knower and known	Characterized by objectivity and distance; separates knower from known
Effect on Texts	Thoughts and expressions are close to the human lifeworld	Denatures the human
	Irrelevant or unessential material is sloughed off (Example: genealogies accurate only in terms of present relevance) (48)	Preserves seemingly irrelevant information and prizes accuracy
	Heavy heroes (type characters)	Ordinary humans in a typical lifeworld, especially in the novel
	Plots begin in the middle of things and explain how and why later	Plots follow Freytag's pyramid (particularly in detective stories)
	Ideas always negotiable, mediated by audience response	Written ideas come across as authoritative, due to distance between author and audience

Pre-Literates	Partial and Full Literates
Identified geometrical figures as objects: ball, table	Identified geometrical figures as abstract shapes: circle, square
Practice situational thinking (see categorical thinking as trivializing)	Think categorically
Did not follow formal Greek logic: syllogisms and inferential reasoning did not resonate	Follow formal logic
Resist requests for definitions	Definition-oriented
Difficulty practicing self-analysis	Think of the Self in abstract terms
Intelligence assessed in operational contexts	Intelligence assessed based on abstraction
Repetition not verbatim	Memorization from text can be verbatim