



# Book Matters: The Changing Nature of Literacy

*Alan Sica*

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## **Book Matters: The Changing Nature of Literacy** Alan Sica

Scholars have been puzzling over the “future of the book” since Marshall McLuhan’s famous maxim “the medium is the message” in the early 1950s. McLuhan famously argued that electronic media was creating a global village in which books would become obsolete. Such views were ahead of their time, but today they are all too relevant as declining sales, even among classic texts, have become a serious matter in academic publishing.

Does anyone still read long and complex works, either from the past or the present? Is the role of a professional reader and reviewer of manuscripts still relevant? *Book Matters* closely analyzes these questions and others. Alan Sica surmises that the concentration span required for studying and discussing complex texts has slipped away, as undergraduate classes are becoming inundated by shorter, easier-to-teach scholarly and literary works. He considers such matters in part from the point of view of a former editor of scholarly journals. In an engaging style, he gives readers succinct analyses of books and ideas that once held the interest of millions of discerning readers, such as Simone de Beauvoir’s *Second Sex* and the works of David Graham Phillips and C. Wright Mills, among others.

*Book Matters* is not a nostalgic cry for lost ideas, but instead a stark reminder of just how aware and analytically illuminating certain scholars were prior to the Internet, and how endangered the book is in this era of pixelated communication.

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Spent a free time and energy to be fun activity to do! A lot of people spent their sparetime with their family, or their friends. Usually they undertaking activity like watching television, gonna beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? Could possibly be reading a book is usually option to fill your no cost time/ holiday. The first thing you will ask may be what kinds of reserve that you should read. If you want to try look for book, may be the reserve untitled Book Matters: The Changing Nature of Literacy can be very good book to read. May be it could be best activity to you.

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