



VA Gov's School 2023

Hands on Media History: from Gutenberg to old time radio drama

*Slides based on the Bloomsbury book *Revolutions in Communication*
by Radford University Prof. Bill Kovarik, PhD*

Introduction Overview of course (0.1.1)

Introductions



Hello there. I'm Bill Kovarik, a Radford University professor and instructor for this class. And this is my friend Klaatu, from the Seattle museum of pop culture & science fiction. (I'm the handsome one on the right.)

I've been teaching since 1986 and I earned my PhD at the University of Maryland in 1994. I've also worked for the Associated Press, the Charleston SC Courier, Time magazine and the New York Times.

What about you? In a minute we'll go around the room and ask: Where are you from? What interests you? And what media skills you could use in this class

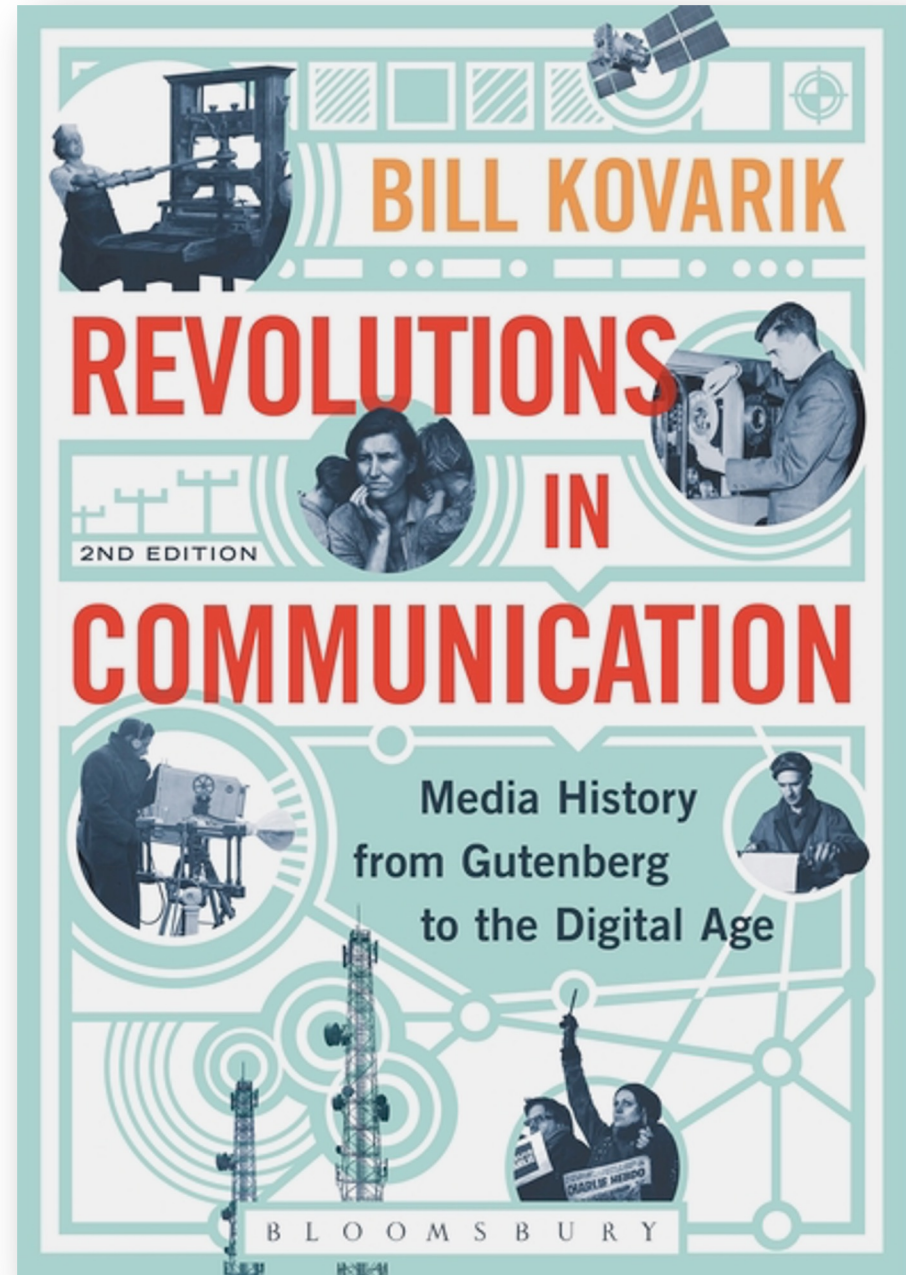
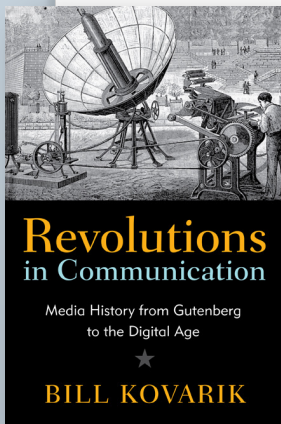
Textbook

by Bloomsbury
2nd edition 2016

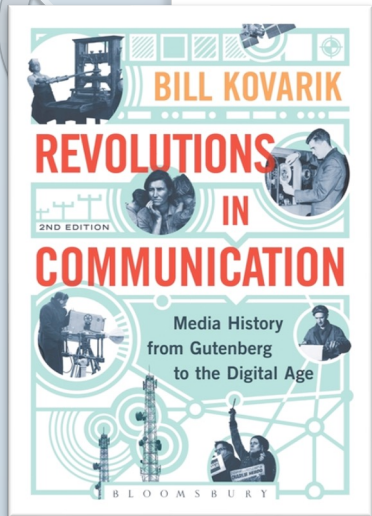
Website:

www.revolutionsincommunication.com

1st edition 2011
published by
Continuum
(Bloomsbury)

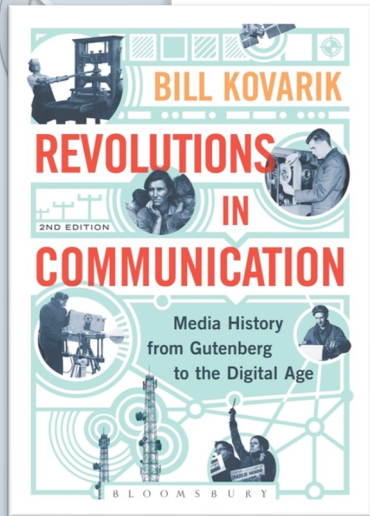


The textbook has:



- International scope
- Technology framework
- A survey of all disciplines
 - Printing (books, newspapers, magazines)
 - Imaging (photo, cinema, pr, advertising)
 - Electronics (wire services, radio, TV)
 - Digital media (computers, networks)
- Low cost to encourage student use
- Special sections on the web site

My editor says it needs:

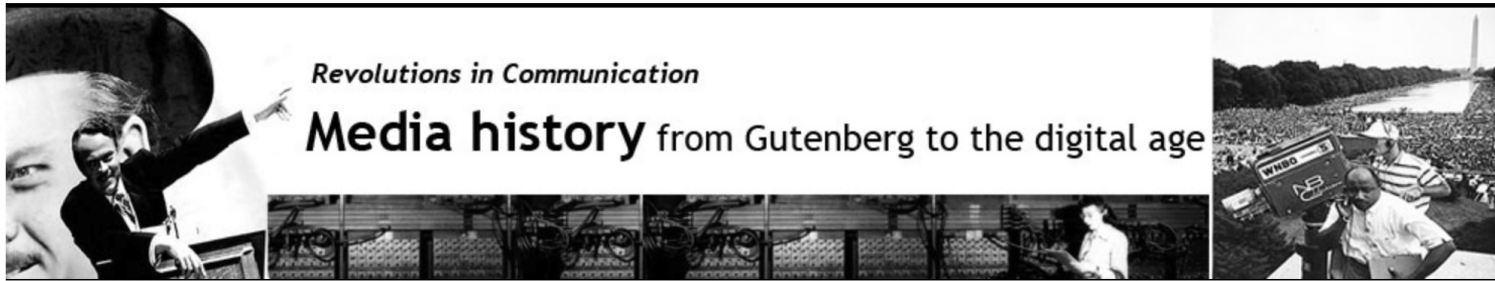


- A third edition in 2024
- An update on global technology issues and developments
- **More emphasis on the fun and interesting aspects of media history**
 - *And so I wondered, where would I be able to develop and test some **fun and interesting ideas about history?***
- And then someone suggested the Virginia Governor's School !!

Course web site has :

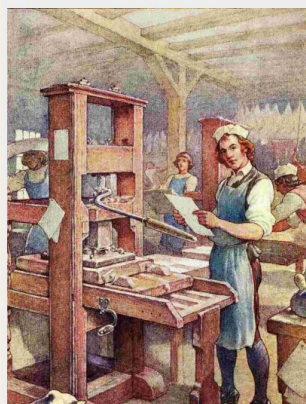
- Schedule for Hands on Media History
- Learning goals & activities
- Team building
- Handouts & discussion outlines
- Suggestions for further reading





Hands-On Media History

A fun new approach to media history is being pioneered at the Virginia Governor's School at Radford University in the summer of 2023. Hands – On Media History: From Ben Franklin's Press to Old Time Radio Drama, is a four-week course for the Virginia Governor's School from June 25 -July 22, 2023

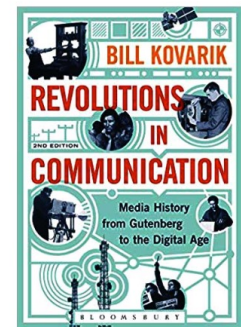


In this class, we'll learn about the

ABOUT THE TEXTBOOK

Revolutions in Communication is about the printers, reporters, photographers, filmmakers, advertisers, PR practitioners, broadcasters, computer geeks, and all the rebels and visionaries who were ahead of their times, who led the times, and who created The Times. This critically acclaimed survey of media history is now in a second edition.

The book surveys the history of *all major communications disciplines*, including journalism, photography, cinema, advertising & public relations, radio, television, computing and networked media. [\(MORE\)](#)



COMMUNICATIONS LAW

A companion web site by Prof. Kovarik [outlines communications law and ethics](#)

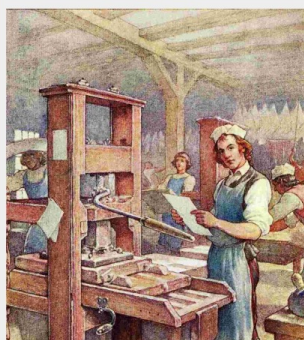
- o <https://www.revolutionsincommunication.com>



- Writing
- Printing
- Signals & codes
- Radio & foley
- Cinema
- Comm Law

Hands-On Media History

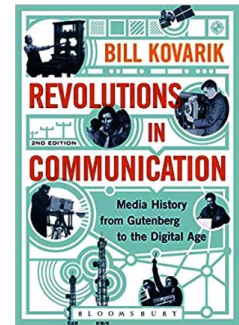
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Class handouts are under
“Hands On History”

You will want to ...

- Read up on Gov School handbook*
 - Cell phones away during classes
 - Learning club atmosphere
 - Disabilities @RU (We're here to help)
- Keep up with class reading
- Step up: join in class projects
- Speak up: Everyone has a say

https://www.radford.edu/content/dam/colleges/cvpa/gov-school/Student_Handbook.2023.pdf

Class rules ...

- Inner tables are for projects – Inks, brushes, quill pens, water washes, etc
- Keep all electronics, laptops, cell phones along the outer wall
- No foods or drinks near projects or electronics
- Your suggestions ... ?

Basic Schedule

- Week 1: Writing and printing
 - Hieroglyphs, Zhenshu Calligraphy
 - EU Ms Culture (quill & parchment)
 - Typesetting and printing
- Week 2: Signaling
 - Flags, morse code, cryptography
- Third week: Radio drama
- Fourth week: Silent movies

Communications challenge

The 'Octathelon'

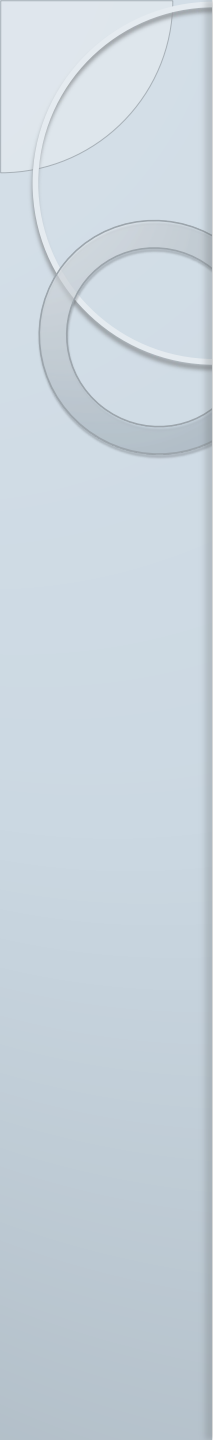
1. Hieroglyphics
2. Zhenshu Chinese calligraphy
3. European manuscript – quill & parchment
4. Typesetting & printing
5. Navy semaphore
6. Army Signal Corps single flag – wig-wag
7. International Morse code
8. Cryptographic messages

Today.

- **Introductions**
 - Name, home, major interests
 - Skills: Writing? Calligraphy?
 - Skills: Photo, audio, video?
 - Skills: Morse code or signaling?
- **Class expectations**
 - Your ideas & preferences

Today

- Form four groups
- Four to five members each
- Try to distribute media skills among the groups
- Include everyone



Today...

- Skipping past Oral culture history to ...
- Writing in Egypt, China, and Europe
 - Egyptian hieroglyphs
 - Zhenshu Chinese calligraphy
 - European manuscript culture
- Our goal: Accessible & simplified

Communications challenge

The Comm 'Octathelon'

1. Hieroglyphics
2. Chinese calligraphy
3. European manuscript – quill & parchment
4. Typesetting & printing
5. Navy semaphore
6. Army Signal Corps single flag – wig-wag
7. International Morse code
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In class:

- **Group 1 -**
 - Make your own alphabetic reference chart with the stamps
 - Return the stamps to the Polybius Square
- **Group 2 –**
 - Practice calligraphy brush strokes
- **Group 3 –**
 - Practice using quills

Hieroglyphic Writing

Learning to write was the “tuition” for human education – Wilbur Schramm



Proto-literate early hieroglyphs date from 3200 BCE, with a mature system around 2800 BCE. They were used until c 400 ACE.

Hieroglyphs combine logographic, syllabic, and alphabetic elements in about 1,000 distinct characters.

Rosetta Stone – British Museum












































About hieroglyphs

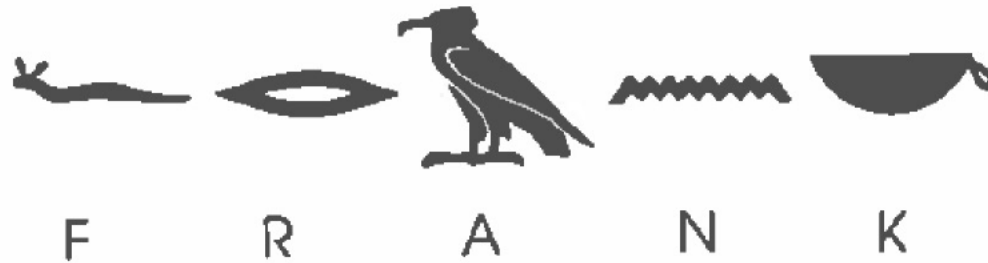
- Read right to left, but may face either way
- Some hieroglyphs are symbols
- Some are alphabetic (an insight that came from the Rosetta Stone)
- We can use the alphabetic hieroglyphs to write simple messages today ...
- Bearing in mind that hieroglyphic writing was actually a complex system

Hieroglyph Alphabet Chart *

See class web site

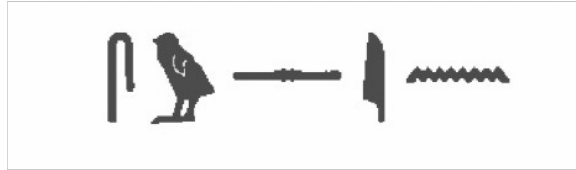
HIEROGLYPH ALPHABET CHART			
This chart tells you how to stamp out your messages in hieroglyphs. For most of the letters in the English alphabet, there is one corresponding hieroglyph. There are some exceptions. Vowels and some other letters have more than one sound, so you must choose the right hieroglyph by looking at the examples and reading the explanations. As the chart shows, to stamp out g, x, and long u, you must combine two hieroglyphs. You can use one stamp to represent the letters ch, ph, sh, or th.			
HIEROGLYPH	REPRESENTS	SOUND	EXPLANATION
A	 vulture	gt, bgt, gbout, goross	Use the vulture for the g sounds in words like gt and bgt or gbout and goross.
	 forearm	gble, mgke	Use the forearm for the g sound in words like gble and mgke.
B	 foot	boy, ball	
C	 basket	gandy, gamei	Use either the basket or the hillside for the hard g (g) sound in words like gandy and gamei. Choose the hieroglyph that looks the best.
	 hillside		
CH	 folded cloth	nige, gent	Use the folded cloth for the soft g (g) sound in words like nige and gent.
	 hobble rope	church, choose	
D	 hand	delta, dime	
E	 two reed leaves	reed, read, Mary	Use two reed leaves for the long e sound in words like reed, read, and Mary.
	 vulture	egg, over, gft, bgf	Use the vulture for the g sounds in words like egg and over or gft and bgf.
F	 horned viper	far, fort	
G	 pot stand	girl, go	Use the pot stand for the hard g sound in words like girl and go.
	 cobra	George, gentle	Use the cobra for the soft g (g) sound in words like George and gentle.
H	 shelter	hit, who, behind	Use either the shelter or the rope for the h sound in words like hit, who, and behind. Choose the hieroglyph that looks the best.
	 rope		
I	 reed leaf	bit, bite	Use one reed leaf for both the short and the long i sounds.
J	 cobra	jam, jinx	
K	 basket	kyte, cat, bag, Chris, school	Use either the basket or the hillside for the k (hard g) sound in words like kyte, cat, bag, Chris, and school. Choose the hieroglyph that looks the best.
	 hillside		
L	 open mouth	late, loaf	
M	 owl	mud, crumb	
N	 water	like, boje	
O	 quail chick	moon, hoot, goen, bogt, sogt, foot	Use the quail chick for the o sounds in words like moon and hoot, goen and bogt, or sogt and foot.
	 vulture	got, Oliver, bought	Use the vulture for the o sounds in words like got and Oliver or bought.
P	 stool	pot, pond	
PH	 horned viper	pharaoh, phone	
Q	 basket + quail chick	queen, quick	Combine the basket (g) and the quail chick (w) to make the qu (kw) sound in words like queen and quick.
R	 open mouth	rain, crown	
S	 folded cloth	house, piece, cats	Use the folded cloth for the s (soft g) sound in words like house, piece, and cats.
SH	 lake	shin, Schmidt, machine	Use the lake for the sh sound in words like shin, Schmidt, machine.
T	 bread loaf	tell, let	
TH	 cow's belly	through, both	Use the cow's belly for the th sound in words like through and both.
	 (unknown)	the, bother	Use this hieroglyph for the th sound in words like the and bother.
U	 quail chick	cut, quilt, yfter, full, pull	Use the quail chick for the u sounds in words like cut, quilt, and yfter or full and pull.
	 reed leaf + quail chick	mule, fuel	Combine one reed leaf and the quail chick to make the long u sound in words like mule and fuel.
V	 horned viper	video, cover	
W	 quail chick	wind, cow, what, where	
X	 basket + folded cloth	box, extra	Combine the basket (g) and the folded cloth (s) to make the x (gs) sound in words like box and extra.
	 one reed leaf	you, yes, crayon	Use one reed leaf for the y sound in words like you, yes, and crayon.
Y	 two reed leaves	Mary, Yvonne	Use two reed leaves for the y (long e) sound in words like Mary and Yvonne.
	 door bolt	zebra, zerox, piece, boy	Use the door bolt for the z sound in words like zebra, zerox, piece, and boy.

Translate your name: Frank

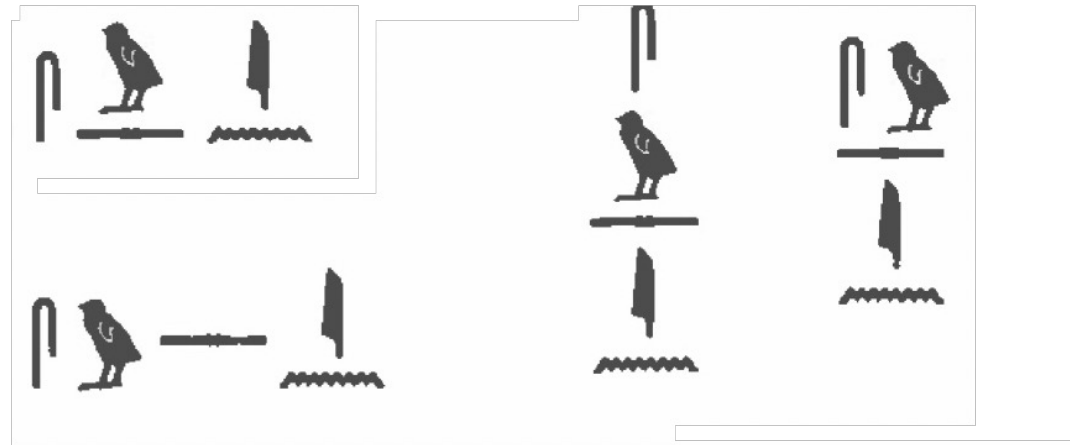


Translate your name: Susan (Soozin)

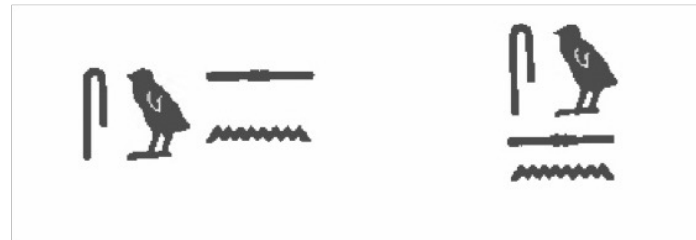
Left to right



Or arranged
like an
Egyptian
hieroglyph



Or arranged
without the "I"



Translate your name:

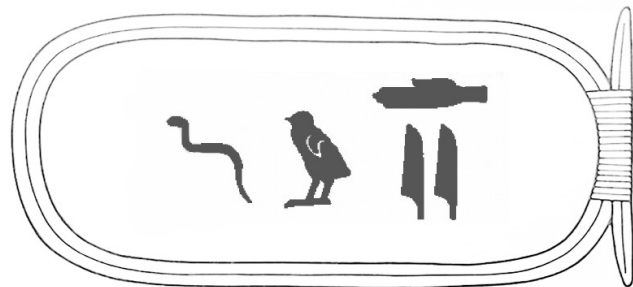
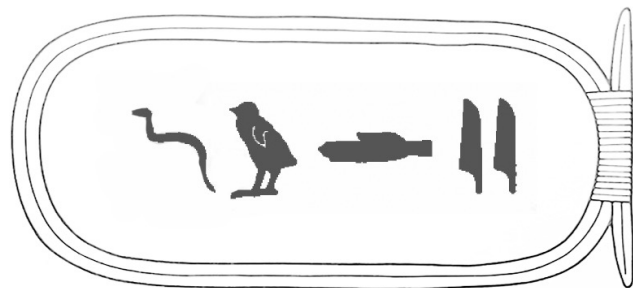


ALEXANDER = ALXANDR



CHRISTOPHER = KRISTOFR

Translate your name: Judy (Joodee)



Determinatives

- How did the Egyptians avoid confusion?
- They added clues at the end of words
- **X** in a circle would indicate crossroads
 - -- so the name was a place

• Man



Woman



For a list of determinatives, See [Gardiner's sign list](#)



The sun god **Aten**, whose rays end with the **ankh** symbol for "life"



King Akhenaten wearing the blue crown, floral collar and pleated kilt



Akhenaten's birth name in a cartouche: "Living spirit of the Aten"



The **sema-tawy** symbolises Egypt's unification. The plant hieroglyphs for Upper Egypt (**sedje**) and Lower Egypt (**papyrus**) flank the unity hieroglyph (**lungs and windpipe**)



The god Aten's name in a cartouche: "The living Re-Horakhty rejoicing in the Horizon"



Across the top of the scene stretches a blue, arched form of the hieroglyph **pet** meaning "sky"

"His beloved wife" Queen Nefertiti wearing a high crown and traditional robe with a belt

Their younger daughters **Meketaten** and **Ankhesenpaaten** (Tutankhamun's future wife)



Nefertiti's name in a cartouche: "Beauty of beauties of Aten beauty has come"



Akhenaten, Nefertiti and the Aten sun disk form the shape of the **Akhet** hieroglyph meaning "horizon"



Meritaten, their eldest daughter, receiving a golden earring shaped like a sun disk from her father

They sit on golden stools with red cushions upon a shared mat made of bound papyrus stalks



晉王獻之地黃湯帖



新婦服地黃湯來似

成眠念為未往夏

整不吉心君等前

備事志成及謝生

未愈乎尔進正不可

解為考請問也



真書 *zhēnshū* calligraphy

- 'Regular' script
- Began 200 CE,
- Widely used since 450 CE
- Appreciated for aesthetic qualities and long historic tradition
- Focus not only on writing methods but also cultivation of character

楷書
楷书

Great calligraphers

- **Yu Shinan (558–638)**
 - 虞世南
- courtesy name Boshi (伯施)
- Master of calligraphy early Tang Dynasty.
- Also a paramount official and Confucian scholar



Begining Calligraphy

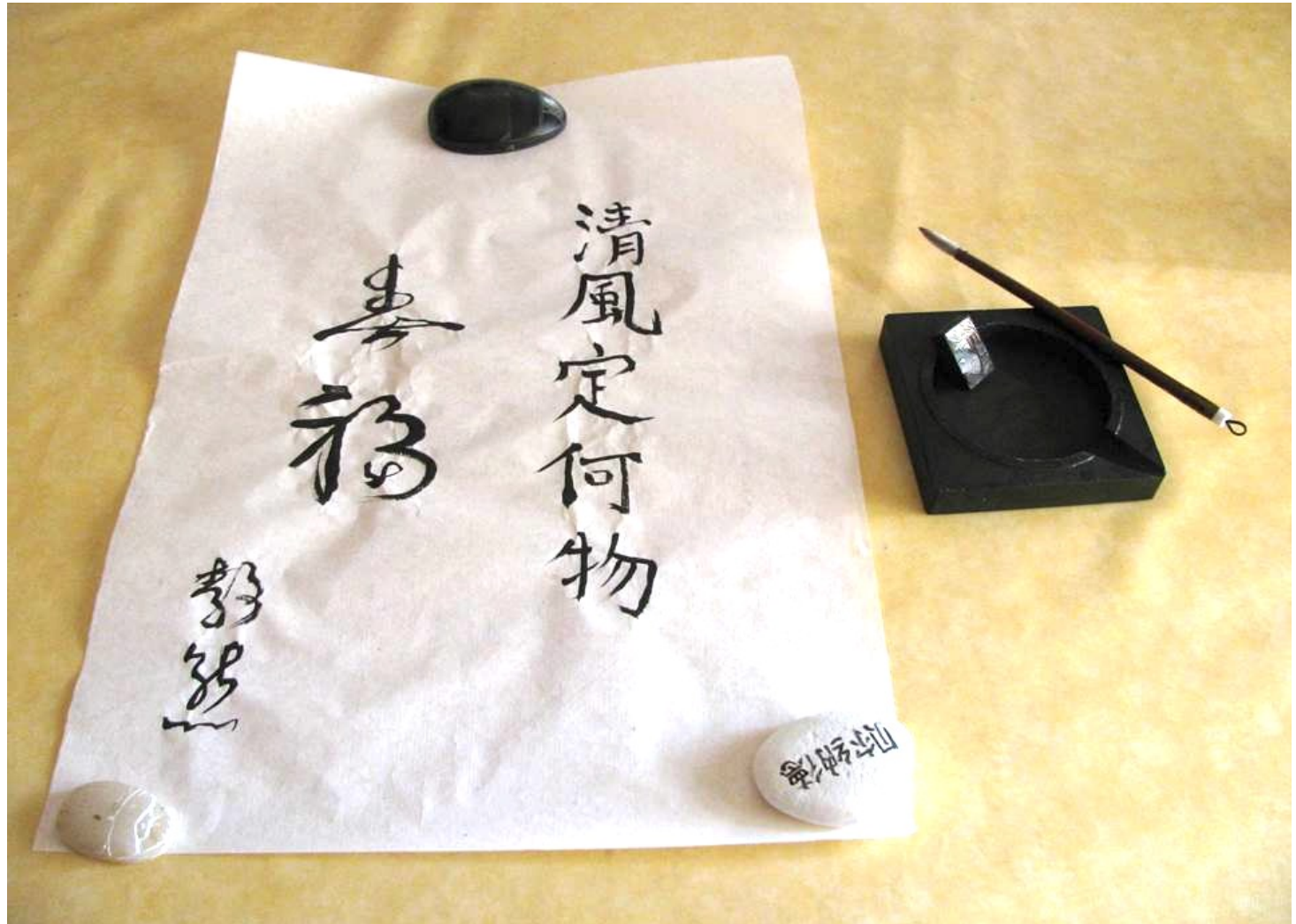
- <https://www.wikihow.com/Use-a-Chinese-Calligraphy-Brush>



Four treasures of the study

Brush, ink, paper, inkstone.

文房四寶：筆、墨、紙、硯

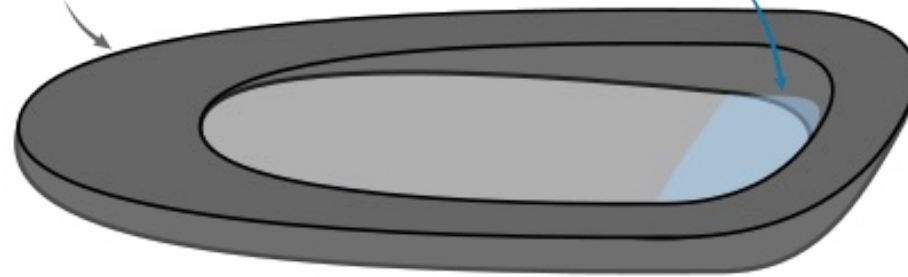


Chinese Inkstone and Inkstick

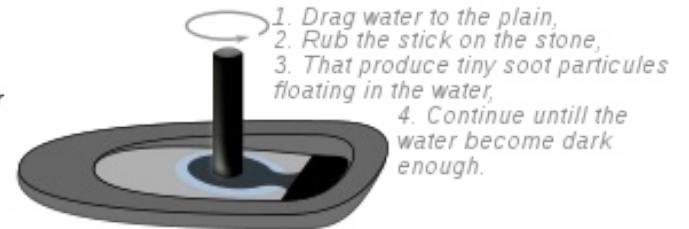
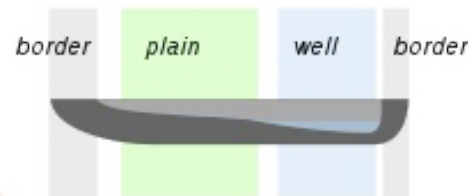


Inkstone

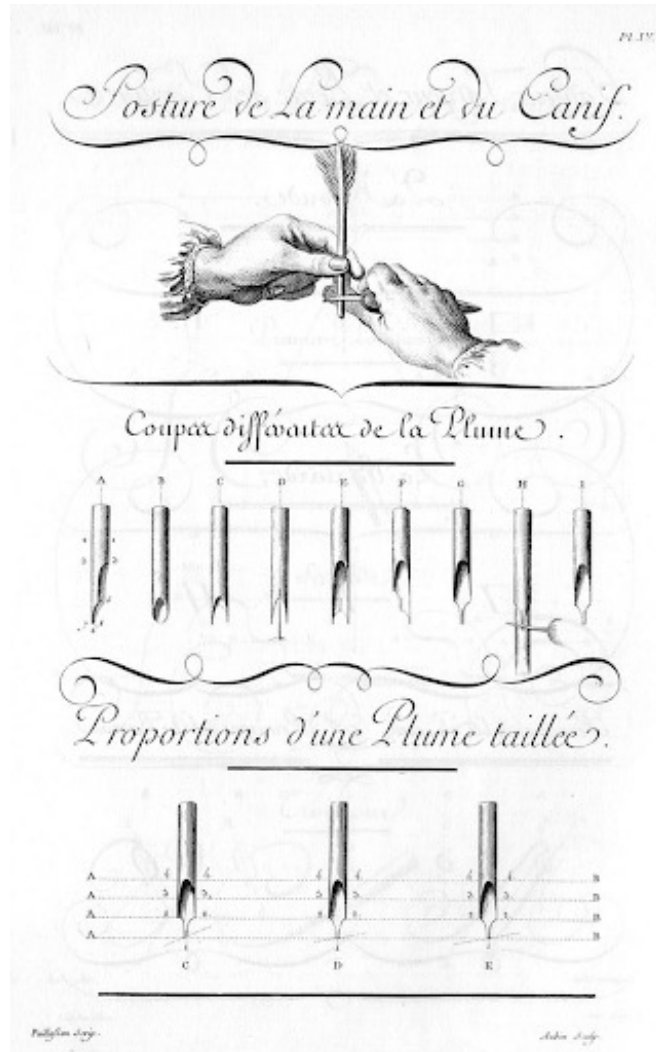
Well (Fresh water)



Inkstick

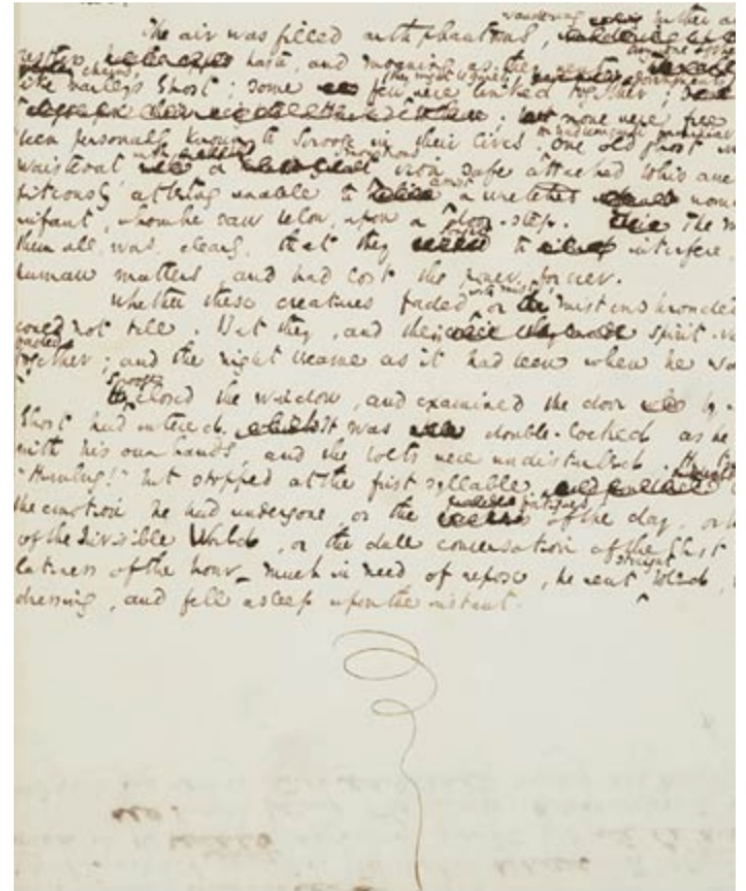


Europe: Cutting quills



Charles Dickens

Dickens wrote the manuscript of *A Christmas Carol* in 1843 using his customary goose quill pen, on a mixture of high-quality, unlined paper: "London Superfine" for the title page and preface, and "Bath Superfine" for the narrative...



Using a quill pen

