

GD315A  
History  
and Analysis  
of Design

Exercise 3

Week 3

1. The world would be a different place to live if both men and women...
2. Did women's rights become more equal to men's because of new technologies?
3. Is there any clear advantage to visual communication systems (non-alphabetic) to alphabetic communication systems?
4. Why did masculine characteristics begin to be more valued in society after many people learned to read and to write?
5. Why were women originally considered goddesses?
6. According to Shlain, which part of the brain should be used to read?
7. Why do women have more neural fibers than men?
8. If men and women had been considered equal from 'the beginning'...
9. Would there still be civilization if men and women had equal left and right brains?
10. Due to the invention of the computer...
11. Attributed to Sophocles: "Nothing vast enters the life of mortals without a curse." Comment, based upon this article, and also your understanding of technology as we've seen so far in class this Semester:
12. According to the article, "Marshall McLuhan proposed in the 1960s that a civilization's principal means of communication molds it more than the content of that communication." Comment, based upon your understanding of this statement and your reading the article:

**ALSO: *The Spell of the Sensuous*, pp 131–133 and 253, 254 (we will cover this in class Week 3)**