

Nuevas oralidades, nuevos textos

Los desafíos de la memoria transmedia

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Pompeu Fabra / Barcelona

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MemoriaVegetal







K.3206

K.143

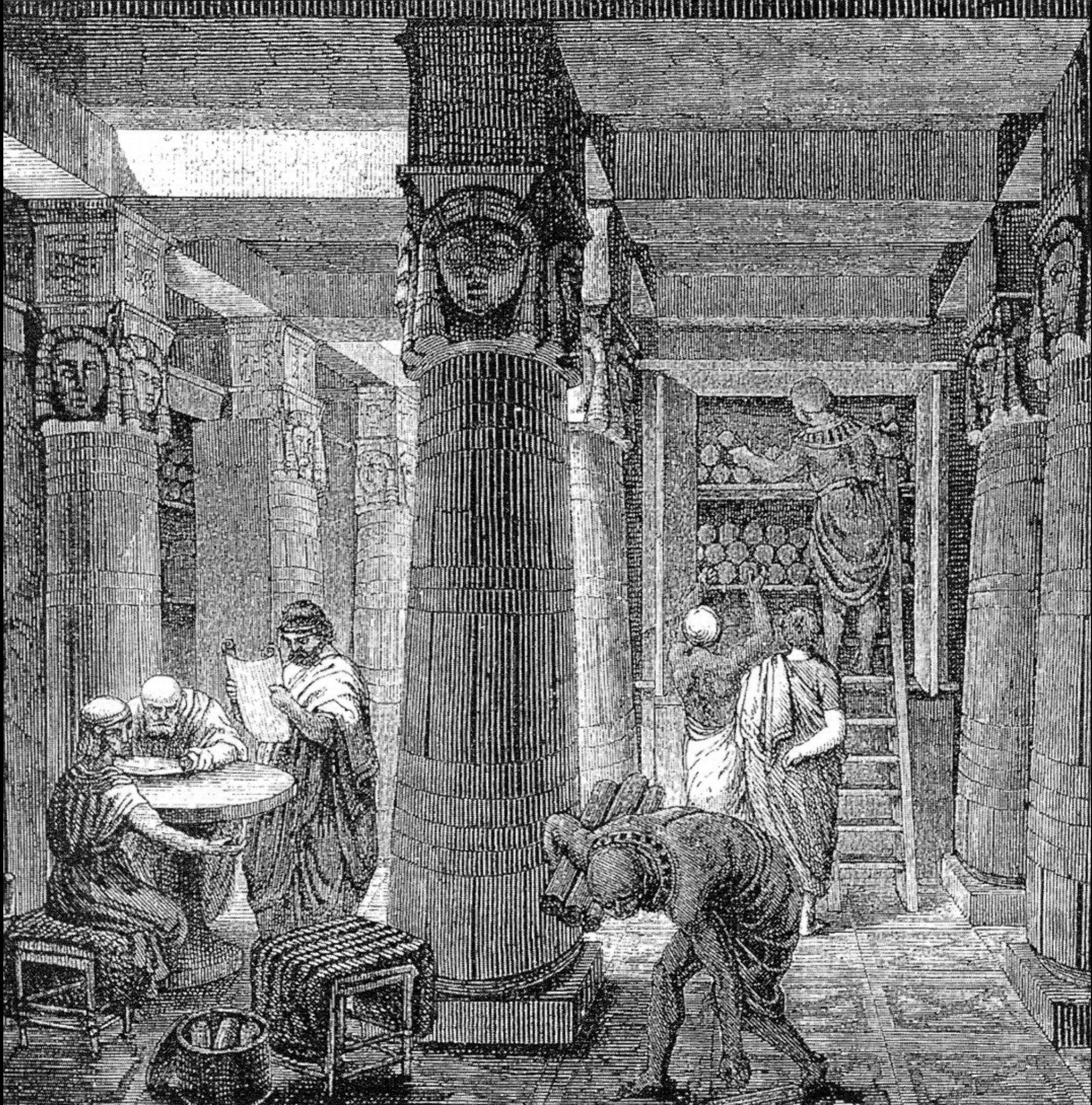
K.251

W.A.I.V.25.

W.A.I.II.10.8

K.6853









nam faciat remis autem tamen
in longiusque se magis longius
tum. Donec ipsa res resistet et
tamen aquarum non possit
are viam impulsionem. sed cum
non ruerit etiam si magis au-
mipsum qualem ducatur per
duo curas que que. idem
superficie aquarum impulsionem.
etiam exemplum in Galeis. ut
si an retingit nolunt fortius
navigare cupi remis. sustinente
mittunt multum. sed sustinente
mos per aquam. prope sup-
erficie aque. Ad hoc ut aqua
ipsa pro superficie galea melius
fortius resistenter. et velocius curat.
impellatur et velocius natando. sic
Contingebat etiam natando. sic
quia avis pontem extenderet. vix
cibas longas extenderet. quod
posset ipsas ad se retinabere. quod
subsecanter et sepius faciet. q



Aue vero aquante natant et
vene uolant nec retendunt os
tum. quia genera animalium et per
animis. quoa operari. etiam et per
marinorum. et modis animalium
non natant nec nisi uolant nec
recedunt ab aqua. ut modi qui
dam ralorum et sibi similius.
Aue non natant et vene uolat
neq; elongantur ab aqua. ut
genera ayromini et sibi similius
Rursus aquatilium et sibi similius
quam submergit se penitus in
aqua ad acquisitionem abi. quia
caput et collum usq; ad spatula
vel usq; ad medium corporis
Diversitas animalium quibus uti
tur aquatice. talis est. Aquaticar
enim alie inueni de rebus aqua
tias solum. Aue de campestribz
solum. Aue de utrisq;. Que in
uunt de rebus aquaticis solum
sunt pelicanum genera coruorum
marinorum et genera mergorum.

Ex parte
sicut sunt annates. Ex parte
tis patet quod quedam animalia a
quaticarum natant et comedunt
pisces quales sunt modi mer
gulorum. pelicanum. Cetum ma
rini et huiusmodi. Quedam natant
et non comedunt pisces. ut ma
nieres cinorum. Quedam natant
et comedunt pisces ve
modi ayromini et sibi similius
Quedam natant. neq; come
dunt pisces. ut sunt multi mo
di picarum que sunt aquati
ce. neq; natant. neq; comedunt
pisces; De exitu aquaticar
de aqua ad pascendum.





The duvel prowl took jumps over the 1927
road sun less as if he were in the seventh
heaven of happiness together with Her-
man Zabel the most famous artist of the

Zacher





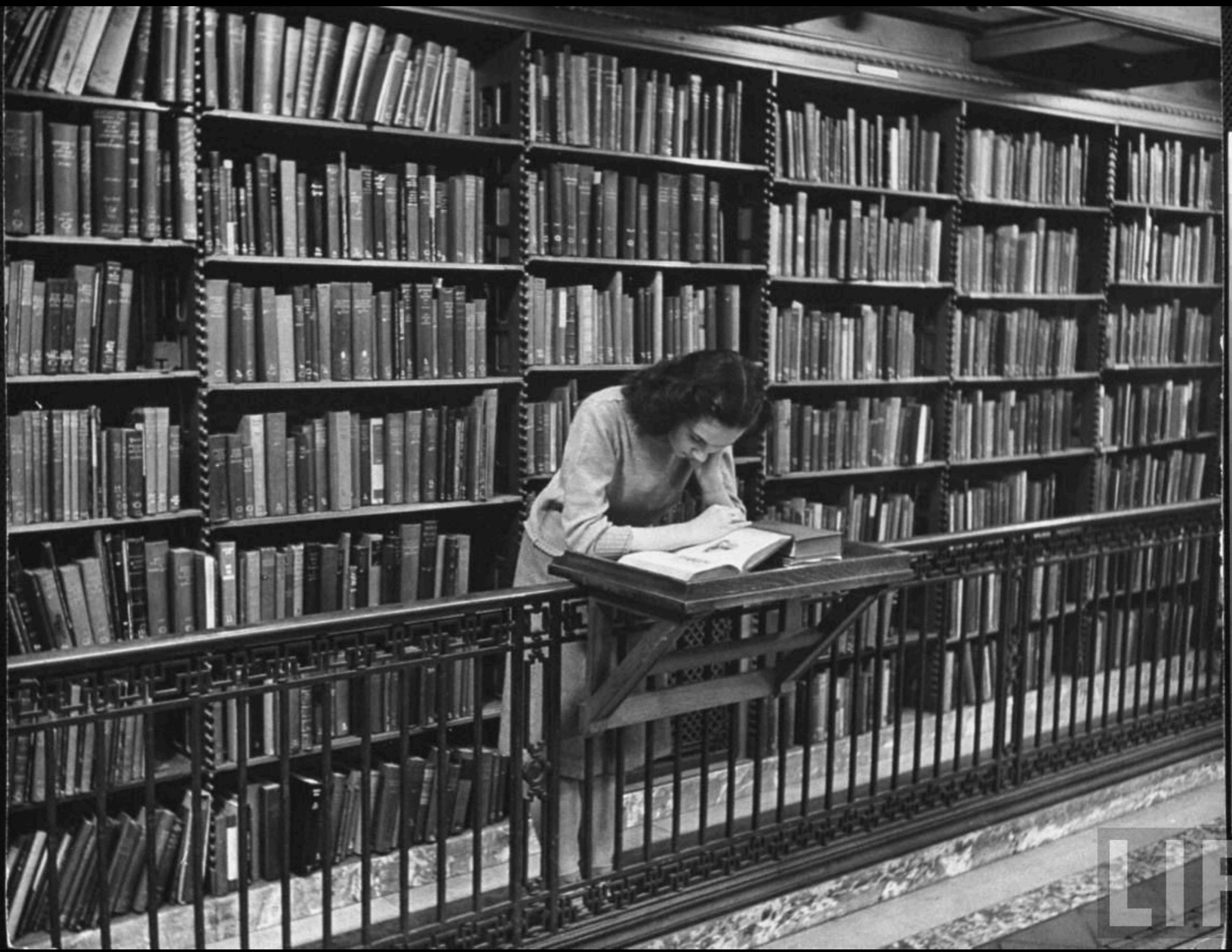
SAN ISIDORO

ALFONSO EL SABIO



MemoriaOral





LIFE





Oralidad secundaria

“Secondary orality is founded on—though it departs from—the individualized introversion of the age of writing, print, and rationalism which intervened between it and primary orality and which remains as part of us. History is deposited permanently, but not inalterably, as personality structure”

Walter Ong,

"The Literate Orality of Popular Culture" (1970)

Orality Strikes Back



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Books



47% OF FREQUENT LISTENERS
ARE UNDER THE AGE OF 35

67 MILLION PEOPLE
LISTEN TO AT LEAST 1
AUDIOBOOK A YEAR



AUDIO LISTENERS ALSO READ
15 PRINT BOOKS OR EBOOKS
A YEAR ON AVERAGE

SOURCE: AUDIO PUBLISHERS ASSOCIATION

TOP THREE REASONS WHY PEOPLE
ENJOY LISTENING TO AUDIOBOOKS:



they can do other things
while listening



audiobooks are portable and
people can listen wherever
they are



they enjoy being read to

SOURCE: AUDIO PUBLISHERS ASSOCIATION

PODCASTING STATS & FACTS

2019 US PODCAST STATISTICS



51% 49%

OF US POPULATION HAS
LISTENED TO A PODCAST

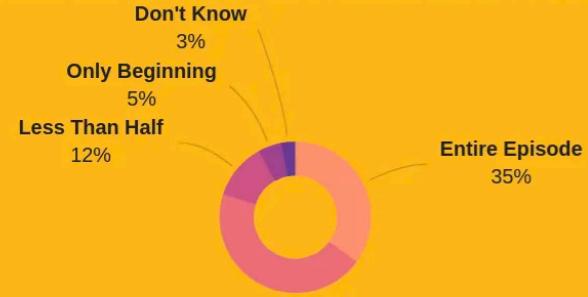
OF PODCAST LISTENING IS
DONE AT HOME.
22% OF LISTENING IS DONE
IN THE CAR



PODCAST
LISTENERS ARE
LOYAL, AFFLUENT
& EDUCATED



80% LISTEN TO ALL OR MOST OF EACH PODCAST EPISODE
AND LISTENS TO AN AVERAGE OF 7 SHOWS PER WEEK.





A large, abstract graphic occupies the left two-thirds of the image. It features a complex, organic shape composed of numerous thin, light-colored lines forming a wireframe or mesh. The shape has a rounded, bulbous left side and a more elongated, ribbed right side, resembling a stylized head or a microscopic organism. The background behind the graphic is a dark, solid color.

SOLARIS
ENsayos sonoros



PODIUM
PODCAST

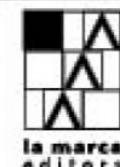
FuturoMemoriaOral

Media Evolution

Sobre el origen de las especies mediáticas



Carlos A. Scolari
& Fernando Rapa



185

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273B



11M



2.8M



3.1M



1.2M



151K



1.2M



170K



233K



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GRACIAS!

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