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The alphabet effect is a group of hypotheses in communication theory arguing that phonetic writing, and alphabetic scripts in particular, have served to promote and encourage the cognitive skills of abstraction, analysis, coding, decoding, and classification. Promoters of these hypotheses are associated with the Toronto School of Communication, such as Marshall McLuhan, Harold Innis, Walter Ong and more recently Robert K. Logan: the term "alphabet effect" comes from Logan's 1986 work.

Alphabet effect - Wikipedia

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