Reading
Yesterday, Today and Tomorrow

- From the origins to digital
- Evolution of literacy
- Reading on the rise
- Reading at risk?
- Reading. R.I.P?
Reading
Yesterday, Today and Tomorrow

Prehistoric time:
Visual reading
orally transmitted

Chinese ideograms
±35000 years old
on tortoise shells

4000 bC
Mesopotamia
pictographic writing

1400 bC
first signs of
Chinese writing.
Up to 200 bC
Court records
were made
in the bamboo
rods

200 bC:
use of parchment enabled the
creation of works with several long
pages for progressive reading (roll)

XI Century aC:
Progressive replacement of rolls
by Codex, easier to read and
store documents

Middle Ages in Asia
206 to 220 aC woodblock
printing.
XI century:
creation of movable
type printing (Bi Sheng).
1490 first metallic type printer
(Hua Sui)

Middle Ages in Europe
Clergy preserves and transmit the
inherited culture of antiquity,
copies books and teaches how to
read and write.

XII Century in Europe
Libraries in monasteries.
Beginning of universities.
Most people illiterate: literature
not read but heard.

XIV - XV
Silent reading enabled by texts
with spaces, punctuation, etc.
Writers address to
readers not to
listeners (Gütemberg
printing 1450)

XX Century
New literacy emerges after
the industrial revolution.
New reading places and
publishing specialization.

XXI Century
Schools
and ICTs

Community share reading,
information exchange

Reading alone, for education,
for pleasure (mass culture)

Silent reading
Reading
Yesterday, Today and Tomorrow

Visual reading Pictograms
First writing signs
Not to be read, mainly for practical purposes (commerce, etc.)

Visual reading
Text to be loudly read and orally transmitted to people mostly illiterate.

Clergy/Monks preserves and transmit the inherited culture of antiquity, copies books and teaches how to read and write. Libraries in monasteries, beginning of universities.

Writers addressing to readers, not to listeners. Silent reading is facilitated by texts with spaces, abbreviations, etc. New writing techniques (printing 1450).

Books enter widely in Education Systems.

New literacy emerges after the industrial revolution. Reading places differs and publishing specializes.

New reading ways. ICTs at school and home. Reading on screen to obtain quick information ≠ Reading a book (paper or e-book) for pleasure or for intellectual development.
Ability to recognize and communicate meaning from and by the use of the symbols of the writing system.*

Inability to derive meaning from the symbols of written system

* Anglophone tradition

✓ To be able to read and write (skill ability)
✓ Education and knowledge
Highest literacy rates:

Europe, Central Asia, East Asia and the Pacific, North and Latin America and the Caribbean (greater than 90%)

Lowest literacy rates:

Many Arab states, South and West Asia, and Sub-Saharan Africa (less than 70%), where around 1/3 of the men and 1/2 of all women are illiterate

Thailand:

Thailand has one of the highest literacy rates (92.6%).

- Adult (15 years and older):
  - female: 92%
  - male: 97%

- Youth (15 to 24 years old): 99% (all)
Reading on the rise

READING LOVERS
- Fun
- Entertainment
- Intellectual development

NON USUAL READERS
- Education
- Personal / Professional development

DIGITAL NEW READERS
- Daily readers
- Interactive (shared reading and images first time together)
Digital Literacy. Reading at risk?

DIGITAL LITERACY requires

- Learn how to read images and letters in one click
- Learn to believe in/discern what you read (accuracy)
- Teaching and advice
- The brain reprograms itself altering the way it functions (cognitive sciences)
### Reading off a PRINTED PAGE

- In-depth comprehension
- The brain focuses more
- Keeps the attention
- Focus on linear reading

**LONG-TERM RETENTION**

**Paper platforms (printed paper) made a culture ... by the way of reading**

### Reading off a SCREEN

- Brain adapts to the wide nonlinear reading (hyperlinks, ...)
- Interactive (Browsing)
- Information in small bits

**SHORT-TERM ASSIMILATION**

**Screen/digital platforms create a new culture ... by the way of reading**

---

**Reading it is not at risk!**
Young readers acquisitions of printed books are declining.

Teenagers and young adults spend less time watching TV and spend more time using devices such as PCs, video-games, etc.

- Readers (printed books)
  - Continue to read in paper and digital

- New readers in digital
  - Only around 45% read in e-readers (devices) the rest use computers to read

Multipurpose/function devices gain prominence
Reading today... and tomorrow

- To promote the joy of reading (either printed or digital)
- To instruct teachers to encourage readers and attract new readers
- To include reading in the curricula (classics & modern authors and titles)
- To foster the continuation and to promote the creation of libraries (content, new reader services, online communication, ...)

**Printed books will continue existing specially for those reading lovers (so called “Reading Class”)**

“Mass Reading” as such might disappear

**The progress of Reading/Literacy constitutes the society we are today**

**The way we will read in future will transform the society**
Future: Reading will not “Rest in Peace”

INNOVATIVE AND LONG-TERM GROW IN READING

READING & EDUCATION ...

... is a team player/environment that creates human beings who are able to think critically, better problem solvers of the future, in order to make a sustainable and much happier world for all ...

... through reading!