

Nuevas oralidades, nuevos textos

Los desafíos de la memoria transmedia

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Hipermediaciones.com

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MemoriaVegetal









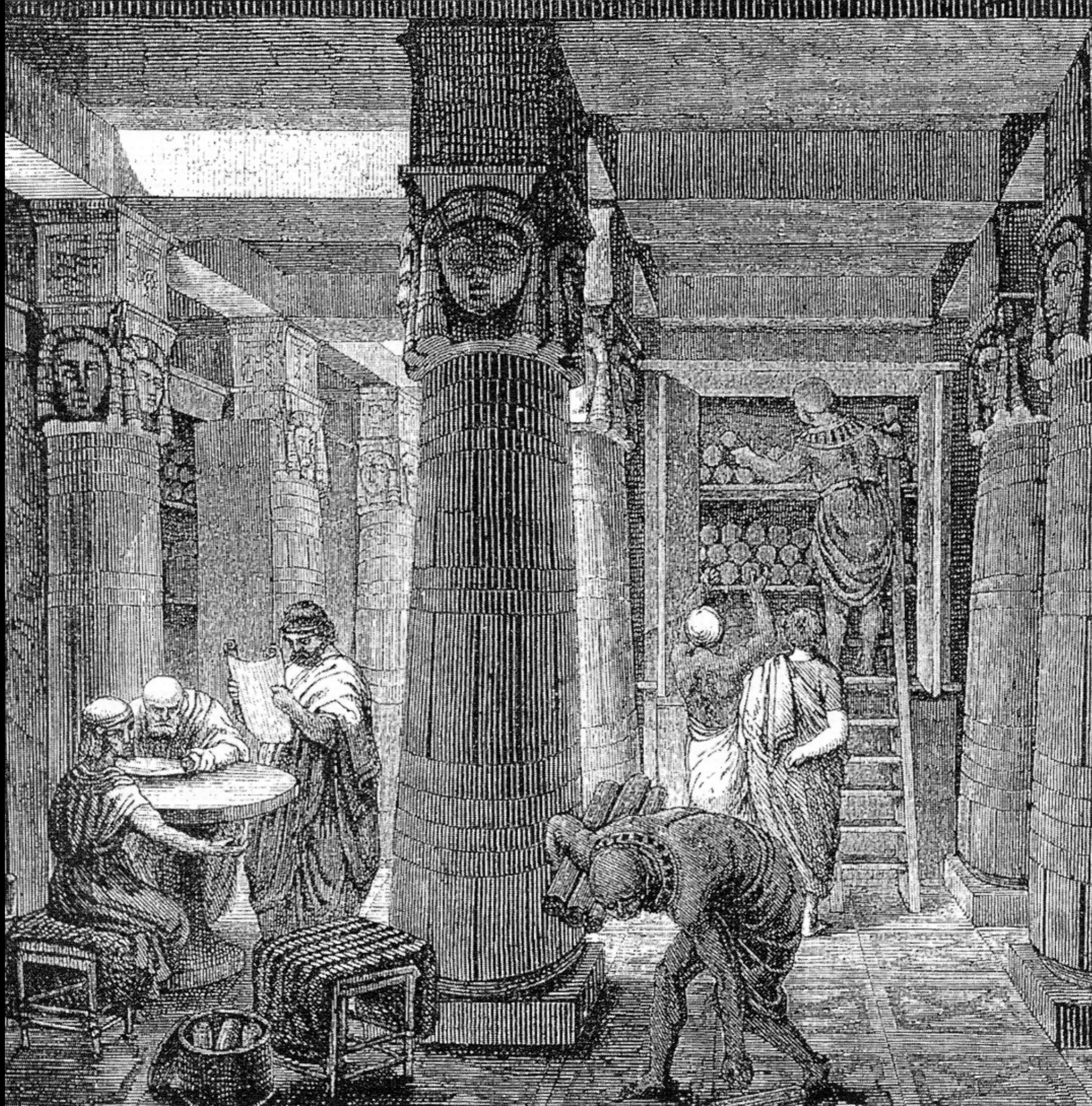
K.16853

K. 251
W. A. I. II. 10. &
W. A. I. V. 25.

K.143

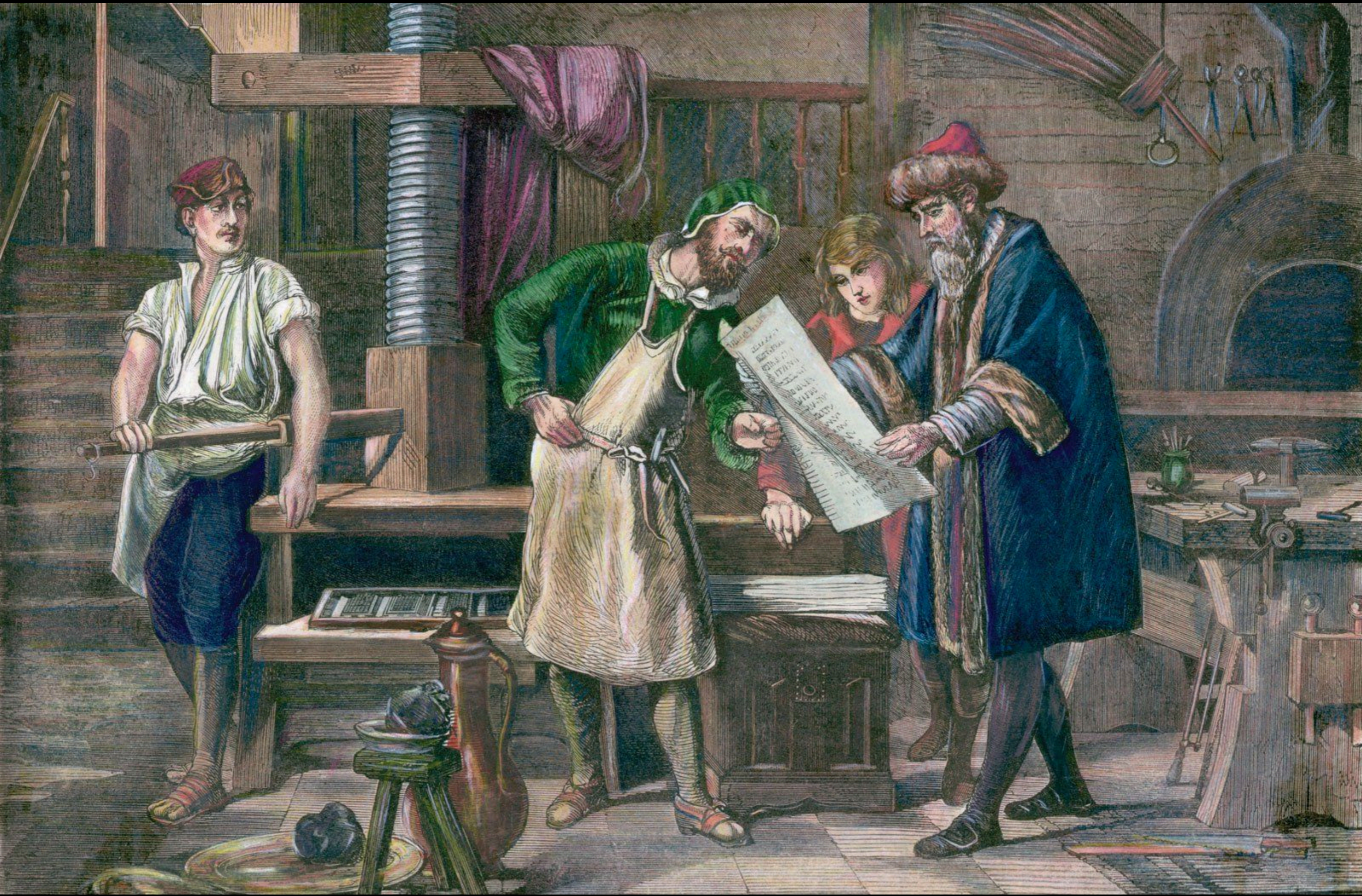
K. 206











The quick brown fox jumps over the lazy
dog and feels as if he were in the seventh
heaven of typography together with Her-
mann Zapf, the most famous artist of the

Bacher



BIBLIOTECA NACIONAL

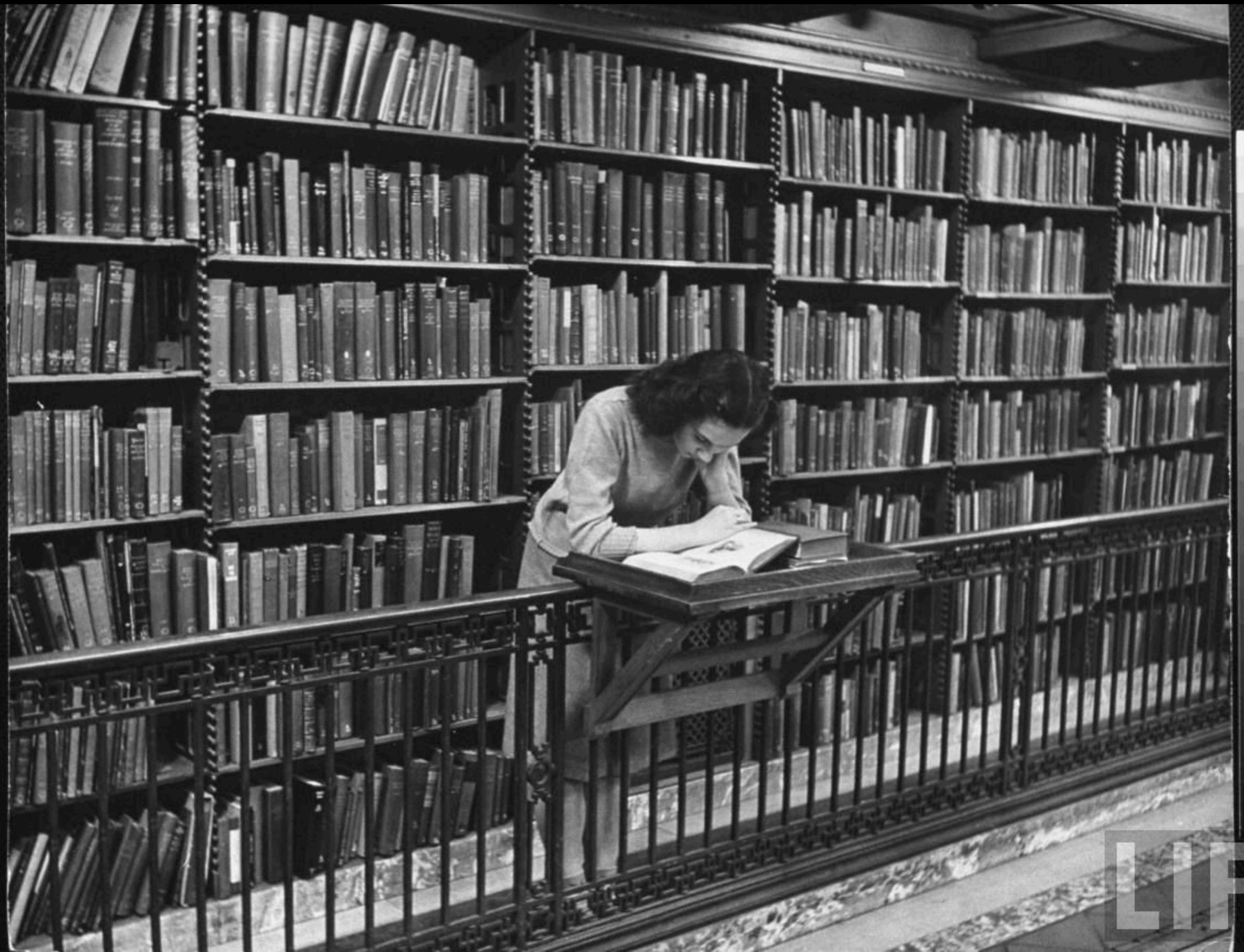
SAN ISIDORO

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,

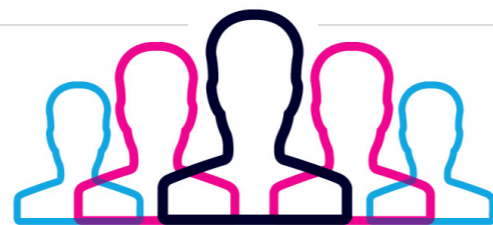
“The Literate Orality of Popular Culture” (1970)

OralityStrikesBack



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%

OF US POPULATION HAS LISTENED TO A PODCAST

49%

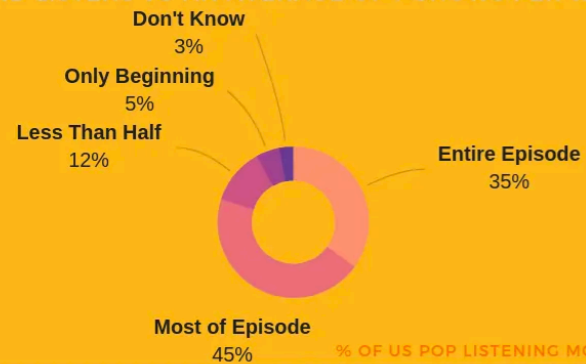
OF PODCAST LISTENING IS DONE AT HOME.
22% OF LISTENING IS DONE IN THE CAR



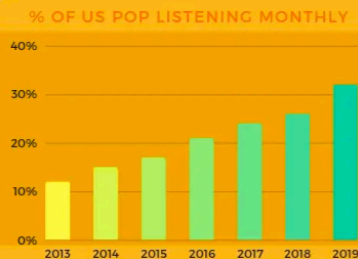
PODCAST LISTENERS ARE LOYAL, AFFLUENT & EDUCATED



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



Men 56%



EL GRAN APAGÓN

PODIUM
PODCAST



FAUSTO (Spotify)



S O L A R I S

ENSAYOS SONOROS



PODIUM
PODCAST

FuturoMemoriaOral

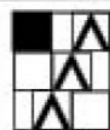
Media

Evolution

Sobre el origen de las especies mediáticas



Carlos A. Scolari
& Fernando Rapa



la marca
editora



185

¿Podremos
leer un

pdf

dentro de
100 años?



¿Podremos escuchar un

MP3

dentro de 100 años?

INTERNET ARCHIVE



Internet Archive is a non-profit library of millions of free books, movies, software, music, websites, and more.



273B



11M



2.8M



3.1M



1.2M



151K



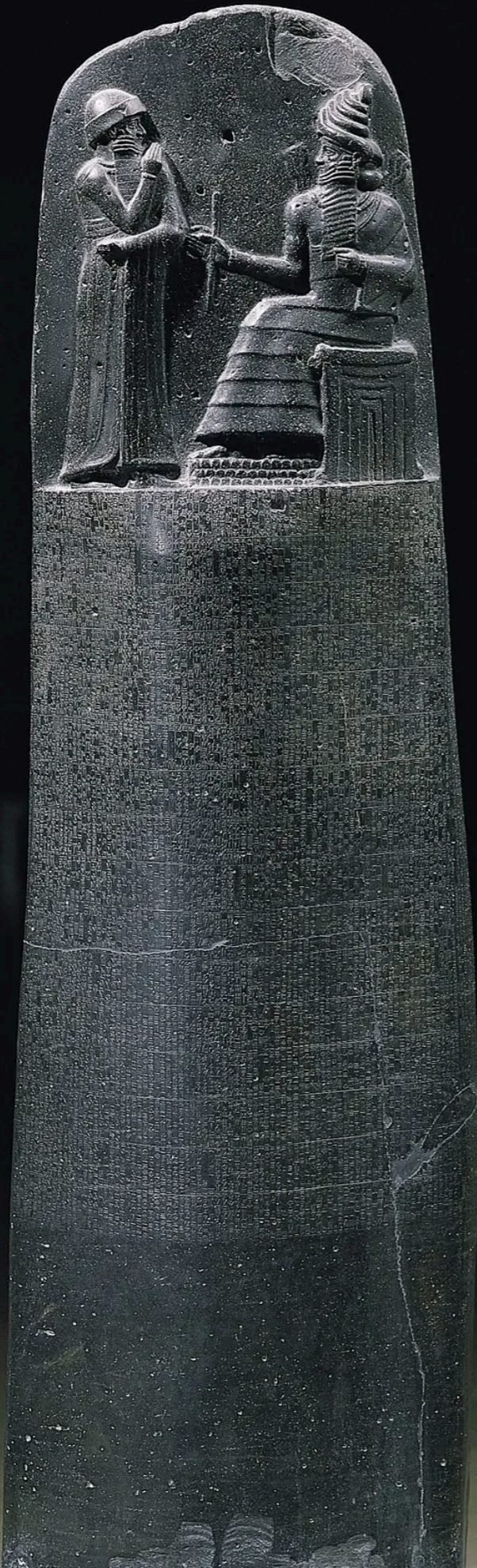
1.2M



170K



233K



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GRACIAS!

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