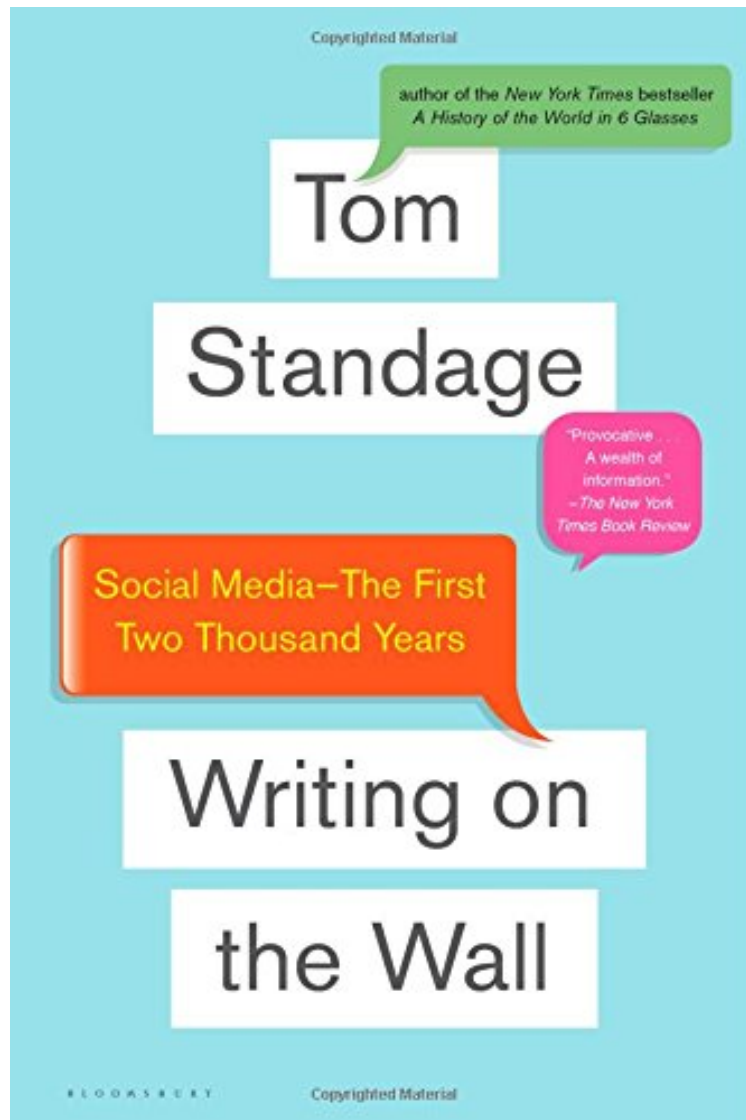


(Free read ebook) Writing on the Wall: Social Media - The First 2,000 Years

Writing on the Wall: Social Media - The First 2,000 Years

Tom Standage

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#244029 in Books BLOOMSBURY USA 2014-09-16 2014-09-16Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 .32 x .3 x 5.50l, 1.00 #File Name: 1620402858288 pages | File size: 32.Mb

Tom Standage : Writing on the Wall: Social Media - The First 2,000 Years before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing on the Wall: Social Media - The First 2,000 Years:

1 of 1 people found the following review helpful. Informative and useful, although a little too long in some chaptersBy BrianWriting on the Wall provides context for future communication and collaboration through social networks by looking at their historical role and impact. It also illustrates how those in power and the so-called intellectual elite have sought through time to control, regulate and censor free expression. My one criticism is that salient points and concepts risk getting lost among excessive and unneeded historical detail in some chapters. However, overall, it's an

informative read and useful for anyone wanting to know how to connect, communicate and engage more effectively. 1 of 1 people found the following review helpful. Entertaining, Worth Reading By Michael M. Ferry Fun to read -- the last half seemed to go a bit faster, though that could be me. I'd previously read *The Victorian Internet* by Standage and it seemed like this might have been similarly sourced...have also read quite a bit about the early history of television, which might also have made the latter part of the book go more quickly. Still, enjoyed it and can recommend it. 0 of 0 people found the following review helpful. History of Human Civilization and Communication By Juan Rivas Great summary of the evolution of communication (oral, written, and technologically transmitted) and the need to express our most inner thoughts as well as shared knowledge.

Social media is anything but a new phenomenon. From the papyrus letters that Cicero and other Roman statesmen used to exchange news, to the hand-printed tracts of the Reformation and the pamphlets that spread propaganda during the American and French revolutions, the ways people shared information with their peers in the past are echoed in the present. After decades of newspapers, radio, and television dominating in dissemination of information, the Internet has spawned a reemergence of social media as a powerful new way for individuals to share information with their friends, driving public discourse in new ways. Standage reminds us how historical social networks have much in common with modern social media. The Catholic Church's dilemmas in responding to Martin Luther's attacks are similar to those of today's large institutions in responding to criticism on the Internet, for example, and seventeenth-century complaints about the distractions of coffeehouses mirror modern concerns about social media. Invoking figures from Thomas Paine to Vinton Cerf, co-inventor of the Internet, Standage explores themes that have long been debated, from the tension between freedom of expression and censorship to social media's role in spurring innovation and fomenting revolution. Writing on the Wall draws on history to cast provocative new light on today's social media and encourages debate and discussion about how we'll communicate in the future.

From Booklist *Starred * Whatever adolescents and technophiles might think, social media is nothing new. Standage (*A History of the World in 6 Glasses*, 2005) explores the human impulse to socialize and the earlier technologies, from papyrus to printing press, that accommodated that impulse. Messengers and travelers shuttled papyrus rolls throughout the Roman Empire. An early Roman newspaper, founded by Julius Caesar, no less, was posted, and readers were expected to copy it and distribute the news themselves through their social networks. The wax tablet bore strong resemblance to the iPad. Pamphlets and news ballads went viral, spread throughout Europe by travelers, and the Devonshire Manuscript was the Tudor-era Facebook. Standage compares the back-and-forth of ancient graffiti comments to comment threads in blogs and puts Paul's epistles in the context of social media as he and other apostles spread Christianity. Rumors, gossip, love poems, and political and religious unrest were all part of the stew of discussion as technology morphed into mass communication and the Internet age. Standage offers historical perspective on such concerns about evolving social media as faddishness, coarsening of discourse, distraction from serious work, and erosion of social skills. Still, the social media evolution marched on, influencing politics and religion and aiding revolution in Europe and the Americas. A thoroughly fascinating look at the evolution of social media. --Vanessa Bush Standage captures quite beautifully the essence of the human need to connect and interact, both its banality and world-altering power. Publishers Weekly A thoroughly fascinating look at the evolution of social media. Booklist, starred review Provocative . . . a wealth of information. The New York Times Book Standage has just this one big point to make, but he makes it elegantly and instructively . . . what we tend to regard as the radiant novelty of the digital age may really be a rebirth. The Wall Street Journal Tom Standage once again displays his ingenious gift for connecting our historical past to the debates and technologies of the present day. Steven Johnson, author of *Future Perfect* and *Where Good Ideas Come From* About the Author Tom Standage is digital editor at the Economist and editor in chief of Economist.com. He is the author of six books, including the New York Times bestseller *A History of the World in 6 Glasses* and *The Victorian Internet*, described by the Wall Street Journal as a dot-com cult classic. Standage has written for numerous publications, including *Wired*, the New York Times, and the Guardian. He lives in London with his wife and children. Visit his website at www.tomstandage.com.