

Script & Accompanying Imagery

Script	Imagery
Introduction [different ringtones over the years] The telephone. An invention that would begin the shift of literate cultures, those who were highly reliant on print and record-keeping, back into the adoption of a “secondary orality” (Ong, 1982, p.133). Walter Ong (1982) asserts that electronic technology’s affordances bear “striking resemblances to the old [oral culture] in its participatory mystique, its fostering of a communal sense, its concentration on the present moment...” (p.133-34). The invention of the telephone was the beginning of an era, launching us back into one of secondary orality.	Black screen Image of old telephone Walter Ong image + quote on screen
History behind the telephone As with many inventions of our time, the telephone was built upon the structures of the preceding technology, the telegraph. In fact, the journalism scholar, Kielbowicz (2011) asserts that telegraphy was the “regulatory environment” on which several following technologies “impinged upon”, including the telephone, wireless, and broadcasting to name a few (p.6). The telegraph was developed in the early to mid 1800s by Samuel Morse and a handful of other inventors who were experimenting with the transmission of messages via wired electrical currents. Telegram technology was the original text message, involving long distance transmission of a code that was sent, received, and translated by operators at telegram stations. The advent and adoption of the telegraph lead to several sound and speech transmission experiments by inventors such as Alexander Graham Bell, Elisha Gray, Charles Page, Philip Reis, Antonio Meucci, among many others. The telephone patent was awarded to Alexander Graham Bell in 1876 with a cloud of controversy surrounding the patent and his company’s subsequent monopoly of the modern telecommunications market. In fact, Elisha Gray filed a caveat for a telephone invention on the very same day as Bell did. Christopher Beauchamp (2010) suggests that Bell and his company, American Telephone & Telegraph - today known as AT&T - secured timely and key court wins	Title Telegraph image Kielbowicz quote + technologies The telegraph Alexander Graham Bell Elisha Gray Gavel

in order to maintain rights to the patent and monopoly of the telephone industry. But that didn't stop Bell's invention by being widely contested by other inventors as the adoption of the telephone swept the United States and Europe in the late 1800s. Telephone technology "...converts the physical vibration of sound into an electrical signal, which then causes an electromagnet at the receiver's end to vibrate a diaphragm identically" (Beauchamp, 2010, p.858). The electrical transmission of speech provided the ability to hold oral discussions over long distances.	Old telephone
Cultural history Before the adoption of the telephone, there was a major reliance on telegraphy, letters, and transportation as a means to communicate (Kielbowicz, 2011). Most major communication still occurred in a text-based format, and all long distance communications took place exclusively in text. Many people were confused as to what purpose the telephone could serve in their lives and were slow to adopt it. Others were reluctant for the reason that written records of conversations would cease to exist, demonstrating how dependent the world had become on the written word (Johnson, 2011). Later, Bell's introduction of the telephone exchange system, and its subsequent development of exchanges in all major cities in the eastern United States, made it more popular, specifically with groups such as businessmen and the press. In countries like Great Britain, governmental promises to invest in other technological industries temporarily inhibited the telephone's immediate adoption. As such, the modern technology was not featured as an "automatic" part of the household in other media such as British fiction, and "the telephone seemed to align with daily discourse rather than modern literature." (Menke, 2013, p.213). The telephone was often mentioned in relation to negative societal connotations, as "electrical interference, random polyphony, financial buzz, noise" (Menke, 2013, p.215). When the British government finally adopted the telephone, it "spread the technology via standardisation, and the victory of the telephone as the dominant communication technology of the time was secured" (Johnson, 2011, p.81). The adoption of the telegraph and telephone brought with them the faster and more efficient transmission of news, bringing - as Kielbowicz (2011) states - "timeliness to a position where it became... the paramount journalistic value." (p.6) The increase in information availability allowed newspapers to gather enough content to be produced at far higher frequencies, and for citizens to consume news far earlier than they would usually receive it. Today, archivists discuss the impact that the telephone had on the loss of the written record. Johnson asserts that the telephone "revolutionised long-distance	Title Telegram image Old letter Early telephone exchange system Great Britain phone booth Menke quote Old newspapers image Johnson quotes (2)

communications, causing a huge shift in the way in which many transactions took place - orally. Crucially, this new medium for communication left little in the way of records. Whereas formerly, people would have written to one another, leaving physical documentation, now they spoke, and the content of those conversations, however important, was lost.” (Johnson, 2011, p.79)	
Changing Our History Archivists such as Valerie Johnson (2011) discuss the adoption of the telephone as a loss of written records and data. She asserts very accurately that “...it was and still is the case that people spoke rather than wrote precisely in order to avoid the recording of certain communication” (Johnson, 2011, p.80). This led to changes and debates in systems of court as judges grappled with the notion of including telephone conversations as evidence within a case. However, this very notion also allowed for classified conversations to be held between international governing bodies as well as military communications in both World Wars (though more prominently in WWII). For example, Franklin D. Roosevelt found out that Germany was “deep in Polish territories” in 1939 via a late night telephone call from Bill Bullitt, the US French Ambassador at the time. A notable string of positive affordances the telephone could provide were becoming more recognizable as the century progressed. Scholars such as Pool (1983) noted the technology’s ability to strengthen human to human connections, including familial, democratic, and diplomatic relations, improve emergency response and support, enhance coordination of infrastructure systems in and between cities, and to create instant connections between corporations and consumers. Following WWII, telephone companies saw a massive influx in the demand for installation requests in personal homes, showing that the telephone had become a “necessity for Americans, rather than a luxury” (Angelo State University, n.d.)	Title Archive files FDR Old phone 1949 Bell Ad
Shaping Human Communication Telephone communications allowed for the shift into Ong’s (1982) notion of secondary orality. People began to reconnect with one another via voice conversations rather than solely relying on the written word for communications or transmission of information. It forced people once again to focus outwardly, through interaction with one another in the present moment, rather than the former inward communication through text-based media, consumed in the ensconement of one’s own mind. The telephone strengthened relational and empathetic connections between people through immediate oral connectivity, in ways that text-based interactions can not.	Title Woman talking on a telephone

The average person could talk to far-flung family members and friends more frequently than ever before, which was far cheaper than traveling long distances to see each other in person. With the increased adoption of the telephone into personal homes, communications between customers and businesses began to shift. Not only did businesses have a larger reach than ever before, but consumers and businesses could contact one another directly without meeting in person. This led to telemarketing, business telephone surveying, and even teleshopping. Additionally, administrative assistant and secretarial roles emerged in the workplaces, whose job descriptions included answering the telephone and directing phone calls.	Bell long distance logo Call center
Changing the Nature of Reading & Writing As aforementioned, the lack of archival of telephone conversations was a concern for many; the frequency of conversations captured in print were less than ever before (Johnson, 2011; Pool, 1983). News intended to be major communications continued to be put into print, usually via newspapers and magazines. In later eras, these would be transmitted via other secondary oral technologies, such radio or television stations. However, people also use the telephone as a quick means of communication and - in line with Ong's (1982) notion of secondary orality - may write down important information transmitted in order to remember details of the conversation. Because of our re-shift into oral culture, we still heavily rely on the written word, and new documents emerged as a result. For example, one such emerging text is the telephone message: a brief note to indicate someone has called and whether action is required on your behalf to contact them back.	Title No writing image Newspaper Woman writing message The telephone message
Influencing Education The telephone began to offer a communications point between school administration & faculty, parents, and students for everything from logging absences to reporting disciplinary issues. The telephone could connect teachers and parents immediately to discuss a student's scholastic progress and any concerns surrounding it. Educational institutions have also adopted the telephone to survey students & parents, for telefundraising, for educational opportunities such as teleconferencing, and for job interviews. The telephone also began to be utilized as a support system for educational communities in the form of hotlines, information dissemination, telephone counseling, or taped information systems (Jacobson & Hardin, 1977).	Title School telephone - link to bubbles w/ school roles Telethon

Today The telephone has since been remediated into the popular smartphone. The ubiquity of the smartphone is undeniable; most of the population in western culture carries one with them all the time. This technology also piggybacks on many developments that came before it, but transforms them into a single mobile device that affords almost everything that the predecessor technologies did: text messaging, phone calls, photo and video capture, a music player, and now, access to the Internet and the abundance of apps that come with it. Our decision to make a call using today's telephone technologies rests upon the nature of the conversation to be had. Serious conversations and transactions continue to take place over the phone or in person, in order to alleviate the ambiguity that text-based communications continue to instill upon the receiver.	Title Smartphone image Text message bubble
Conclusion The invention of the telephone - and resultant developments - have certainly impacted the way that our society chooses to communicate with one another. It has invoked a sense of secondary orality (Ong, 1982) within ourselves that requires us to be present, engaged, and participatory in conversation with the caller. The most modern telephone call is now done via video conference through the Internet, where oral discussions can take place while being able to see the body language and facial expressions of the person you're talking to. [Google Hangout ring] Oops - I have to take this... I'm sorry. Hello?... Hi! Great to see you! [fade to quote] ["The telephone rings, it jingles our psyches, jangles our nerves. We are seduced and soothed, rattled and betrayed by it. Wherever it is... it has, for a machine, an allure like no other" (Stern & Gwathmey, 1994).]	Title Talking headshot [pick up iPad] Stern & Gwathmey quote on page
References List Roll	6 reference pages (5 sec each)

References

- Acme Newspictures, Inc. (Photographer). (1939). Announcing state of war with Germany [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:Announcing_state_of_war_with_Germany_cph.3c32594.jpg
- Alexander Graham Bell [Photograph]. (n.d.). Retrieved from https://commons.wikimedia.org/wiki/File:Alexander_Graham_Bell.jpg
- Angelo State University, Dr. Ralph R. Chase West Texas Collection. (n.d.). Telephone Goes to War 1930-1950. Retrieved from http://www.angelo.edu/services/library/wtcoll/verizon/pages/Timeline/tel_war/tel_war_tx.php on October 15 2015.
- Anna. (Photographer). (2006). Telèfon antic/Telephone old [Photograph]. Retrieved from https://www.flickr.com/photos/art_es_anna/293879889
- Apple iPhone Smartphone [Photograph]. (2014). Retrieved from <https://www.pexels.com/photo/hand-apple-iphone-smartphone-3510/>
- Archivo-FSP (Photographer). (2007). Fondos archivo [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:Fondos_archivo.jpg
- Baer, R. (Photographer). (2005). Woman talking on phone [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:Woman_talking_on_phone.jpg
- Beauchamp, C. (2010). Who invented the telephone? Lawyers, Patents, and the Judgments of History. *Technology and Culture*, 51(4), 854-878. doi: 10.1353/tech.2010.0038
- Branson, B. (Photographer). (1990). Woman talking on the phone [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:Woman_talking_on_the_phone.jpg
- Bell System Hires 1900 [Photograph]. (1900). Retrieved from https://commons.wikimedia.org/wiki/File:Bell_System_hires_1900_logo.PNG
- Bell Telephone Systems (Photographer). (1949). Bell Telephone Systems 1949 Ad - Bigger Value Everyday [Photograph]. Retrieved from <http://www.bambootrading.com/proddetail.asp?prod=1950>
- Candlestick Telephone Gal [Photograph]. (1910). Retrieved from <https://commons.wikimedia.org/wiki/File:CandlestickTelephoneGal.jpg>
- Collins, A.F. (Photographer). (1905). Marconi magnetic detector [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:Marconi_magnetic_detector.jpg
- Daderot. (Photographer). (2013). Telegraph key and sounder, Western Electric Manufacturing Co, Chicago, c..1876 Wisconsin Historical Museum [Photograph]. Retrieved from

https://commons.wikimedia.org/wiki/File:Telegraph_key_and_sounder,_Western_Electric_Manufacturing_Co,_Chicago,_c._1876_-_Wisconsin_Historical_Museum_-_DSC02817.JPG

Dvortygirl. (Photographer). (2010). Long distance love [Photograph]. Retrieved from <https://www.flickr.com/photos/dvortygirl/6788198070>

Elisha Gray [Photograph]. (n.d.). Retrieved from https://commons.wikimedia.org/wiki/File:PSM_V14_D424_Elisha_Gray.jpg

Elon University School of Communications. (n.d.). Imagining the Internet: A History and a Forecast, 1870s-1940s - Telephone. Retrieved from <http://www.elon.edu/e-web/predictions/150/1870.xhtml> on October 10 2015

Flood, J.E. (1976). Alexander Graham Bell and the invention of the telephone. *Electronics and Power*, 1976, 159-162.

Franklin D. Roosevelt [Photograph]. (1933). Retrieved from https://commons.wikimedia.org/wiki/File:Franklin_D._Roosevelt_-_NARA_-_196715.jpg

Free Sound Effects. (2014). iPhone Ringtone sound effects #167 [Audio Clip]. Retrieved from <https://www.youtube.com/watch?v=sA2qKqliqkx>

FX Sounds (n.d.) Dial Tone Sound Effect [Audio Clip]. Retrieved from <http://www.mysoundeffect.com/communications/>

FX Sounds. (n.d.) Telephone Old [Audio clip]. Retrieved from <http://www.mysoundeffect.com/communications/>

FX Sounds. (n.d.) Telephone (Modern) [Audio clip]. Retrieved from <http://www.mysoundeffect.com/communications/>

Gannon, P. (2014). WW1: First World War communications and the 'Tele-net of Things'. *Engineering and Technology Magazine* 9(6). Retrived from <http://eandt.theiet.org/magazine/2014/06/links-for-victory.cfm> on October 15 2015.

Grice, C. (Photographer). (2005). Old red telephone box at Nunnington [Photograph]. Retrieved from <http://www.geograph.org.uk/photo/21734>

Harpo Marx Telegram to John F. Kennedy July 14, 1960 [Photograph]. (1960). Retrieved from https://commons.wikimedia.org/wiki/File:Harpo_Marx_Telegram_to_John_F._Kennedy_July_14,_1960_-_NARA_-_193842.jpg

History.com. (2009). Morse Code & the Telegraph. Retrieved from <http://www.history.com/topics/inventions/telegraph> on October 15 2015.

IMLS Digital Collections & Content. (n.d.). Telephone switch board [Photograph]. Retrieved from <https://www.flickr.com/photos/imlsdcc/5576599657>

- Insomnia Cured Here, (Photographer). (2008). Bell Western Telephone [Photograph]. Retrieved from <https://www.flickr.com/photos/tom-margie/2420641752>
- Jacobson, T. & Hardin, J. (1977). Education by Telephone. *The Phi Delta Kappan* 58(10), 769-771. Retrieved from <http://www.jstor.org/stable/20298793> on October 10 2015
- Jhaymesisvipphotography. (Photographer). (2011). Texting [Photograph]. Retrieved from <https://www.flickr.com/photos/jhaymesisvip/6497720551/>
- Johnson, V. (2011). Plus ça change ...? The Salutary Tale of the Telephone and its Implications for Archival Thinking about the Digital Revolution. *Journal of the Society of Archivists*, (32)1, 79-92 Retrieved from <http://dx.doi.org/10.1080/00379816.2011.563105> on October 10 2015
- Kielbowicz, R. (2015). Regulating Timeliness: Technologies, Laws, and the News, 1840-1970. *Journalism & Communications Monographs*, (17)1, 5-83. doi: 10.1177/1077699014566380
- Kilauea Volcano Eruption Newspaper Page [Photograph]. (n.d.). Retrieved from https://commons.wikimedia.org/wiki/File:Kilauea_Volcano_Eruption_Newspaper_Page.jpg
- macinate (Photographer). (2007). Old telephone [Photograph]. Retrieved from <https://www.flickr.com/photos/macinate/2103215276>
- mayshing (Photographer). (2010). Stock-old telephone [Photograph]. Retrieved from <http://mayshing.deviantart.com/art/stock-old-telephone-152741134>
- Mdesigns (Photographer). (2015). gavel [Photograph]. Retrieved from <https://pixabay.com/en/gavel-hammer-judge-justice-court-568417/>
- Menke, R. (2013). The Medium is the Media: Fictions of the Telephone in the 1890s. *Victorian Studies*, 55(2), 212-221.
- Morgan, M. (Photographer). (2013). No Writing Didyma [Photograph]. Retrieved from <https://www.flickr.com/photos/markmorgantrinidad/12588221354>
- Old Box Telephone [Photograph]. (2004). Retrieved from https://en.wikipedia.org/wiki/File:Old_box_telephone.jpg
- Ong, W. (1982). *Orality and Literacy*. New York, NY: Routledge.
- Pool, I. (1983). *Forecasting the Telephone: A Retrospective Technology Assessment*. Ablex Publishing Corporation: Norwood, NJ.
- r4hamid (Photographer). Text Faenza like icons [Photograph]. Retrieved from <http://r4hamid.deviantart.com/art/Text-Faenza-like-icons-293155347>
- Rieger, M. (Photographer). (2010). Telethon for Rhode Island Recovery Fund [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:FEMA_-_43631_-_Telethon_for_Rhode_Island_Flood_Recovery_Fund.jpg

Samuel Morse [Photograph]. (n.d.). Retrieved from https://commons.wikimedia.org/wiki/File:Samuel_Morse.png

Soundbible.com. (2015). Home Phone Ringing Sound [Audio clip]. Retrieved from <http://soundbible.com/315-Home-Phone-Ringing.html>

Soundbible.com. (2015). Phone Ringing Sound [Audio clip]. Retrieved from <http://soundbible.com/1407-Phone-Ringing.html>

Soundbible.com. (2015). Phone Ringing Sound [Audio clip]. Retrieved from <http://soundbible.com/1518-Phone-Ringing.html>

Soundbible.com. (2015). Ringing Phone Sound [Audio clip]. Retrieved from <http://soundbible.com/1868-Ringing-Phone.html>

Soundbible.com. (2015). Vintage Phone Ringing Sound [Audio clip]. Retrieved from <http://soundbible.com/1370-Vintage-Phone-Ringing.html>

Stern, E. & Gwathmey, E. (1994). *Once Upon a Telephone: An Illustrated Social History*. Harcourt Brace: New York, NY.

Surray, K. (Photographer). (2013). Phone Systems [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:Phone_Systems.jpg

Telephone [Photograph]. (2014). Retrieved from <https://pixabay.com/en/telephone-communication-call-dial-450639/>

Telephone [Photograph] (2014). Retrieved from https://pixabay.com/p-499991/?no_redirect

US Department of Veteran Affairs (Photographer). (2012). Veteran Affairs backlog [Photograph]. Retrieved from [https://commons.wikimedia.org/wiki/File:Veteran_Affairs_backlog_\(2012-08-09\).jpg](https://commons.wikimedia.org/wiki/File:Veteran_Affairs_backlog_(2012-08-09).jpg)

US Pony Express Mailing [Photograph]. (n.d.). Retrieved from https://commons.wikimedia.org/wiki/File:First_Eastbound_Pony_Express_Apr3_1860.jpg

Vitor Lima (Photographer). (2006). call center [Photograph]. Retrieved from <https://www.flickr.com/photos/vitorcastillo/2994723741>

Walter Ong [Photograph]. (n.d.). Retrieved from https://commons.wikimedia.org/wiki/File:Walter_Ong.JPG

Xjm91587 (Photographer). (2011). NHK Tsu Broadcasting Station [Photograph]. Retrieved from https://commons.wikimedia.org/wiki/File:NHK_Tsu_Broadcasting_Station_20110313.jpg

Zedge Holdings. (2015). Nokia 3310 Ringtone [Audio clip]. Retrieved from <http://www.zedge.net/ringtone/1588576/>