

知识传播及文明 第三次机会

网络时代的知识传播



About The Speaker

Dr. X Young

剑桥大学博士

口头传播

窈窕淑女，君子好逑

知识就这样传播，也这样消失了



口头交流，局限方圆几十，百里
大量的文化 **停滞 消失**



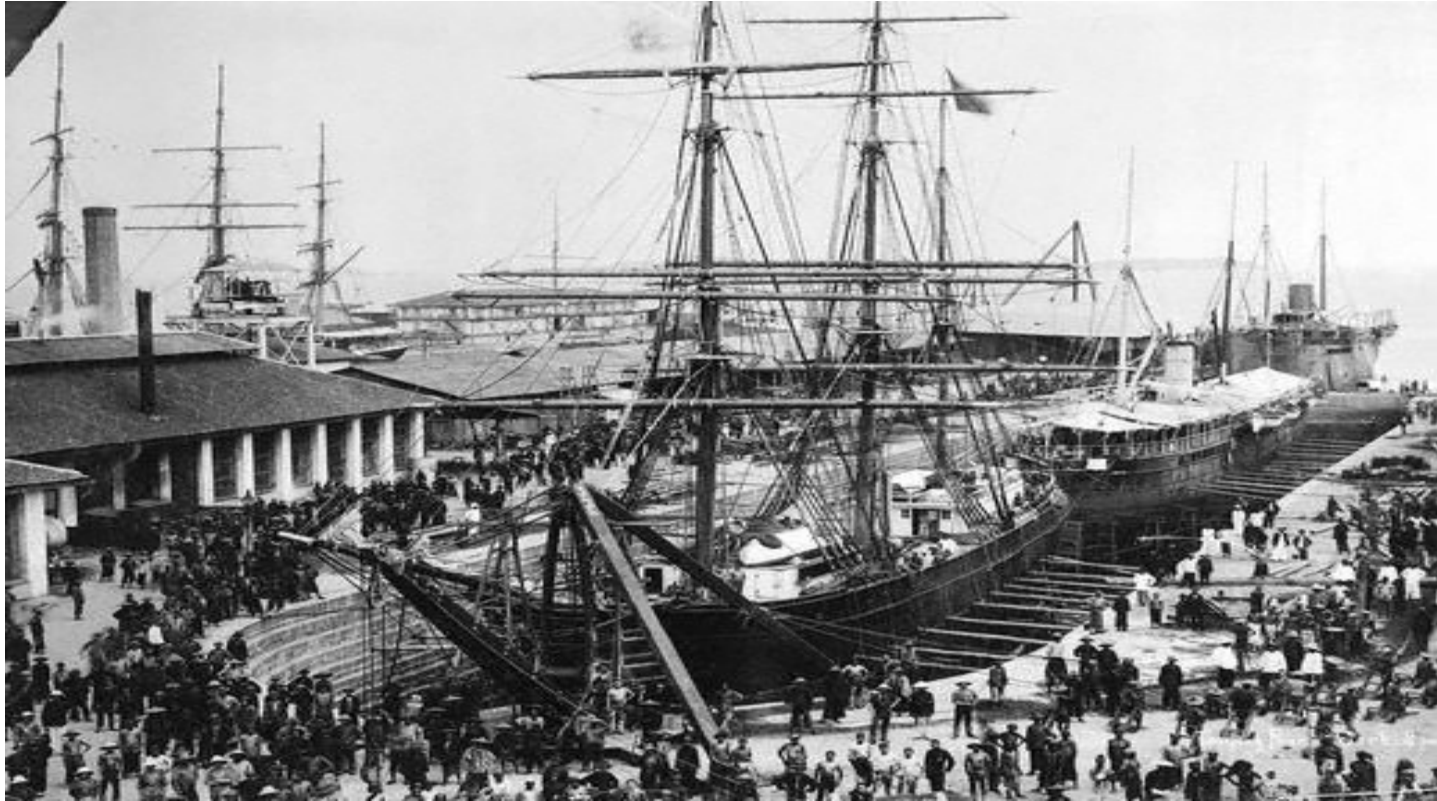
跨文化长途传播 — 漂洋过海 贸易



翻山越岭，横穿荒漠



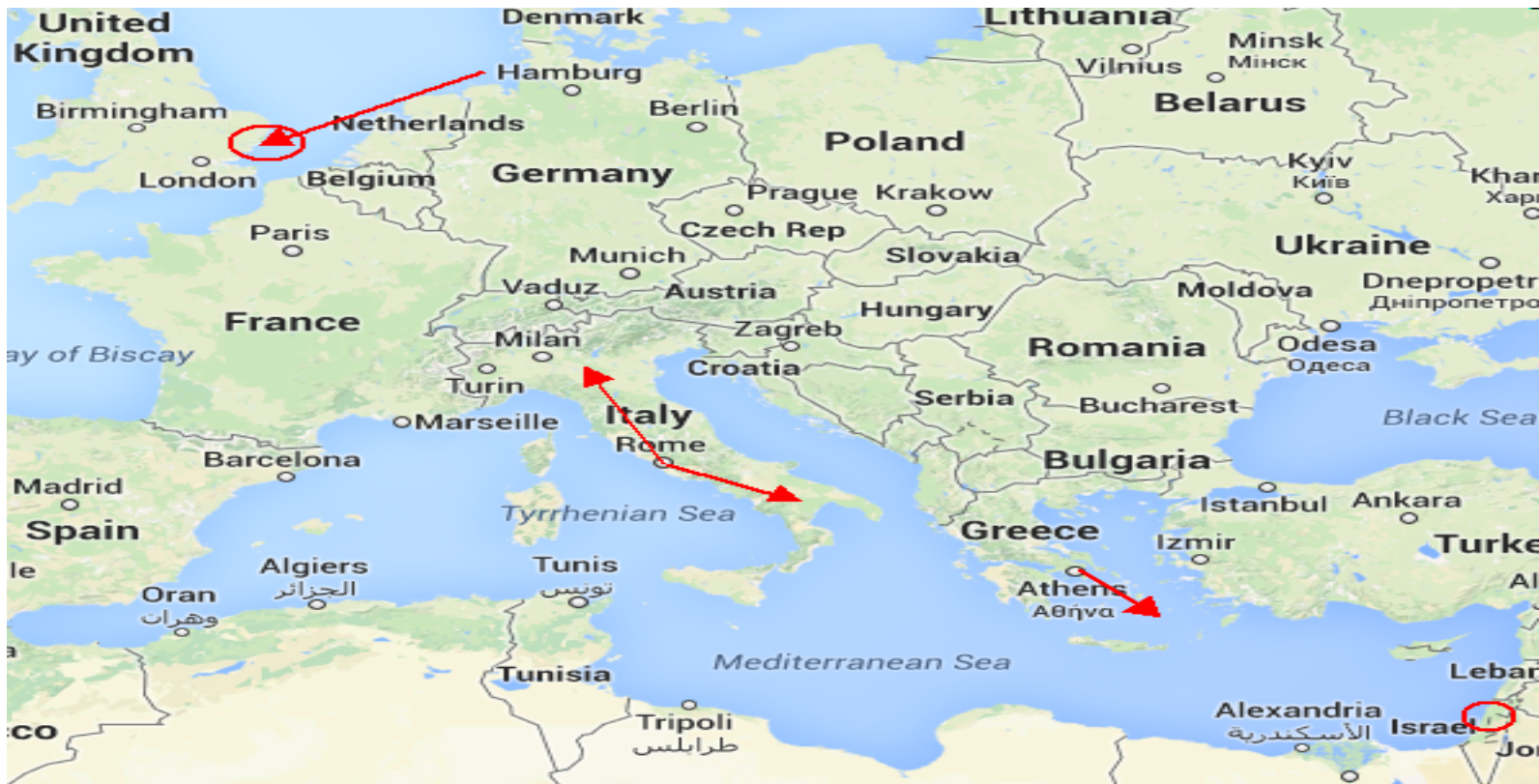
交流混和，给予吸取



第一次机会

地中海 **必然**成了古文化中心

呼吁中国高中大学**必修**地中海历史



文字传播？

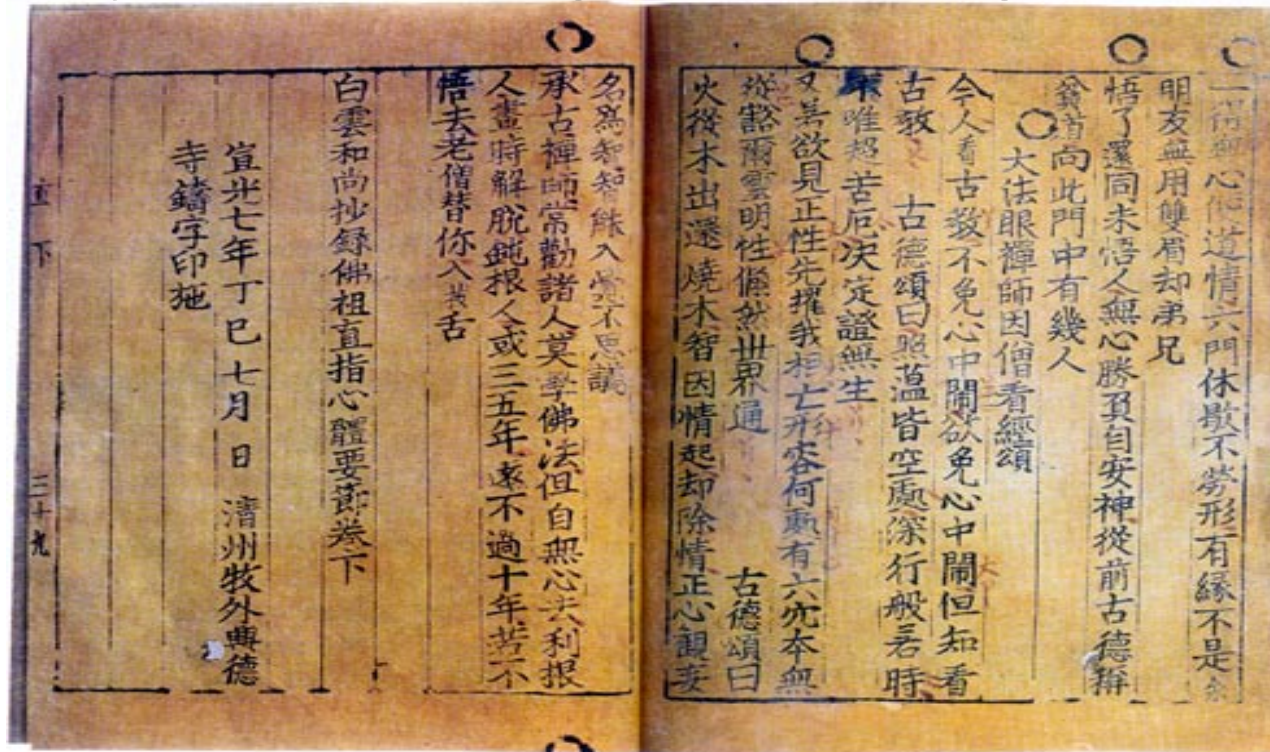
存宝作用, little in transmission

Few can afford, few can read, no need to write



紙和印刷

- limited to **mass-production** content : paper money (China); religion teaching (Korea)



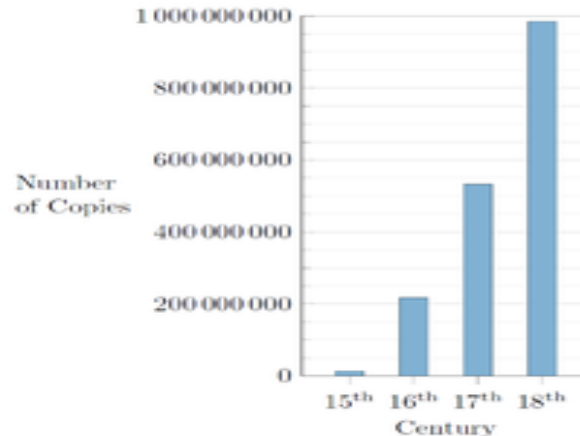
1986 中国清华大学

我们印刷中国高校铸造通讯，非常困难，两期后放弃。

Gutenberg 1440 小批量经济发行 知识爆炸

除政府，宗教，大富外，
更多的人 **可**生产传播知识

European Output of Printed Books ca. 1450–1800*



*without Southeast Europe (Ottoman realm) and Russia

传播**变**，文化表达方式跟着**变**

诗歌失去地位。

稍微复杂的表达形式，

小说，

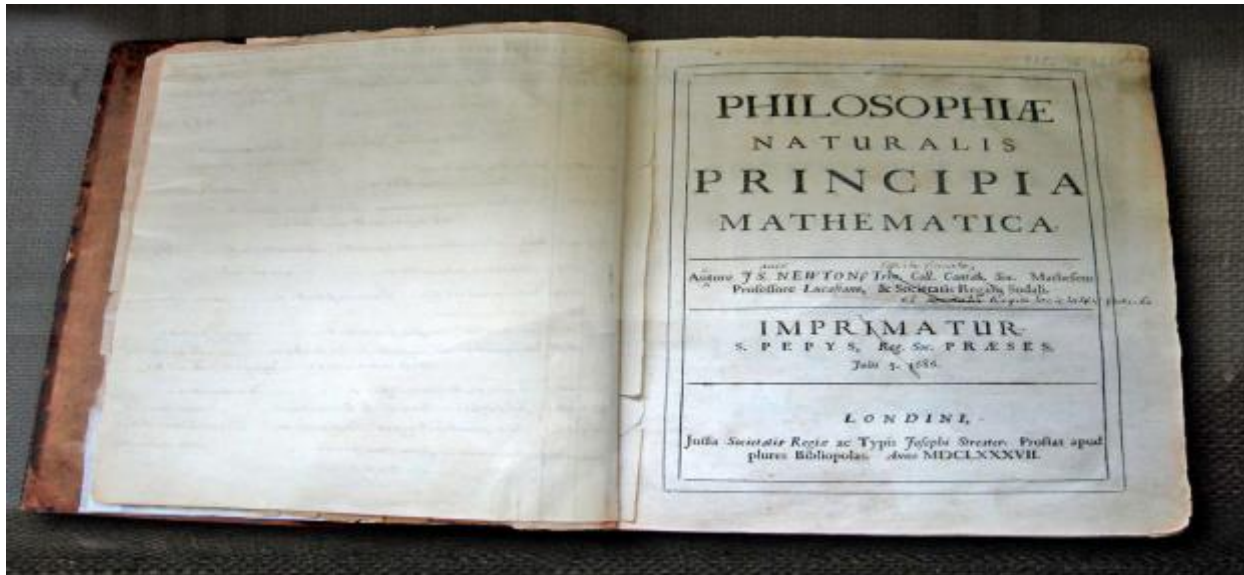
也可传播了。

Don Quixote (1605)

《红楼梦》 1754



Newton 1680 数学原理



Trinity

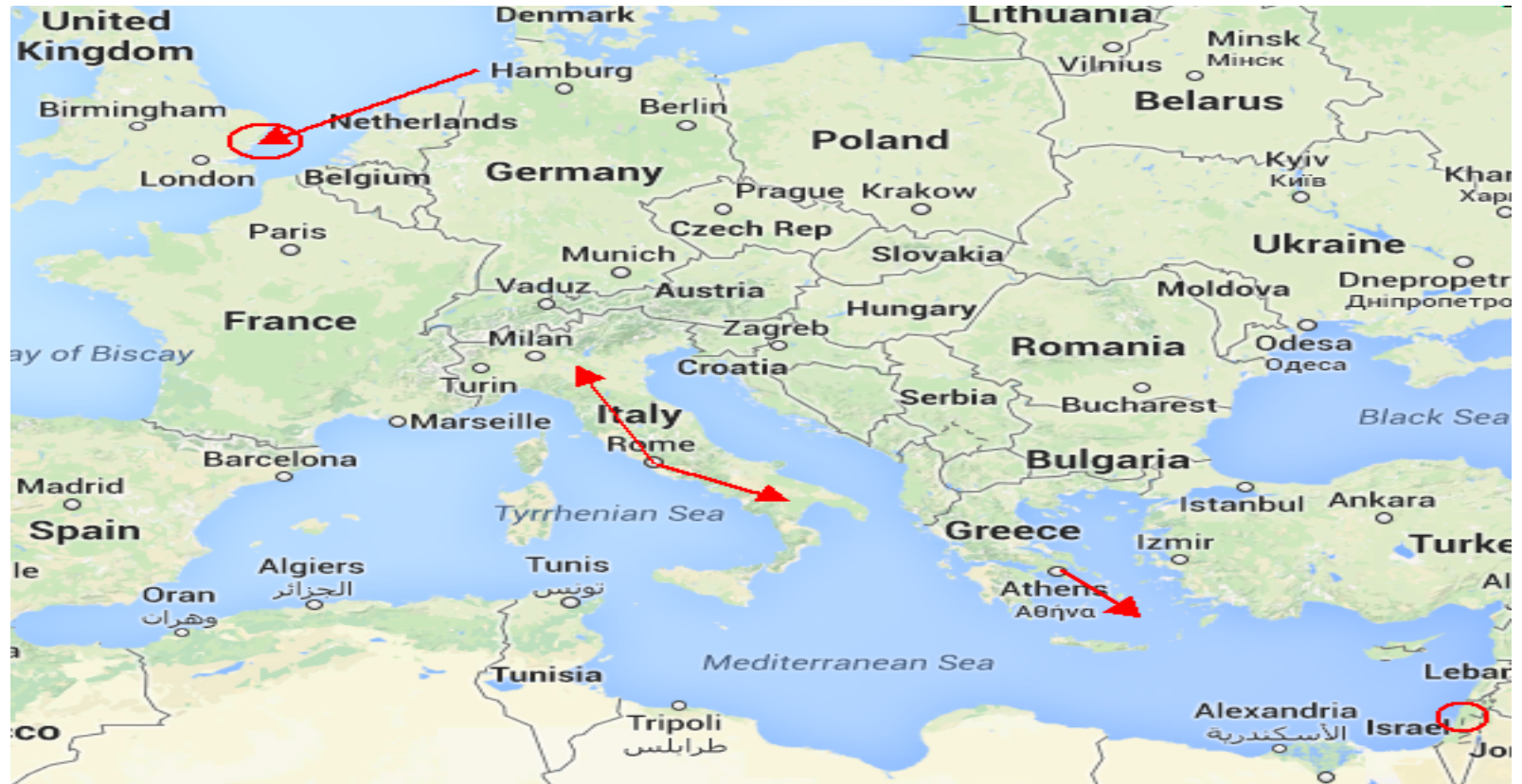


College

第二次机会

欧洲（北欧）成工业文化中心

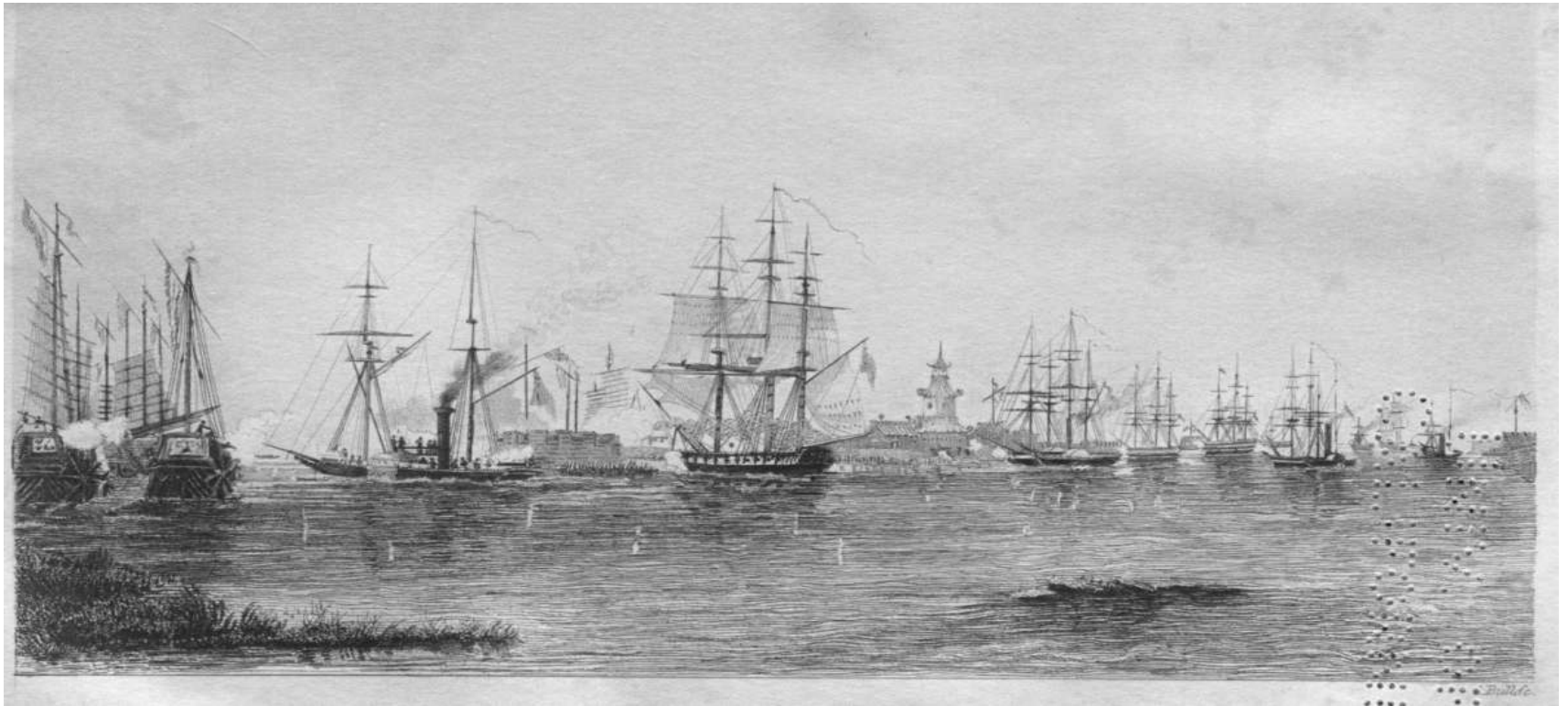
呼吁中国高中大学必修欧洲历史



中国最近百年的耻辱 不可避免

鸦片战争： steam iron boat, accurate guns, grape canister

<http://www.gutenberg.org/files/43669/43669-h/43669-h.htm#ILLUSTRATIONS>



失去了两次机会原因

知识 - 世界观

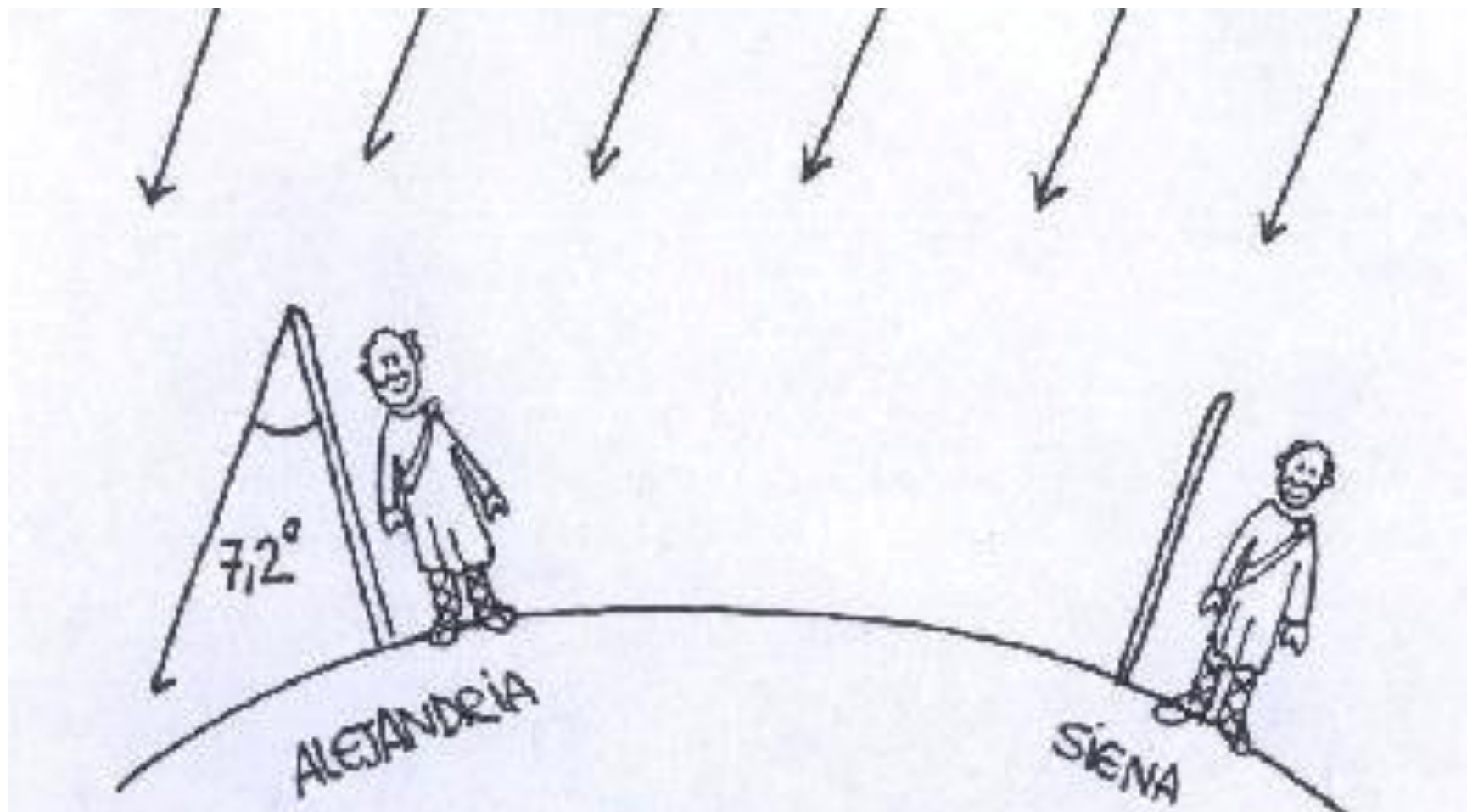
地球是平的, 球的, 还是**不着边际**?



最让人困惑： 咱莫不关心



测算地球周长: Eratosthenes 276–194 BC



中国天文观察—世界之最

But

沈括(1031年—1095年):

此有以知其如丸也。日、月，气也，有形而无质，故相值而无碍。

《梦溪笔谈》

扎马鲁丁 西域人波斯

1267 “地球仪”。《元史·天文志》“其制以木为圆球，七分为水，其色绿；三分为土地。”

郑和（1371年—1433年），回族，马和，云南昆阳，guided by 地平说。

Columbus: 1492, guided by **地球仪**.

汤若望一从地低那边来的

- 1629年《远镜说》刊印。。 (Galileo 1609)
- 1634(崇祯七年), 协助徐光启、[李天经](#)编成《[崇祯历书](#)》一百三十七卷。地球说
- 平的, 圆的, or 不着边际?

为啥咱世界观幼稚？ — 知识交流！



Silk Road 知识不去寻 送来也不要

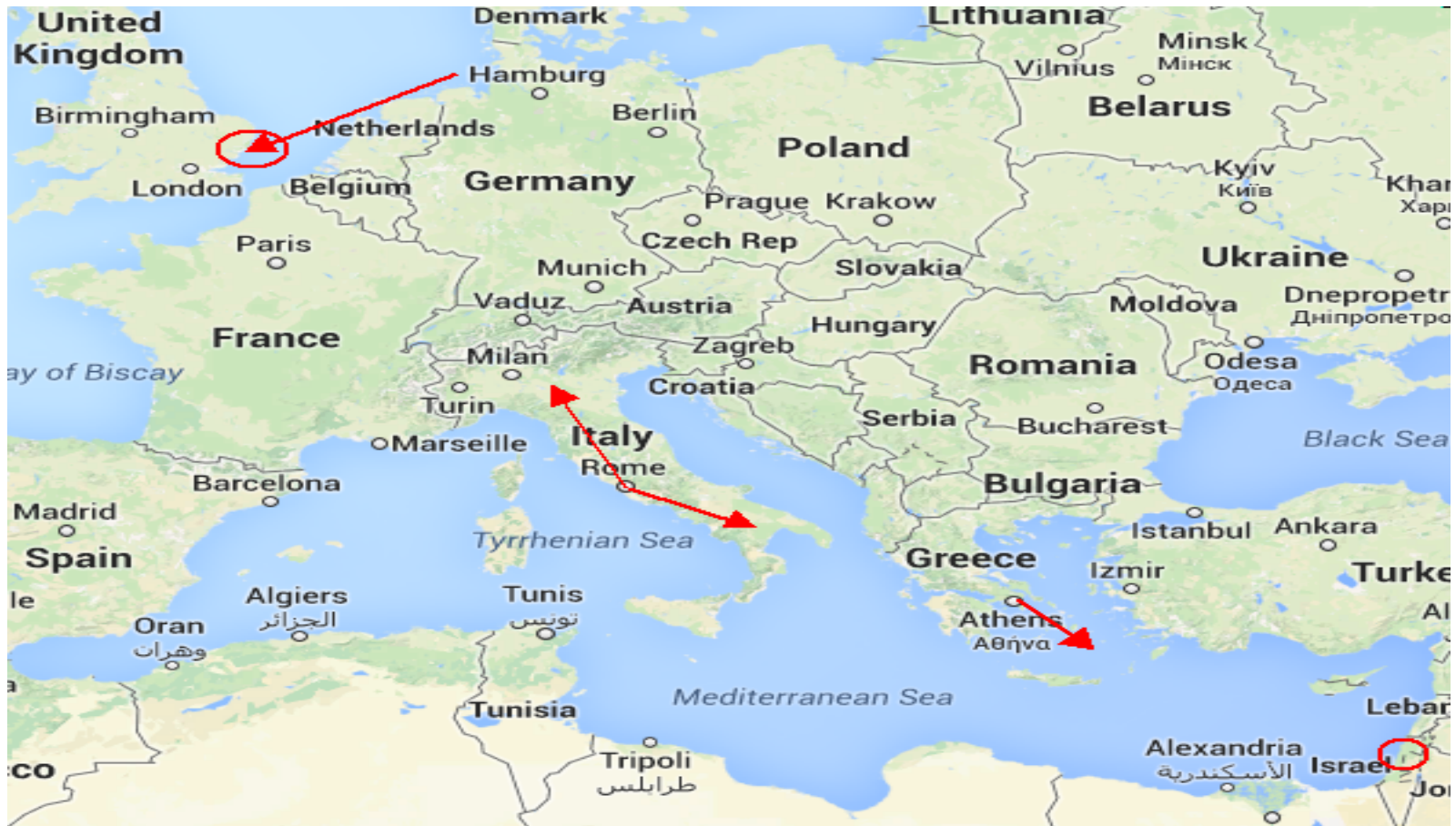
对知识 没有好奇，没有追寻！

和罗马帝国贸易量大到：

The Roman Senate issued, in vain, several edicts to prohibit the wearing of silk, on economic and moral grounds: the importation of Chinese silk caused a huge outflow of gold, and silk clothes were considered to be decadent and immoral



残酷的现实： 世界是少数人创造和控制的



第三次机会 : web 知识传播**加速**

- 没人能预测控制将来。

The Best of Web:

- 释放出大多数人的智慧力量
- 知识由大家共同创造

一百年后看： 谁抓住了第三次机会

1¢ PER MINUTE
14¢ PER MINUTE
Per minute wholesale cost to send an international call to Switzerland.

27% SHARE OF TOTAL INTERNATIONAL VOICE TRAFFIC TRANSPORTED AS VoIP BY CARRIERS IN 2009.

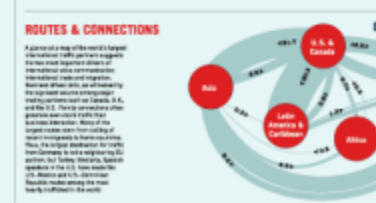
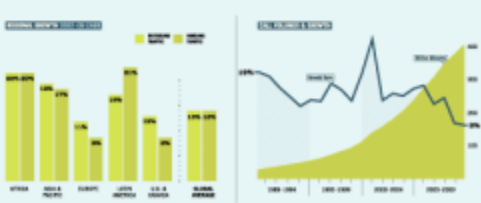
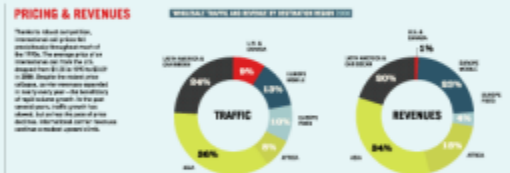
4/5 SHARE OF PHONES WORLDWIDE THAT ARE MOBILE.

12% SKYPE VS. THE WORLD
Total international Skype traffic as a percentage of world-wide international voice traffic in 2009, approximately 33 billion minutes.

0.1 BILLIONS OF NEW SUBSCRIBERS ADDED SINCE 2000.
4.1 BILLIONS OF NEW SUBSCRIBERS ADDED SINCE 2000.

GLOBAL TRAFFIC MAP 2010

TeleGeography **ROGERS**



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内容信息：一个侧面看WEB

- 产生制做
- 传播
- 收索

阻力均大大减低。知识在加速地发展。
留在后面的文化会被无情的淘汰。

Content Creation and Publication

- Wikipedia: Everybody can contribute
- <http://toolserver.org/~emijrp/>

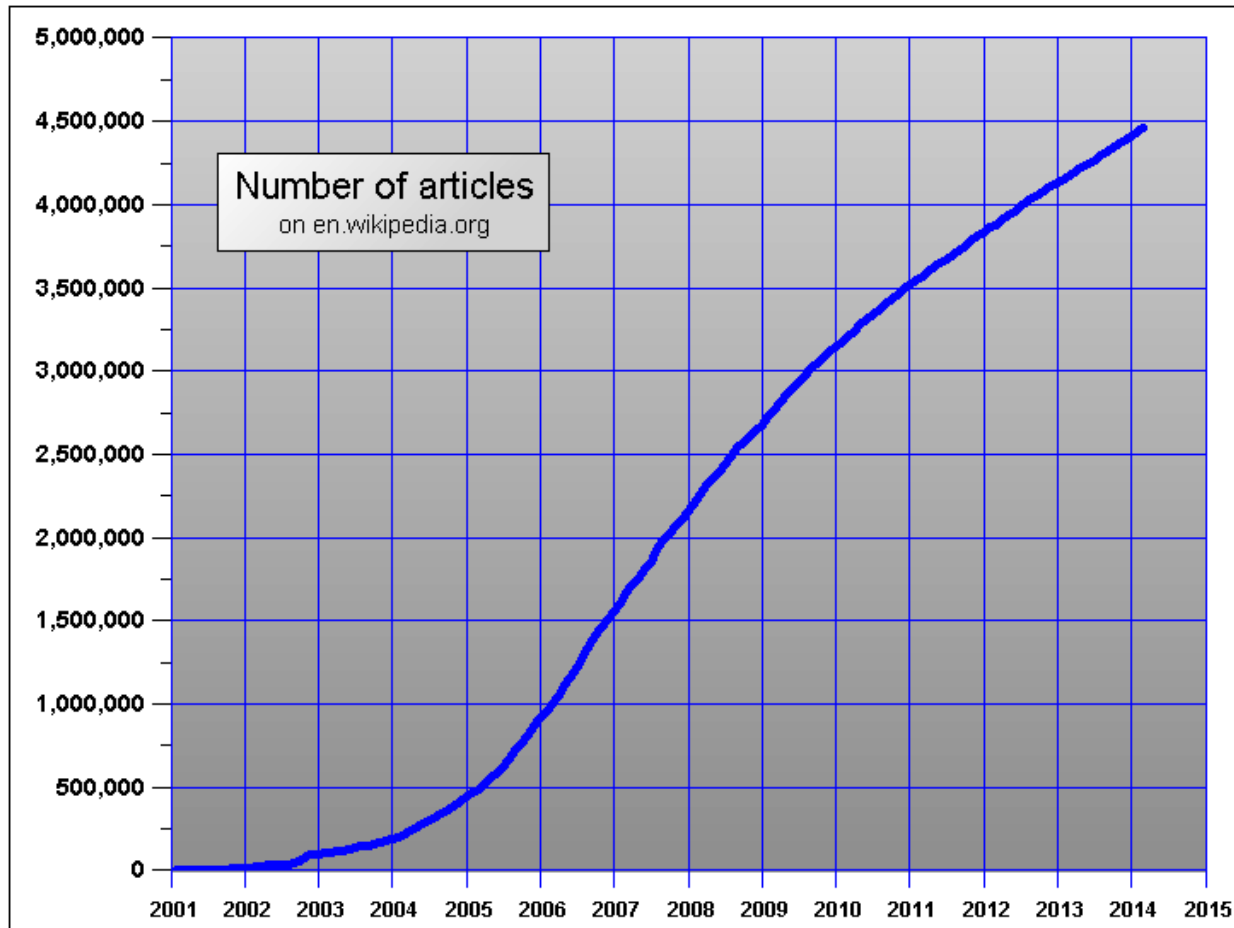
Total edits in [Wikimedia projects](#):

2,266,400,917

[All human knowledge - There is a deadline](#)

[http://en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/File:EnwikipediaArt.PNG)

[File:EnwikipediaArt.PNG](#)



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- 不断增加

Wikisource 维基文库

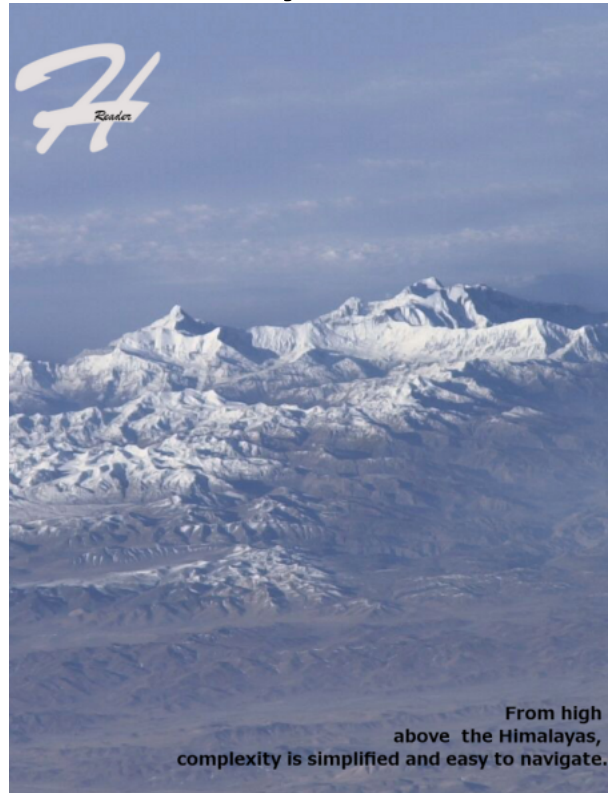
Not-proof read by human, scanned,

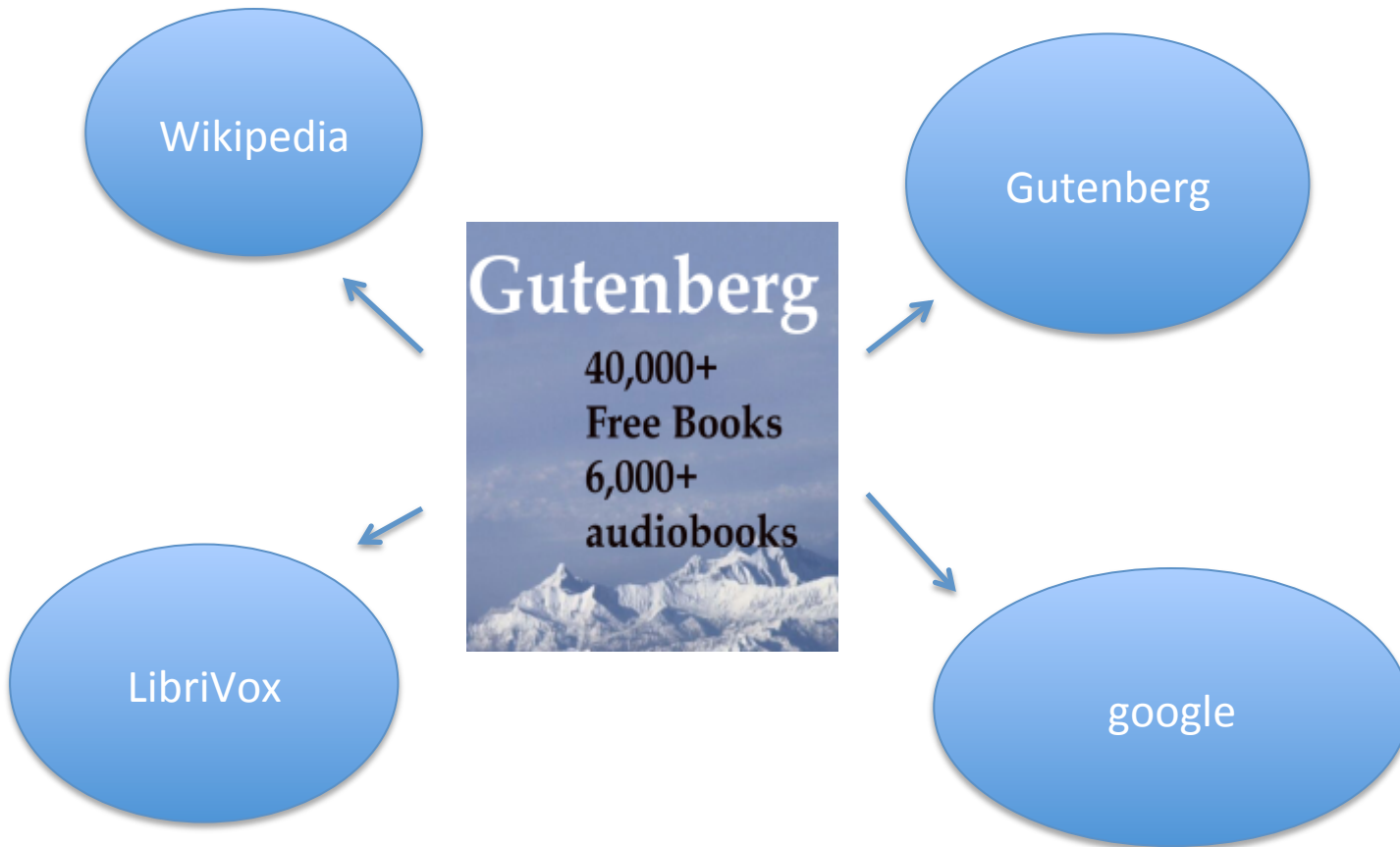
Chinese link:

<https://zh.wikisource.org/wiki/Wikisource:首页>

Himalaya-Soft 工作

苹果店里搜索Himalaya-Soft 便可见所有产品





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漢書

Banyunyou

長恨歌 白居易

漢皇重色思傾國，御宇多年求不得，楊家有女初長成，養在深閨人未識。

天生麗質難自棄，一朝選在君王側，回眸一笑百媚生，六宮粉黛無顏色。

春寒賜浴華清池，溫泉水滑洗凝脂，侍兒扶起嬌無力，始是新承恩澤時。

雲鬢花顏金步搖，芙蓉帳暖度春宵，春宵苦短日高起，從此君王不早朝。

承歡侍宴無閒暇，春從春遊夜專夜，後宮佳麗三千人，三千寵愛在一身。

金屋妝成嬌侍夜，玉樓宴罷醉和春，姊妹弟兄皆列土，可憐光彩生門戶。

遂令天下父母心，不重生男重生女，驪宮高處入青雲，仙樂風飄處處聞。

緩歌謾舞凝絲竹，盡日君王看不足，漁陽鞞鼓動地來，驚破霓裳羽衣曲。

九重城闕煙塵生，千乘萬騎西南行，翠華搖搖行復止，西出都門百餘里。

六軍不發無奈何，宛轉蛾眉眼前死，花鈿委地無人收，翠翹金



Jules VERNE (1828 - 1905)

41 Around the World in Eighty Days

Follow the story around the world on an interactive map and check out the places mentioned in space view or street view.



Charles Darwin

41 The Voyage of the Beagle

Follow Darwin around the world on this map, zoom in and out to view the landscapes. Tap a location and the map would tell you his adventure right there in that river or on that mountain.



James COOK (1728 - 1779)

41 A Voyage Towards the South Pole and Round the World

Follow Capitain Cook around the world on an interactive map and check out the places mentioned in the his adventure.

Examples of Other Clip-ons:



Marco Polo and Rustichello of Pisa

The Travels of Marco Polo — Volume 1

Let Marco Polo take you along in his Journey from Europe to China on a interactive google map.

[Summary & Analysis](#)

[Notice and Explanatory](#)

[Chapter 1](#)

[Chapters 2-3](#)

[Chapters 4-6](#)

Mark TWAIN (1835 - 1910)

Spark Note: The Adventures of Huckleberry Finn

Clip-on a sparkNotes to this book and let it HELP you through this long book. You can clip-on a specific book or chapter (demo book preset to this book only).



LEWIS AND CLARK

THE JOURNALS OF LEWIS AND CLARK

Relive the life of Lewis and Clark through their detailed diary, day by day, from may 4, 1804 to September 1806. Trace their journey on an clip-on google map.



Jane Austen

Wikipedia: Pride and Prejudice



Chapter 1

It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife.

However little known the feelings or views of such a man may be on his first entering a neighbourhood, this truth is so well fixed in the minds of the surrounding families, that he is considered the rightful property of some one or other of their daughters.

"My dear Mr. Bennet," said his lady to him one day, "have you heard that Netherfield Park is let at last?"

Mr. Bennet replied that he had not.



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- Galego
- 한국어
- Հայերեն
- हिन्दी
- Hrvatski
- Ido
- Bahasa Indonesia
- Íslenska
- Italiano
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Jane Austen

From Wikipedia, the free encyclopedia

Not to be confused with [Jane G. Austin](#).

Jane Austen (16 December 1775 – 18 July 1817) was an [English novelist](#) whose works of [romantic fiction](#), set among the [landed gentry](#), earned her a place as one of the most widely read writers in [English literature](#). Her [realism](#), biting [irony](#) and social commentary have gained her historical importance among scholars and critics.^[1]

Austen lived her entire life as part of a close-knit family located on the lower fringes of the English landed gentry.^[2] She was educated primarily by her father and older brothers as well as through her own reading. The steadfast support of her family was critical to her development as a

Jane Austen



Portrait of Jane Austen, drawn by her sister [Cassandra](#) (c. 1810)

Born	16 December 1775 Steventon Rectory, Hampshire, England
Died	18 July 1817 (aged 41) Winchester, Hampshire, England
Resting place	Winchester Cathedral , Hampshire, England
Period	1787 to 1809–11
Genres	Romance

Signature *Jane Austen*

薄书 一 难传情-还很有限

人之初，性本善。



床前明月光，疑是地上霜。

智能书



- A book much smarter than our textbook

1 两千字 Full List >

1 [b] 不部本把并被表比别变 >

1 [c] 从此次才存菜 >

1 [ch] 出成长重产常处 >

1 [d] 的大地到对得道多都当动 >

1 [f] 发方法分反非放飞风服夫 >

1 [g] 个国家过高果给各更感管 >

1 [h] 和会后还好很或 >

1 [j] 就家经进军机将 >

1 [k] 可看开口克空科快 >

1 [l] 了来里理力两利老立论 >

1 [m] 们么没面民明美门名目 >

1 [n] 你那内难呢拿脑哪尼纳挪 >

1 [p] 平品片派批破谱 >

2000 most used
Chinese Words,
listed by their
initial sound.

Follow the perfect
Chinese
pronunciation;
Master them all.

n

读

read

停

stop

你 (ni3)

那 (na3/na4/nei4)

内 (nei4)

女 (nu3/nv3)

难 (nan2/nan4)

吧 (ba1/ba)

标 (biao1)

半 (ban4)

巴 (ba1)

般 (ban1)

波 (bo1)

帮 (bang1)

背 (bei1/bei4)

版 (ban3)

宝 (bao3)

伯 (bo2)

编 (bian1)

败 (bai4)

班 (ban1)

板 (ban3)



Flip through
pages

Tap any word to
read out aloud.

b

Teacher read,
You read.

读

read

停

stop

录

record

Recording
side by side
shows the
difference.

不

(bu4/bu2)

Word highlighted and
read by turn. Relax to
watch and listen.

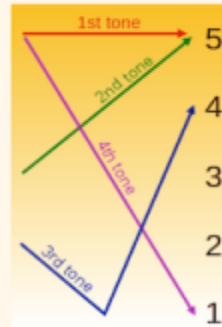
比

部 (bu4)

本 (ben3)

Next Step

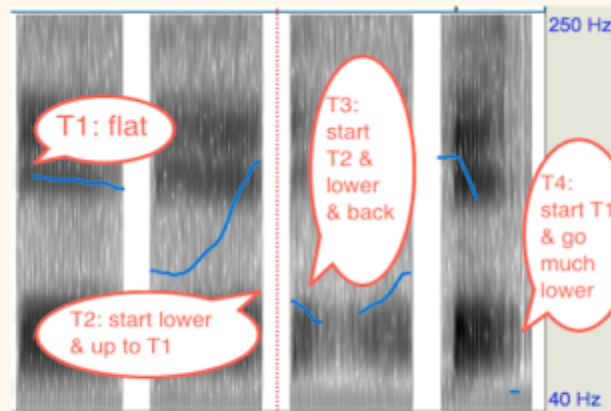
How to Use?

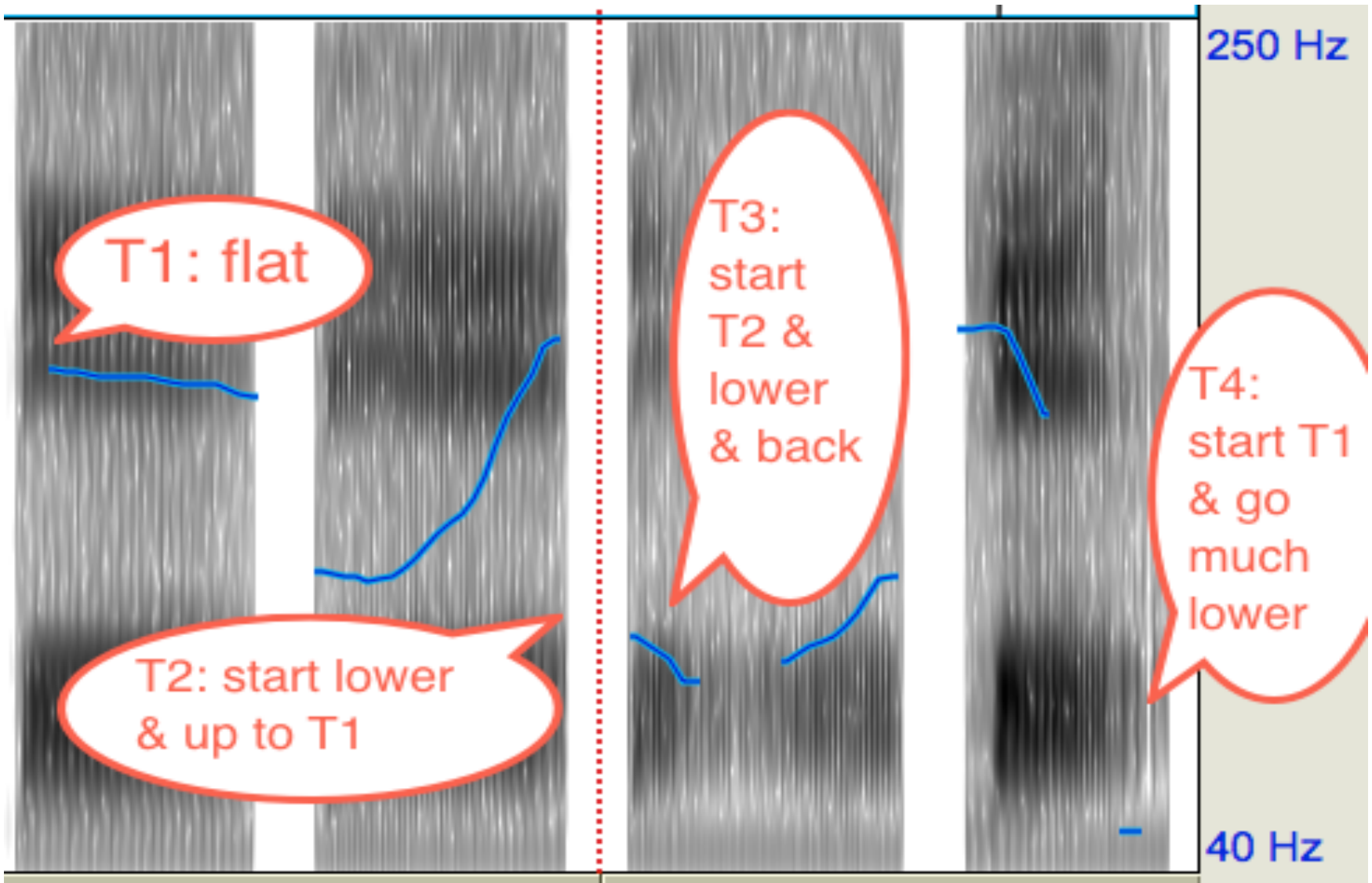


Most scientific illustration of 4 Chinese Tones.

The Chinese tones in this App is near perfect.

I did a pitch analysis of the teacher's pronunciation in this app and the result is shown below. The app is designed to control your pitch so perfectly but the pitch variation should be the same as illustrated using the sound 'ma'





T1: flat

T2: start lower
& up to T1

T3:
start
T2 &
lower
& back

T4:
start T1
& go
much
lower

250 Hz

40 Hz



我已下载的书

9 >



杨博士的不学自通法

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Spy and Mystery

>



Romance



更多目录

跟着故事走，
紧抓着故事的手，
英语越读越轻松。
30个故事后，
你会发现一个完全不同的我。

ǐ

他读你读，
录下来对比

读

拼

停

录

mill (mǐl)

meal

(mēl)

易混字对
比。自己
输入。

比

mill (mǐl)

will (wǐl)

give (gǐv)

think (thǐngk)



[听](#)

Mr. McGregor was on his **hands** and knees **planting** out young cabbages, but he jumped up and ran after Peter, **waving** a rake and calling out, '**Stop** thief!'

填空

常用字练习

常用字定级考试 (25%)

介词

动词

退出填空 / 查分



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目录

填空



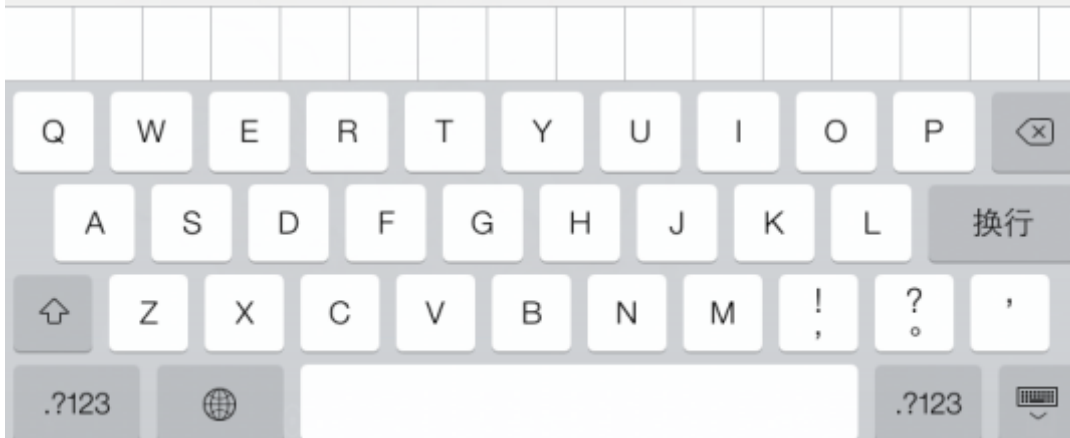


听

Mr. McGregor on his hands and knees
planting out cabbages, but he jumped up
and ran after Peter, waving a rake and calling out,
' thief!'



< >



砸锅卖铁，紧抓第三次机会

