

Contents

1	Why Has Interest in Languages and Literacies Increased So Much Lately?	1
2	What is a 'Language' of Vernacular Literacy?.....	5
	A Dictionary Definition	5
	Another Approach	6
	Scalability: Attributes That Presuppose Others	14
3	The Rise of Vernaculars of Literacy in Europe.....	19
	Introducing Karl W. Deutsch (1912–1992) and Time 1 (T1).....	19
	Time 2 (T2): 1250 C.E. and the Next Few Centuries Thereafter	21
	Time 3 (T3): 1800 C.E.	27
	Time 4 (T4): 1900	28
	Times 5 and 6 (T5 and T6) (1937 and 1990)	28
	Toward Understanding Some of the Essential Society-wide Characteristics of Literacy	30
4	Macro-factors in the Societal Spread of Vernacular Literacy	37
	Religions of Literacy	37
	Widespread Sociocultural Change in Nonreligious Pursuits	40
	The West to East Trajectory in the Rise of Vernacular Languages of Literacy.....	45
	The Role of the Spread of Religion, Philosophy and Style of Life in the Rise of New Languages.....	46
	The Dampening Effect of a Much Stronger and Already Widely Known Neighbor That Is Very Similar to Its Weaker Cognate.....	48
5	Heroes of European Vernacular Literacy	51
	Antonio de Nebrija (1441–1522)	51
	Johann Gutenberg (1390[?]-1468)	53

	'Vuk' (Vuk Stefanovic Karadzic): (1787–1864)	56
	Mendl Lefin (1749–1826)	60
	Concluding Reflections on the Four Horsemen of European Vernacular Literacy	64
6	Micro-factors in the Societal Spread of Vernacular Literacy	66
	Elitist Literacy and Its Outgrowths	66
	A 'Chicken and Egg' Problem	69
	The Elephant in the Room: The Growth in Parsimonious Communicational Possibilities	70
	Summary	71
7	The 'Literacy Bullies on the Block'	73
	The Exportation of English Literacy and of Indigenous Vernacular Literacy to the Anglosphere	73
	A Brief Comparison with Vernacular Literacies in the Francophone Sphere	79
	Other European Vernaculars as Competitors with Local Vernacular Literacies Elsewhere	80
8	Vernacular Literacy for What?	84
	The Road to Heaven is Littered with Good Intentions	85
	Index	87