overview

how we got here

print: what came before

manuscript technology

manuscript culture

where we go next
how we got here

past vs present
"the information age"

history of information

vs

history of communications technology

technological determinism

[course corrections?]
There have been three revolutions in the history of human thought. The first ... when language first emerged. ... The second cognitive revolution was the advent of writing ... The third ... the invention of a type and the printing press. ... The fourth cognitive revolution, which is just about to take place with the advent of "electronic skywriting".

why printing?

Not since Gutenberg invented the modern printing press more than 500 years ago, making books and scientific tomes affordable and widely available to the masses, has any new invention empowered individuals or transformed access to information as profoundly as Google.

David Vise, The Google Story. 2005

Not since the landmark institution of the printing press, beginning half a millennium ago, has there been so much excitement over the publishing of words www.rimric.com on the wiki

Not since the invention of the printing press in the 15th century have we had a greater opportunity to achieve universal literacy worldwide.

http://insidehighered.com; Dec 7, 2007
why printing?

Not since the invention of the printing press have the people of the world been privy to so much information. With the invention of the printing press, the Dark Ages was brought to an end. It was the progressive ideas contained in affordable books that also made the Renaissance and the Age of Reason possible.

Amin Sharif, 'Third world cyberactivists' http://www.nathanieltturner.com/

Now, I want to say a few things about the net. ... This is the most extraordinary invention for empowering ordinary people since the invention of the printing press in the 1400s. It really is. It has re-democratized America.

There is an enormous shift in power. I thought the YouTube/CNN debate was sensational.

Howard Dean, Yearly Kos. Chicago, Aug 4, 2007; http://howardempowered.blogspot.com
what oft was thought

He who first shortened the labor of copyists by device of movable types was disbanding hired armies, and cashiering most kings and senates, and creating a whole new democratic world: he had invented the art of printing.

Thomas Carlyle, *Sartor Resartus*, 1833
"not since ..."

determinism: hard to soft

necessary and sufficient

necessary but not sufficient

implicated
familiar moves

trivialising the past

or

romanticising the past

"How the ancients loved books"
questioning determinism

1. what happened?
2. what came before?
3. what came after?
4. who was involved?
1. What: Gutenberg

3. What followed: "print culture", science, humanism, protestantism

4. Who: printers, humanists
1. What: Gutenberg

2. What preceded: manuscript culture, Catholicism, monasticism, absolutism

4. Who
monks, priests, kings
but also bureaucrats and businessmen
"I readily admit my boundless and unceasing love of studies and books. Neither could ever satisfy my desire to know everything which can be known in this world. It is my greatest pleasure to own and to know all books I ever saw or which I knew to have appeared in print. ... To my regret ... money was always lacking ... for the satisfaction of my passion for book".

Trithemius

1462-1516

Abbot of St Martin's, Sponheim, 1483-1505

bibliophile

1483, 48 books in the library
1505, 2,000 books

intensive to extensive

troubled reign

Exhortationes ad Monachos, 1486
De Laude Scriptorum, 1492

Hofl MS culture
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"The collector of books should beware that his inclination and liking do not become ends in themselves."

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1483, 48 books in the library 1505, 2,000 books intensive to extensive

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Exhortationes ad Monachos, 1486 De Laude Scriptorum, 1492
HofI MS culture -

Trithemius & the press

De Laude Scriptorum
"For all his dislike of mechanical reproduction, 'Trithemius] proved particularly deft at exploiting the printing press. ... He had his book... published in Mainz by Peter von Friedberg, his favourite printer, and ... set the work not in Gothic type normally used in Germany, but in an innovative and attractive Roman font".


Catologus Scriptorum Ecclesiastorum, 1494

Hofl MS culture - 14
"seismic cultural change"

Gutenberg, ~1450

"brothers, concentrate now all your fervor on the sacred books, for the salvation of your souls and the order"

Monks "are so detested that it is considered bad luck if one crosses your path"
Erasmus, *In Praise of Folly*, 1511

for Trithemius "it is the survival of the monastery that is key"
"In the 700 years between the Fall of Rome and the 12th century, it was the monasteries .... which enjoyed an almost complete monopoly of book production and so of book culture.... from the end of the 12th century a profound transformation took place ... reflecting in the founding of the universities and the development of learning".

Febvre & Martin, The Coming of the Book, 1984
survival

Hofl MS culture -
survival
HofI MS culture - survival
on *scripture*

"scripture, my dear brothers will serve many purposes"

scriptoris

copying

writing

scripture

monks should not stop copying because of the invention of printing

"Every word we write is imprinted more forcefully on our minds"

"Of all manual labour nothing is more in accord with the state of monks than the zealous copying of sacred texts ... Ambrose, Cassiodorus, Bede, Alcuin ..."

"This dispensation does not apply to the scribe who copies for money."
"Printed books will never be the equivalent of handwritten codices, especially since printed books are often deficient in spelling and appearances"

"You can correct what another has written"

"This dispensation does not apply to the scribe who copies for money ... his mind is on worldly riches and his work is therefore to be considered servile"
"All of you know the difference between a manuscript and a printed book. The word written on parchment will last a thousand years. The printed word is on paper. How long will it last? ... two hundred years".
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VELLUM

Google evangelist unveils his Web vision

By Ciar Byrne

Independent: 27 August 2007

Google's chief internet evangelist, Vint Cerf, unveiled his vision of the future of the internet yesterday - and warned that all the information currently stored on the Web could be lost to future generations.

....

He said: "I don't know whether 1,000 years from now information that might have been valuable and could have been preserved if it was written on vellum, won't be preserved because it's written in bits."
the book

liber
impressura
codex
volumen to codex

"the revolution between the second and fourth centuries that changed the very structure of the book by substituting the codex for the roll"
Roger Chartier, *Forms and Meaning* 1995
membrana ... thin skin; notebook
"Roman business people kept accounts on wax tablet notebooks. These probably provided the model for the papyrus and parchment codex."

Homerus ... Vergilius ... Cicero ...
Titus Livy ... in membranus ...
...quam brevis immensum cepit membrana
Martial (c38 – 103ce), Epigrams, book XIV
codex ... trunk of a tree
"A manuscript volume; one of the ancient manuscripts of scripture".

200 ce, codex gaining, scroll losing
500 ce, codex dominating

"The roll continued to serve for ... writing of the sort that goes into files or archives, but the codex took over in literature, scientific studies, technical manuals ... the sort that go onto library shelves".
technological superiority?

random access
Chartier

one handed
two-sided
pagination
morcelization
marginalia
footnotes
indexes

Cavallo, "Du Volumen au Codex", 1997

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Hofl MS culture - 25
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Hofl MS culture - technological superiority?

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"Dans l'Antiquité tardive, c'est sur ces écrits ... que toute autorité se fondait: au sommet du pouvoir, dans la hiérarchie ecclésiastique ... pour représenter cette autorité, il y avait le codex".

Cavallo
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Cavallo
competing technology

**technological triumph**
"the move from scroll to codex was accompanied by a move from papyrus to parchment"

**parchment**  
animal skin  
"the skins of wethers blackened with ink"  
--Bishops of Henry I

**papyrus**  
processed plant

**rival sites**  
parchment at Pergamum  
papyrus at Alexandria
200 BCE? - 105 CE, **China**
Ts'ai Lun, Emperor Ho-ti, Hunan
bark, rags, bamboo

300 CE, **Korea** (Koguryo dynasty)
5th century, 'domestic' uses

610, **Japan**

750, **Samarkand** ... 795, **Baghdad** ... ? **Spain**

12th century **Genoa, Nuremberg**

1145, Roger of **Sicily** ordered all charters on paper
to be copied to parchment then destroyed

1248, used by the notaries of **Languedoc**
Hofl MS culture - res papirea

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1248, used by the notaries of **Languedoc**
"from the 12th century"

**factions and heresies**
Dominicans, Franciscans, Cistercians
Rome, Avignon

"Men began to think of facts not as recorded in texts but as embodied in texts, a transition of major importance ... help[ing] to isolate what man thought about from his process of thinking."

Brian Stock, *Implications of Literacy*, 1893
business and the bureaucratic state

"The oldest writings to survive to our time were inscribed five thousand years ago by temple bureaucrats recording economic transactions ... crops, animals, manufactured goods"


"In the twelfth century... magnates used documents occasionally ... In the thirteenth .. laymen began to convey property to each other by charter; in the latter half ... this practice extended below the gentry class to some peasants.

Clanchy, From Memory to Written Record, 1993
"[B]y the mark of a single impress the mouths of the pontiffs may be opened."
-- Theobald of Canterbury in Clanchy

Hofl MS culture -
preparing the ground

the informization of England
(v. Latour, The Pasteurization of France)

Domesday cadastras
dates names
spelling written evidence
centralization
preparing the ground

evidence?

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Domesday
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the informization of England
(v. Latour, *The Pasteurization of France*)

Domesday cadastras
dates
names
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evidence?

From objects and the spoken word to written evidence: "We don't accept the evidence of monks against bishops, why should we accept that of a sheepskin?"

--Clanchy
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Domesday
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when was that?

preparing the ground

the informization of England
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Domesday cadastras dates names spelling written evidence centralization
when was that?

"The 1118th year AD, the 21st year of Pope Alexander III, the 27th regnal year of King Henry II of the English, the 11th regnal year of King Henry the son of the king, the 18th year that time has passed since the translation of Bishop Gilbert Foliot from Hereford to London, when this inquest was made by Ralf de Diceto, dean of London, in the first year of his deanship."

preparing the ground

the informization of England
(v. Latour, The Pasteurization of France)

Domesday cadastras dates names spelling written evidence centralization
Sealing wax consumption, 1226-1271

a linear model?

reversible trends

"Seals were indeed 'two-faced' images': they looked back to charms and memorized symbolic objects and forward to the automation of writing".

-- Clanchy

"Up to the eleventh century, western Europe could have returned to an essentially oral civilization. But by 1100 the die was cast".

-- Stock

the return of the roll

"the reason why medieval England ... kept its records predominantly in rolls remains a mystery".

-- Clanchy

fall of literacy
“No document coming from such centres of proved fabrication as Westminster, Evesham, Winchester cathedral, Chertsey and Malmesbury should be accepted at its face value without close examination”

--Stenton in Clanchy

Ancient monasteries like Chertsey had traditionally forged charters. Now that the king was keeping copies ... abbots ensured that their forged documents were reinforced by inspection in the Chancery and enrollment among the royal records. The Chancery rolls, which were intended to prevent fraud, thus became a means of making forgeries official.
false yet true?

"Every ruler in Europe, from the pope downwards, had suspect title-deeds if historically authentic writings were to become the yardstick of authority"

--Clanchy
time out of mind

1876 trade mark registration
Bass -- as used eighteen years before
Grand Chartreuse -- twenty-seven years before
The Glenlivet -- fifty years before
Ponds extract -- thirty years before
Powers whisky -- eighty-five years before
Offley port -- one hundred years before
Ruinart -- one hundred and fifty years before
Manuscript beyond print

"some of the advantages which manuscript publication gave over print in other periods--immediate appearance, relative freedom from censorship"

Woudhuysen, Sir Philip Sydney, 1966

Records and single documents

Accounting

Scribal publishing

Note taking

Personal communication

Music

"subversive forms" (Love)
print beyond manuscript

Gutenberg

Eisenstein

social forces

dealing with forgery