Some Comments on Oral vs. Literary Cultures

Randy J. LaPolla

With references to Jack Goody & Ian Watt 1963, "The Consequences of Literacy". *Comparative Studies in Society and History* 5.3: 304-345.

Goody & Watt 305-306:

Oral cultures pass on their traditional materials and conventionalized ways of acting/behaving and construing the world in face to face interactions, with and without linguistic behaviour: "The transmission of the verbal elements of culture by oral means can be visualised as a long chain of interlocking conversations between members of the group. Thus all beliefs and values, all forms of knowledge, are communicated between individuals in face-to-face contact; and, as distinct from the material content of the cultural tradition, whether it be cavepaintings or hand-axes, they are stored only in human memory."

"The intrinsic nature of oral communication has a considerable effect upon both the content and the transmission of the cultural repertoire. In the first place it makes for a directness of relationship between symbol and referent. There can be no reference to "dictionary definitions", nor can words accumulate the successive layers of historically validated meanings which they acquire in a literate culture. Instead the meaning of each word is ratified in a succession of concrete situations, accompanied by vocal inflexions and physical gestures, all of which combine to particularize both its specified enotation and its accepted connotative usage" (p. 306).

What is important is remembered, what isn't is forgotten, so what is known is continually relevant to the present. As Goody & Watt mention, citing Franz Boas, "for the Eskimo the world has always been as it is now" (p. 311). In oral societies, "Myth and history merge into one: the elements in the cultural heritage which cease to have a contemporary relevance tend to be soon forgotten or transformed; and as the individuals of each generation acquire their vocabulary, their genealogies, and their myths, they are unaware that various words, proper-names and stories have dropped out, or that others have changed their meanings or been replaced". (p. 311)

In a literate society there is no forgetting; there is accumulation, and so unlike in the oral society, there is a clear distinction between what was and what is now.

This then allows the text to be treated as a thing, and judged as true or false, and so began the *historia* of the Greeks, investigations into the truth of the stories that had been written down. It also leads to abstraction, as "writing establishes a different kind of relationship between the word and its referent, a relationship that is more general and more abstract, and less closely connected with the particularities of person, place and time, than obtains in oral communication" (p. 321). This then led to the development of logic and science as we know it.

Goody & Watt (p. 328) talk about "the inherent advantages which living speech is given over the written word by virtue of its more immediate connection with the act of communication itself. The first advantage is that possible confusions or misunderstandings can always be cleared up by question and answer; whereas 'written words,' as Socrates tells Phaedrus, 'seem to talk to you as though they were intelligent, but if you ask them anything about what they say, from a desire to be instructed, they go on telling you just the same thing for ever.' The second intrinsic advantage is that the speaker can vary his 'type of speech' so that it is 'appropriate to each nature ... addressing a variegated soul in a variegated style ... and a simple soul in a simple style.' And so, in the Phaedrus, Socrates concludes that 'anyone who leaves behind him a written manual, and likewise anyone who takes it over from him, on the supposition that such writing will provide something reliable and permanent, must be exceedingly simple-minded."

Compare in this regard Michael Reddy's arguments against the "Conduit Metaphor", the assumption that words have meanings and we just need to send the words to someone and they will be able to simply unpack the meaning.

(Reddy, Michael J. 1979. The conduit metaphor—a case of frame conflict in our language about language. *Metaphor and thought*, ed. by A. Ortony, 284-324. Cambridge: Cambridge University Press)

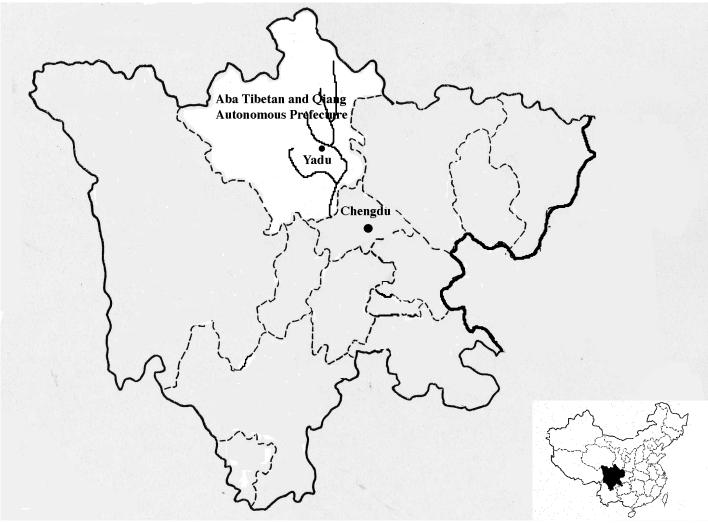
"The writing down of some of the main elements in the cultural tradition in Greece, we say, brought about an awareness of two things: of the past as different from the present; and of the inherent inconsistencies in the picture of life as it was inherited by the individual from the cultural tradition in its recorded form." (p. 333)

In the literate society, the cultural repetoire accumulates and grows at an ever-increasing pace, including the number of words said to be in the language, "more words than anybody knows the meaning of". "This unlimited proliferation also characterises the written tradition in general: the mere size of the literate repertoire means that the proportion of the whole which any one individualk nows must be infinitesimal in comparison with what obtains in oral culture. Literate society, merely by having no system of elimination, no "structural amnesia", prevents the individual from participating fully in the total cultural tradition to anything like the extent possible in non-literate society" (p. 334)

"... in contrast to the homeostatic transmission of the cultural tradition among non-literate peoples, literate society leaves more to its members; less homogeneous in its cultural tradition, it gives more free play to the individual, and particularly to the intellectual, the literate specialist himself; it does so by sacrificing a single, ready-made orientation to life. And, insofar as an individual participates in the literate, as distinct from the oral, culture, such coherence as a person achieves is very largely the result of his personal selection, adjustment and elimination of items from a highly differentiated cultural repertoire; he is, of course, influenced by all the various social pressures, but they are so numerous that the pattern finally comes out as an individual one." (p. 340)

An Oral Culture: The Qiang / JMe (羌族)

<u>http://tibeto-burman.net/qiang/</u> Ronghong Village (荣红寨)















Opening a Cask (開罈子)

http://tibeto-burman.net/qiang/videos/kaitanzi.mov

Work with Mr. Chen

Trained storyteller, but not literate. No ability to see language as an abstract object one can talk about divorced from the real world. (Cf. Goody & Watt, p. 338)

Trained me in the stories, but it isn't word by word memorization, but remembering key words.

Qugu texts How Mao County Was Built

Qugu texts.001

qə	zmətçi			ε	ŋuni	tçi	Э	лa	tsi	Э	qa ¹ qɛ.
٩٩٦	zmə	-	tçi	a-	ŋuəni	tçi	Э	лa	tsi	Э	qa¹qɛ
before	the.people	-	male	one-	ТОР	son	CL	COM	daughter	CL	have
adv	n	-	n	num-	post	n	num	conj	n	num	V
以前	群众	-	房子		(主题)	儿子		跟	女		有
从前有	一位大官,	他	「有两	个孩子	,一男,一	女。					

Years ago, there was a high official who had two children, one boy and one girl.

tçide			ŋuni	zimi	lewe	medze,			tside		
tçi	-	da	ŋuəni	zimi	lewe	mə	-	dze	tsi	-	da
son	-	DEF	ТОР	words	very	NEG	-	speak	daughter	-	DEF
n	-	det	post	n	adv	adv	-	V	n	-	det
儿子	-	(定)	(主题)	话	很	(否)	-	讲	女	-	(定)
ŋuəni ŋuəni		Xsa Xsa	qəle. qəle								

- TOP smart many
- post adj adv
- (主题) 聪明 很多
- 男的沉默寡言, 女的很聪明。

The boy was very quiet; the girl was very smart.

epte		ŋuəni	tsileta			"	qa	tsi,
εp father kin 父亲	- da - DEF - det - (定)	ŋuəni TOP post (主题)	tsi daughter n 女	- lε - DEF - det - (定)	= t -L(-cli) - (DC 1 tic p	a sg ro 单	tsi daughter n 女
zəptara			tçi	Zε	tçi	Zε	nigu	ŋua?"
zəp	- da	$=$ R \mathfrak{a}	tçi	Zε	tçi	Zε	nigu	ŋuə
place	- DEF	-LOC	most	delicious	most	deliciou	s what	COP
n	- det	-clitic	adv	adj	adv	adj	pro	V
地方	- (定)	- (处)	最	好吃	最	好吃	什么	是
(有一天),大官问	女儿,「女	儿,最好叫	吃的是什么	么?」			

The father asked the daughter, "My daughter, what is the most delicious thing in this place?"

Qugu texts.004

"tçi	ZE	tçi	ZE	buju	_໊ ງuə."			
tçi	ZE	tçi	Zε	buju	<u> </u>			
most	delicious	most	delicious	honey	СОР			
adv	adj	adv	adj	n	V			
最	好吃	最	好吃	蜂蜜	是			
(女儿	回答说),	「最好	子吃的是蜂	蜜。」				
(The daughter answered) "The most delicious thing is honey."								

5/8/16 Maoxian test.rtf 3

"tçi də tçi də nigu nua?" tçi də tçi də nigu nuə most hot most hot what COP adj adv adj pro adv V 热 什么 是 最 热 最 (父亲又问),「最热的是什么?」 (The father then asked) "What is the hottest thing?"

Qugu texts.006 "tçi də phipo ηuə." də phipo tci ŋuə most hot leather.coat COP adv adj n V 是 最 热 皮衣 (女儿回答说),「最热的是皮衣。」 (The daughter answered) "The hottest thing is a leather coat."

"qa tçi, tçi ze pigu ŋua?" tçi ze tçi tci tçi nigu nuə qa Zε Zε 1sg son most delicious most delicious what COP adv adj adv adj pro n pro v 1单 儿子 最 好吃 最 好吃 什么 是 (大官也问儿子),「我儿,最好吃的是什么?」 (The official then asked his son) "My son, what is the most delicious thing?"

Qugu texts.008

tçi	ZE	tçi	ZE	tshə	ŋuə,				
tçi	ZE	tçi	Zε	tshə	າງນວ				
most	delicious	most	delicious	salt	COP				
adv	adj	adv	adj	n	V				
最	好吃	最	好吃	盐巴	是				
(儿-	子说),	「最好「	吃的是盐巴	□,					
(The son answered) "The most delicious thing is salt,									

kutčra		nike	ZE	tshə	mele		meze."	
kutç	= Ra	nike	ZE	tshə	mə	- lε	mə	- ZE
dish(of.food)	-LOC	what.kind	delicious	salt	NEG	- EXIST	NEG	- delicious
n	-clitic	pro	adj	n	adv	- V	adv	- adj
菜	- (处)	何样	好吃	盐巴	(否)	- 有	(否)	- 好吃
菜再好吃没有	す盐巴也 7	「好吃。」						

any dish, no matter how good it is, will not taste good without salt."

Qugu texts.010"tçi də tçi də nigu ŋua?"tçi də tçi də nigu ŋuəmost hot most hot what COPadv adj adv adj pro v最 热 最 热 什么 是(父亲又问), 「最热的是什么?」(The father then asked), "What is the hottest thing?"

"tçi də tçi də mujaq de ŋua. də mujaq da tçi də tçi ŋuə DEF COP most hot most hot sun adj adv adj n adv det V 最 热 最 热 太阳 (定) 是 (儿子说),「最热的是太阳, (The son answered), "The hottest thing is the sun,

Qugu texts.012 mujaq de təxłni mujaq da χł tə-= ni appear -ADV DEF DIRsun prefdet V -clitic n (定) (方)- 出现 太阳 - (副) 太阳一出来 when the sun comes out,

Qugu texts.013 buşmaha¹ mu golele zəptaka zəp - da buşmaha¹ mu gole - le =R \mathfrak{a} many many - EXIST place - DEF -LOC bug adj adv - det -clitic n - V n 许多 很多 - 有 地方 - (定) - (处) 虫 所有的天地万物都觉得暖和, things everywhere can become hot,

Qugu texts.014 phipho maŋůåtçi dadə dε dε gum phipo da guə - m da mə - ŋuə =tçi dədə leather.coat DEF wear - NOM DEF NEG - COP -EXCL DIRhot det - suf det adv -clitic prefadj vt - V n - 名物化 (定) 皮衣 (定) 穿 (否) - 是 -以外 (方)-热

dadå

də-

DIR-

pref-

(方)-

dzə,

dzə

能

hot can

adj aux

də

热

ma¹dzå."

mə - dzə
NEG - can
adv - aux
(否) - 能
皮衣的话,只有穿着的人觉得暖和。」
With a leather coat, only the wearer will be warm."

epte			ŋuəni	"ŋuə,	ŋuə,	<u> </u>			
εр	-	da	ŋuəni	ŋuə	ŋuə	ŋuə			
father	-	DEF	ТОР	COP	COP	COP			
kin	-	det	post	V	V	V			
父亲	-	(定)	(主题)	是	是	是			
父亲听	ŕſ	`说,「爿	是! 是! 是	!]					
The father then said "Yes! Yes! Yes!"									

Qugu texts.016 leta tsi ni tsi lε =ta ŋuəni daughter DEF -LOC TOP -clitic post det n 女 (定) - (处) (主题) (后来,大官就)对女儿(说), (Later the father said) to the daughter,

"qa	tsi	RЭd	darəntçhi				dəŋru
qa	tsi	кэd	də-	kə	-n	=t¢hi	doŋru
1sg	daughter	mountain	DIR-	go	-2sg	-ADV	name.of.mountain
pro	n	n	pref-	V	-suf	-clitic	pn
1单	女	Щ	(方)-	去	-(2单)	- (副)	山名

daxtənba

də	χłə	n	=ba
DIR	cross.over	2sg	SUGGESTIVE
pref	V	suf	clitic
(方)	翻过去	(2単)	(叮嘱)
「女儿,	你往「东如」	」山上走,	

"My daughter, you go in the direction of Dongru Mountain,

Qugu texts.018 ju'ər təbələmba." tçiaotsə kəstçy, natç bəl -n =batçiaotsə kəstçy na =tçhi ju'ər təpallaquin carry.over good -ADV road DIR- do -2sg -SUGGESTIVE adj -clitic n pref- vt -suf -clitic vt n - (副) 路 (方) - 作 - (2单) 轿子 抬过去 好 -(叮嘱) 修一条 (四个人抬的) 轿子抬得过去的路。」 and build a road wide enough for a four-man pallaquin.

Qug	u texts.	.019								
"qa	tçi,	ufini			χира	darəntçhi,				
qa	tçi	ufi	-	ŋuəni	χира	də-	kə	-n	=t¢hi	
1sg	son	2sg	-	ТОР	river.edge	DIR-	go	-2sg	-ADV	
pro	n	pro	-	post	n	pref-	V	-suf	-clitic	
1单	儿子	2单	-	(主题)	河坝	(方)-	去	-(2单)	- (副)	
(然	(然后对儿子说),「我儿子,你沿着河边走,									
(771	0.1	. 1		• • • • •			. 1		1	

(The father then said to the son), "My son, you go along the river's edge and

Qugu texts.020

χuagə ¹	kəştçy,	natçi		ju'ər	təbələnba.				
χuagə ¹	kəştçy	na	=t¢hi	ju'ər	tə-	bəl	-n	=ba	
palanquin	carry.over	good	-ADV	road	DIR-	do	-2sg	-SUGGESTIVE	
n	vt	adj	-clitic	n	pref-	vt	-suf	-clitic	
滑竿	抬过去	好	- (副)	路	(方)-	作	-(2单)	-(叮嘱)	
修一条(〕	两个人抬的)轿子	·抬得过去	5的路。	0				
build a road wide enough for a two-man pallaquin.									

şquni	ipik			dzə	ŋuəpi,	RNO
şquni	9-	pi	kə	dzə	ŋuəni	вла
Maoxian	DIR-	arrive	go	affair(s)	ТОР	city.wall
pn	pref-	vi	V	n	post	n
茂县	(方)-	走到	去	事情	(主题)	城墙

a:zəmba,

ə-	ζÐ	-n	=ba				
DIR-	construct	-2sg	-SUGGESTIVE				
pref-	vt	-suf	-clitic				
(方)-	修建	-(2单)	-(叮嘱)				
到了茂县以后,就要修建城墙,							
When (you) reach Maoxian, build a city wall,							

Qugu texts tshaitsə						
	iφimba.	nhi	2		- ha	
tshaitsə rape.plant	ə- DIR-	phi plant	-n -2sg		=ba SUGGESTIVE	
n	pref-	vt	-suf		clitic	
油菜	(方)-	种	-(2单)	-	(叮嘱)	
lapa	dapazəm	ba,				
lapa	də-	pa	-	ΖÐ	-n	=ba
flower(s)	DIR-	bloom	-	CAUS	-2sg	-SUGGESTIVE
n	pref-	vi	-	suf	-suf	-clitic
花	(方)-	开	-	使	-(2单)	-(叮嘱)
种油菜。	油菜开花	了,				

(and) plant rape seed plants. When you have gotten the flowers to bloom,

Qugu texts.023

şquni	zэрка		γzə	hazunba."			
şquni	zəp	=ка	γzə	hə-	zu	-n	=ba
Maoxian	place	-LOC	offical	DIR-	sit	-2sg	-SUGGESTIVE
pn	n	-clitic	n	pref-	vi	-suf	-clitic
		- (处)	官	(方)-	坐	-(2単)	-(叮嘱)
你就当茂	医的官	·					
then you will be the offical of Maoxian.							

tsi	tu	daqani,			doŋru	zəxłå,	
tsi	atu	də-	qa	=ni	doŋru	ZƏ-	ςłγ
daughter	after	DIR-	go	-ADV	name.of.mountain	DIR-	cross.over
n	dempro	pref-	V	-clitic	pn	pref-	V
女	后来	(方)-	去	- (副)	山名	(方)-	翻过去
女儿修完	了路,番	羽过「东女		Ц,			

The daughter (finished making the road), crossed Dongru Mountain,

Qugu texts.025	
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şquni	utçu,		tshaitsə	lapa	dapa,		tçhisı
şquni Maoxian pn	ə- DIR- pref-	tçu see v	tshaitsə rape.plant n	lapa flower(s) n	də- DIR- pref-	pa bloom vi	tçhisı anger.to.death n
pii 茂县	1	看 (到)		花	(方)-		气死

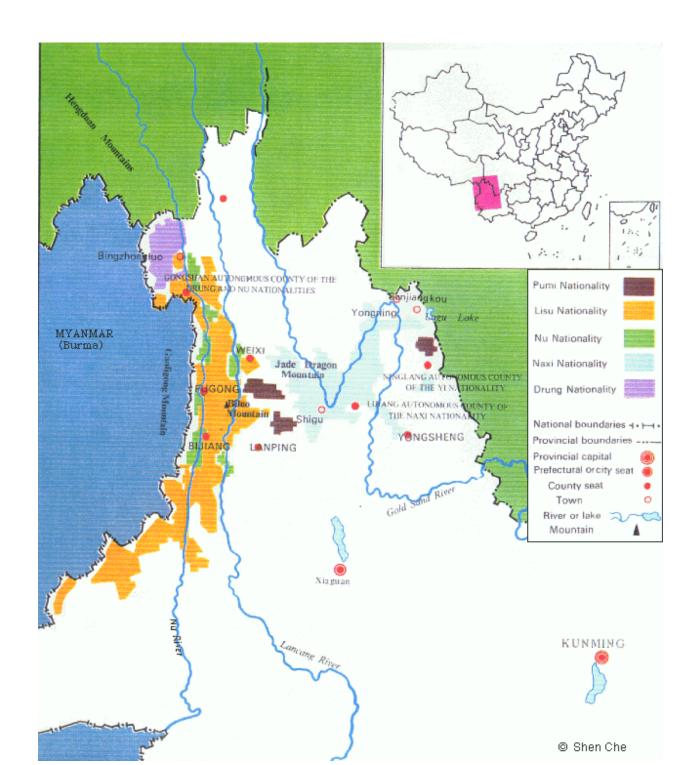
təpni			içi.			
tə-	рә	=ni	ə	çi		
DIR-	do	-ADV	DIR	die		
pref-	vt	-clitic	pref	vi		
(方)	- 作	- (副)	(方)	死		
一看,	(城墙	修完了)	,油菜	开了花,	她就气死了死了。)
	- 41 4 41.	- fl	1			1

and saw that the flowers had already bloomed in Maoxian, (she got) very angry, and died.

The Dulong (獨龍族; Yunnan China) vs. Rawang (Kachin State, Myanmar):

Same language, but one literate and one not.





Why monkeys steal human food

told by Li Yaohua (nəwāŋzàr b.iāzì)

tçāpāı štsèŋ nāgo? çōla?blakpaì tšb:tçìwă.long.ago time human baby caregiver monkey AGT do/make HSLong ago monkeys took care of babies for people.

šk-pè šk-mè nšmjàŋ-nšmjàŋ,
3-father 3-mother daytime-REDUP
During the day, the child's parents

nit-būm mě-g5l gūu ěm.tā wà lē Jì tcìwǎ. mind-many NEG-need ADV field work DAT go HS could go to work the field without having to worry (about the child). >ŋzā ku? t>ig>mwă,food also very(big) goodHSThe crop grew very well,

blakpaì tế nāgɔ? nàŋdǎgàm ò: wa. monkey AGT baby well(adv.) work HS the monkey took good care of the baby.

">-pê >-mê" gu? sɔ̄ xrɛ? >: tçìwă.
1-father 1-mother say know.how until do HS
It did this up to the time (the baby) could say "Mommy and Daddy".

nāgo? təì mənən, blakpai sə-lo? tsət ca mənən, baby big follow monkey CAUS-return time become follow When the child was big, when it was time to send the monkey back, çɔlɑ?kūutā štsàŋ tě tšiàlsškām cē mēcaregiver feehuman AGT quiver(arrow.case) lidone CLThe person only gave a quiver lid full of payment (not money).

 $tc\bar{\epsilon}$ $z\bar{1}$ $tch\bar{i}w\bar{a}$. $\check{s}j\bar{a}$ $m\check{s}n\bar{s}\eta\bar{s}$ $blakps\bar{i}$ $s\check{s}n\bar{a}$ $ss\bar{i}$ wa.only give HSthatfollowmonkey nosespicyHSBecause of this, the monkey became very angry.

 $c\bar{\epsilon}$ k $J\bar{5}m$ $c\bar{\epsilon}$ k $J\bar{5}m$ $b\bar{f}cat$ $z\bar{1}n$ $b\bar{f}c$ $J\bar{f}$ $tc\bar{f}wa$. one jump one jump(jump.and.skip) jump LNK return go HS and staring (at them) jumped back (home). blakpaì někrɛ? ějà měnēŋ nūu ěŋmūul mě-ko? Ē tçìwǎ. monkey buttock that follow TOP fur/hair NEG-grow be HS Therefore, the monkey's rear end doesn't grow hair.

blakpəì ē-wā sənā səì mənəŋ, monkey DEM-ADV nose spicy(angry) follow When the monkey got angry,

ětsèŋpěçīndōmě-gèmwācàtçìwă.human heart/liverLOCNEG-goodCOMP become(suffer)HSthe person felt bad.

ějà měnēŋ blakpeì lě ē-wā gıū:ŋ wǎ,
that follow monkey DAT DEM-ADV say HS
So the man said to the monkey,

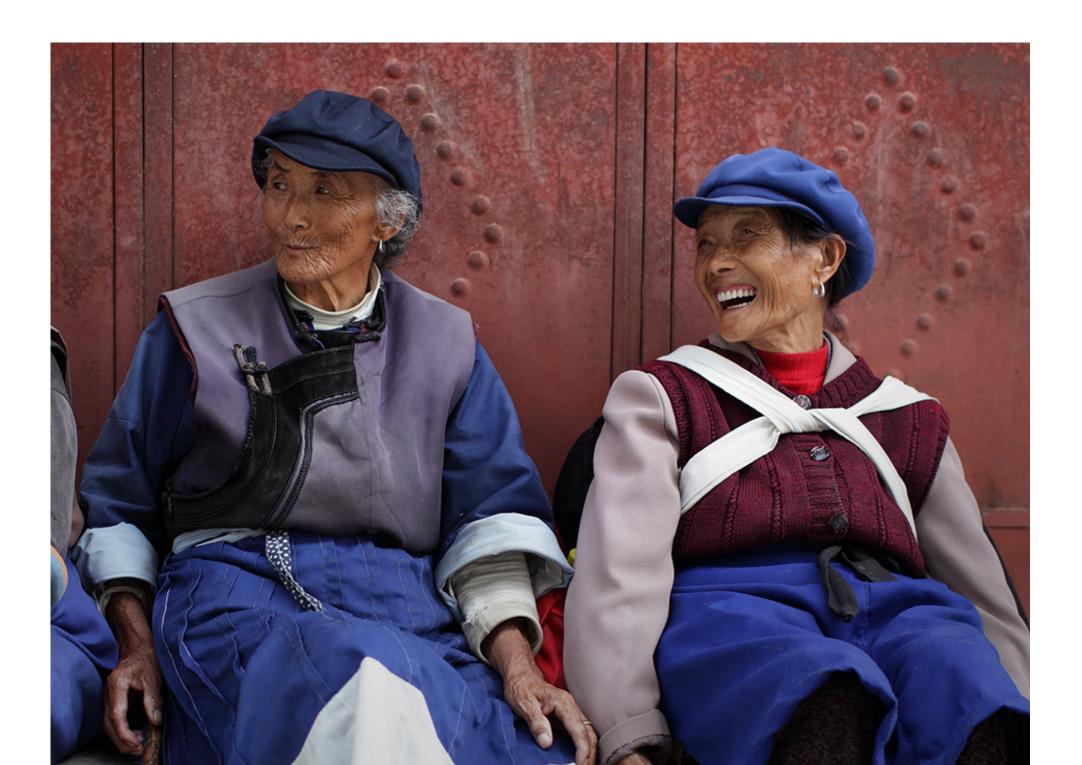
"dɛlā buktçit būŋ.ıām pɛ̄ pā-sǎŋām .ıā" g.ıū:ŋ wǎ. later edge.of.the.fieldABL IMP-see come say HS "Later you can come to the edge of the field and see (eat a bit)."

ðjà tūum,that afterAfter that,

blakpəì ejà mənən nu ətsən tabən ku gā wa. monkey that follow TOP human grain steal NOM+be HS monkeys steal grain from humans.

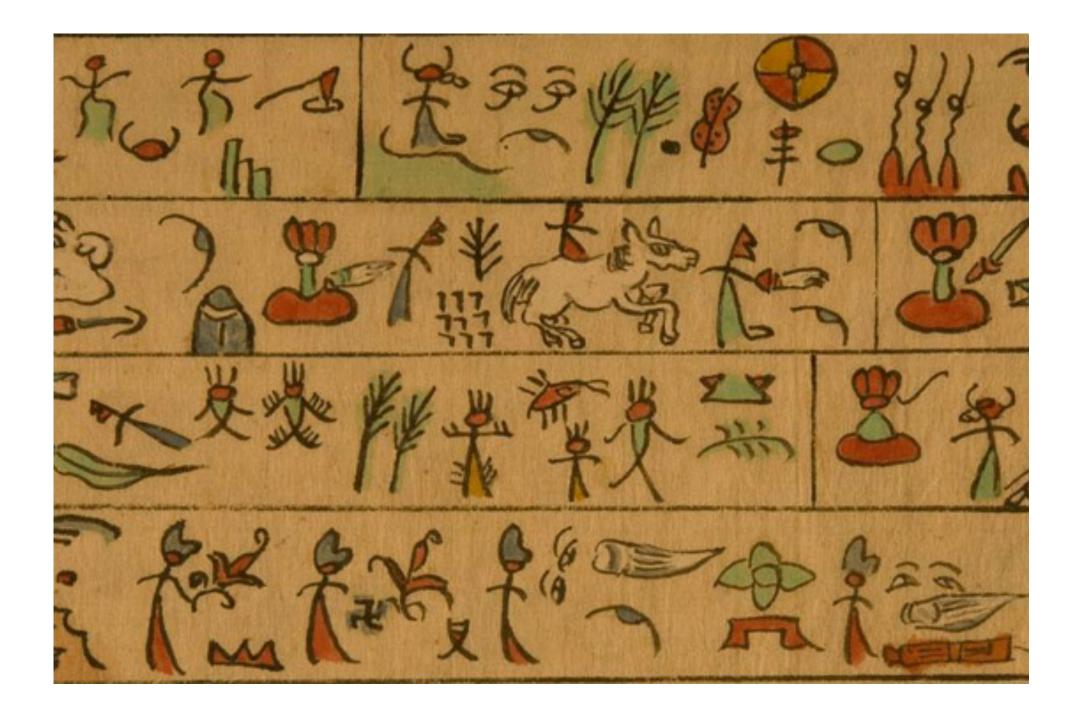
Naxi Dongba writing (納西族東巴文)

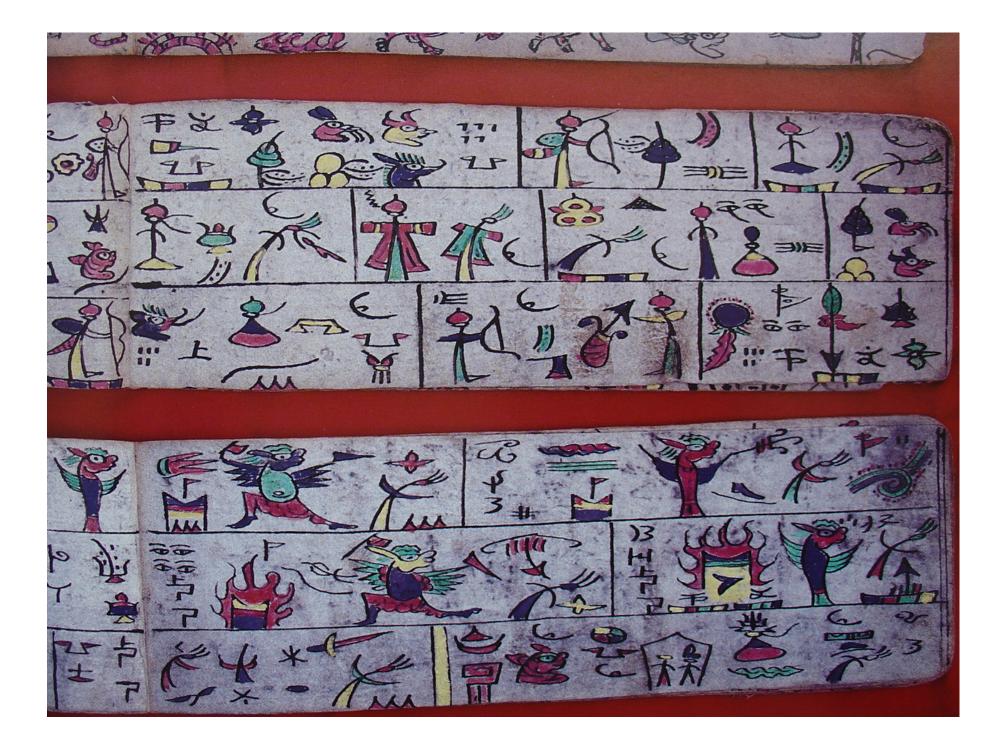
Naxi writing was pictographic, and there was no one sound/symbol to one meaning correspondence; the forms were used simply as mnemonics to help the Dongba (shaman) to remember the rituals and stories.















Later there were attempts to reduce the number of symbols and directly relate them to individual concepts and syllables, due to the influence of Chinese.



Chinese

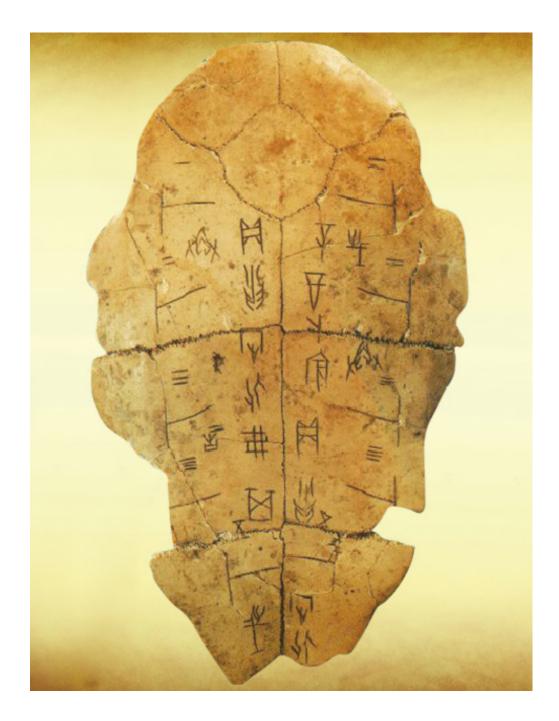
Essentially what Goody & Watt call "protoliterate" or "olioliterate" up until the mid 20th century, as only about 5% of the people could read and write.

Until the 20th century, writing was read aloud (讀、念、誦、 籀), and texts were memorized, so writing was to a large extent just a memory aid. (Cf. Goody & Watt, p. 316-17, 319)

Texts were often not even explained, just memorized, and a student didn't start writing (開筆) until after many years of memorizing texts.

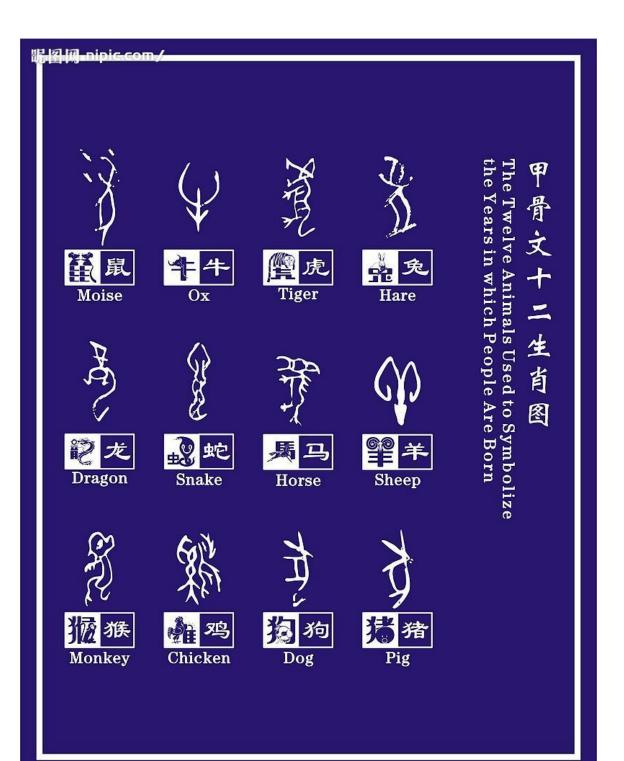
Earliest writing: Oracle bone inscriptions (甲骨文)

Dried plastrons (turtle shells) or ox shoulder bones were dried and then cracked with a hot rod after the shaman asked a question, often in pairs, e.g. "The King should hunt today" / "The King shouldn't hunt today". The questions and results were then carved onto the shell or bone. Sometimes later the outcome was also recorded. The earliest ones were found in the ruins of last 273 years of the Shang Dynasty, 1319-1046 BCE, known as the Yin period because the capitol was at Yin (Anyang, Henan 殷墟).











The Book of Songs/Odes/Poetry (詩經) (11th to 7th centuries BPE), supposedly by Yin Jifu (尹吉甫) and edited by Confucious (孔子/孔丘/孔仲尼). Some say the songs are too concrete and specific to be simply general folk songs that were collected, and instead were actually written by Ying Jifu.

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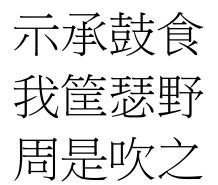


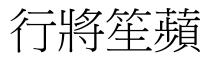




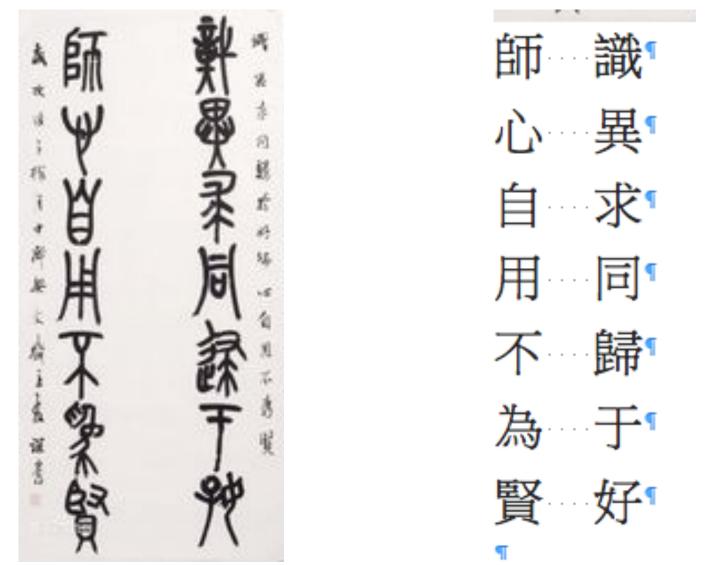








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Big Seal Script (大篆/籀文); regularization of older script Name based on earliest textbook (《史籀篇》)

Characters from the difference countries (六國文字) and the First Emperor's standardization (220-210 BCE)

In oral cultures there is no issue of standardization because all learning is face to face and speakers can accommodate each other, but their varieties may change relative to other speaker communities' varieties. That is how we get linguistic diversity, as language learning is always face to face.

In literate cultures spread over a large area, particularly when there is a desire to create a unified nation-state, then the issue of standardization comes up. The First Emperor ordered his Chief Minister Li Si (李斯) to standardize, simplify, and expand the writing system, then called Small Seal Script (小篆/秦篆).

	秦	膏	楚	蒸	韓	趙	魏
馬	氛	禾	Œ	I	A	封	查
安	麻	匣	龟	甸	P	雨	雨
市	げ	土朱	對	联	놬	· 또	
者	省	Ч.	储	쟚	诸	Ř	
陽	賜	C	?ff	彩	13	3	

Characters from the different countries

韩·赵·魏 燕 齐 楚 秦 原东东 在 Ŧ 文字为小篆 王

Once there is writing and standardization, then things like dictionaries are necessary, so that people can know what someone possibly meant when they used a certain character and also how it is to be pronounced. So in 100 CE Xu Shen (許慎) created the first dictionary of Chinese that analyzed the structure of the characters, the Shuowen Jiezi (說文解字) [explain graphs] and take apart combined graphs], with almost 1000 characters. This was followed by various rhyming dictionaries and in the Qing Dynasty by the Kangxi Dictionary (康熙字典) [Dictionary] of Emperor Kangxi] (finished 1716), with 47,035 characters. Separate rhyming dictionaries were also created, so that writers knew which words could rhyme with other words.

