print culture

history of information feb 10, 2009



The Gulenberg Bible

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Adrian Johns

on history of 'piracy' http://www.insidehighered.com/news/2010/02/03/johns

Piracy

THE PETROLECTURE PROPERTY WARE PROVE OCCURRENCE TO GALLER

Adrian Johns

Codex Sinaiticus

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http://www.bl.uk/onlinegallery/sacredtexts/codexsinai.html





something happened





where we're going

Eisenstein:

readers respond

assessing a revolution:

what happened, what came before, what came after, who was involved technology problems what happened elsewhere what was necessary, what sufficient, what incidental

what to make of it all



agent of change

Eisenstein

"I first became concerned with the topic of this book in the early 1960s after reading [a] ... lament over 'the loss of mankind's memory' ... It seemed unhistorical to equate the fate of the 'common culture of Bible reading' with that of all of Western civilization when the former was so much more recent--being the by-product of an invention which was

only five-hundred year's old ...

Gutenberg"





McLuhan is the message

"I ran across a copy of Marshall McLuhan's *The Gutenberg Galaxy* ... He pronounced ... the age of Gutenberg to be at an end ... stimulated my curiosity ... about the specific historical consequences of the fifteenth-century communications shift

"McLuhan raised a number of questions about the actual effects of the advent of printing"

--Eisenstein





electronic man

McLuhan (1911-1980) The Gutenberg Galaxy: the making of typographic man, 1962

"Printing ... created the public ... What we have called 'nations' ... did not and could not, precede the advent of Gutenberg technology ... isolation of the visual faculty from other

senses ..."





altered senses?

McLuhan's Man

"When the perverse ingenuity of man has outered some part of his being in material technology, his entire sense ratio is altered. ... In beholding this new thing, man is compelled to become it." --MM Gutenberg Galaxy

Eisenstein's reader

"Editorial decisions made by early printers ... helped to reorganize the thinking of readers." --EE, The Printing Revolution

Hofl 10 -- Print Culture 8



"Science Explores, Technology Executes, Man Conforms" Chicago World's Fair



agent of change

Eisenstein

"to my surprise ... no one had yet attempted to survey the consequences of the 15th-century communications shift."

... an unacknowledged revolution."



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"

"some effects produced by ...



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"

"some effects produced by ...

"... increased output



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"

"some effects produced by ...

- "... increased output
 - "... standardization



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"

"some effects produced by ...

"... increased output

"... standardization

'... rationalizing, codifying, cataloguing



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"

"some effects produced by ...

"... increased output

"... standardization

'... rationalizing, codifying, cataloguing

"... from corrupted to improved



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"

"some effects produced by ...

"... increased output

"... standardization

... rationalizing, codifying, cataloguing

"... from corrupted to improved

"... fixity and cumulative change



agent of change

"Conjectures .. may be sampled below under headings that indicate my main line of enquiry"

"some effects produced by ...

"... increased output "... standardization ... rationalizing, codifying, cataloguing "... from corrupted to improved "... fixity and cumulative change "... amplification and reinforcement"









Trithemius vs Eisenstein

what was he thinking?

"modern scholars smile at the notion of an abbot instructing his monks to copy printed books so that texts would not perish."

--Eisenstein



there's copying and then there's ...

what was he thinking?

"There are four ways men make books. One writes another's words, but adds or changes nothing. He is called a *writer*. Another writes others' words and adds work from yet others. He is called a *compiler*. A third adds his own words to the writing of another, but the other remains the central text, what is added merely evidence. He is called a *commentator*. And one writes both his own and another's words, but his are the main text and the other is added as confirmation. He truly can be called an *author*."

St Bonaventure of Bagnoregio (1217-1274),

Commentaries Hofl 10 -- Print Culture 12





MAKING ART AND COMMERCE THRIVE IN THE HYBRID ECONOMY

LAWRENCE LESSIG

Buy now Amazon + Barnes & Noble Penguin Group

there's copying and then there's ...

HOME THE BOOK REVIEWS LINKS REMIX SPREAD CONTACT

For more than a decade, we've been waging a war on our kids in the name of the 20th Century's model of "copyright law." In this, the last of his books about copyright, Lawrence Lessig maps both a way back to the 19th century, and to the promise of the 21st. Our past teaches us about the value in "remix." We need to relearn the lesson. The present teaches us about the potential in a new "hybrid economy" — one where commercial entities leverage value from sharing economies. That future will benefit both commerce and community. If the lawyers could get out of the way, it could be a future we could celebrate.

About the author



Lewronce Lessig is a Professor of Law at Stanford Law School and founder of the School's Center for Internet and Society. Professor Lessig is the author of <u>Code v2</u>, <u>Free Culture</u>, <u>The Future of Ideas</u> and <u>Code and Other Laws of Oxforepape</u>, and has been a columnist for Wired, Red Herring, and the Industry Standard.



'the shift from script to print'

"different texts ... were also being brought closer together for individual readers"

"the clerk['s] richer, more varied literary diet than had been provided by the scribe"

> "sedentary scholars less apt to be engrossed by a single text"

> > "knowledge explosion"

"combinatorial intellectual activity"



'the shift from script to print'

"a purification of Christian sources"

"the printer seems to have taken over where the clerical scribe left off. But in doing so he greatly amplified and augmented older themes"



Eisenstein concludes

- "classical revival"
- "Christendom disrupted"
 - "nature transformed"



readers respond

always identify sources

in general, use your own words

be sure to answer the question

justify your answers with examples

reread your text before submitting it

2

some doubts

"Eisenstein ... holds that the writer in an age of scribes had a fundamentally different relation to his public ... could not hope that his work could not be distributed in anything like a stable form ... could not bring out his private idiosyncracies for public inspection as Montaigne ... Nor could hope to win lasting fame ... Indeed [in Eisenstein's view], it is probably wrong to speak of 'publication before printing. Here, too, I fear, there is a measure of exaggeration."

Anthony Grafton, "The Importance of Being Printed," 1980

1

readers respond: No

Though manuscripts served as the steppingstones for the printing press, and eventually, the electronic age to develop, I agree with Eisenstein when she claims that the manual process of storing information before the 16th century spread nothing but inaccuracies and confusion. ... Thus, it comes to no surprise that because these manuscripts were manually produced, they were also vulnerable to human error. Eisenstein is keen to point out that there are instances where monks who blind-copy manuscripts recorded information that contradicted what was being taught in monasteries. She also points out that Egyptian hieroglyphics "contributed more to mystification than to enlightenment" because they were not completely standardized. She goes on to point out that other important forms of textual information such as calendars, dictionaries, maps, charts, and other reference guides were also prone to error (p.46 - 52). This, she argues, may have led to a lot of confusion and arbitrary knowledge in society.

Though I appreciate that the Manuscript Culture opened doors to different ways of storing information, I still agree with Eisenstein's sentiments. After all, spreading false information is worse than spreading no information at all.

Christian Ignacio

Hofl 10 Print Culture -- 18



readers respond-maybe

Because Eisenstein focuses so much on the "unacknowledged revolution" - the transformation from manuscript to print - she seems to somewhat brush over the merits that manuscript writing did have. Her concern is not to discuss both processes, but instead to give recognition to the emergence of print that she believes is deserved, but mostly overlooked. In fact, even when she does mention an advantage that manuscript possessed, such as the "inability of scribes to produce 'standardized errors,'" she would turn that around to make it seem as an actual advantage of print: "this degradation of quality led to an 'explosion of knowledge' where readers were researching and correcting publishers."

That said, it should be noted that Eisenstein did mention "one must be wary of overstating the novelties introduced by printing or overlooking how previous developments helped to channel the uses to which the new tool was put." She references the fact that devices such as diagrams, brackets, and the habit of cross referencing were not uncommon in medieval times, and may have in fact contributed to the coding and cataloguing that is commonly seen as a by-product of "typographic culture."

Amy Azaren

Hofl 10 Print Culture -- 19



readers respond-yes

Eisenstein underestimates the achievements of manuscript culture. Her chapter focuses on the improvements and novelties brought about by the printing press and set them against the failures of manuscript. For example, she says, "No manuscript…could be preserved for long…" (78). Also, "there is no equivalent in scribal culture for the "avalanche" of…books that poured off the new presses…" (64). While she also discusses some of the negative consequences of print, like the proliferation of errors and corruption in printed herbals between 1480 and 1526 (74), she quickly follows up with the advantages of print. "But in the very course of accelerating a process of corruption… the new medium…offered a way of overcoming it for the first time." (74). By targeting the inadequacies of manuscript and highlighting the positive changes brought about by print, Eisenstein underestimates the achievements of manuscript culture. Eisenstein concedes that some of the advances that arose because of print, such

as various ways to reorganize texts, had foundations in manuscript culture. "Attempts at lexography had been made before print" and "efforts at codifying and systematizing which predated the new presses had long been made..." (67). She also says, "One must be wary... of overlooking how previous developments helped to channel the uses to which the new tool was put." (68). Overall, however, she undervalues the successes of manuscript culture.

> Clara Delenbach Hofl 10 Print Culture -- 20



recurring questions

I. what happened?

2. what and who were involved

3. what came before?

4. what came after?

5. what happened elsewhere

6. what was necessary, what sufficient, what incidental?

7. anything underestimated?

what

technologies

woodblock printing printing press moveable type

institutions

church nation-state scientific institutions humanism civil society









composing stick



locked down chase







press & chase

The true of John Guttemberg Delineated from the Original Painting at Mente in Germanie.







who?

Guttenberg:

metalworker from Mainz

I 438: exile, Strasbourg partners: Riffe, Dritzehn, Helman

1438, December: Dritzehn dies "4 pieces to be destroyed"; carpentry work

1439: Dritzehn's heirs sue

1450: back in Mainz creditor Johannes Fust employee Peter Schöffer ally Cardinal Nicholas of Cusa



complete works

1454: Cyprus Indulgence

1455: 42-line bible

the Cardinal's connections?

1455: Fust sues, wins

new partnership of Fust & Schöffer Mainz psalter



spread of print





Richard Atkyns The Original and Growth of Printing, 1664

industrial espionage



The Original and Growth

ing to the See (and not to any persicular Arch-Bilbop of Castrology) the Subflance whereof was this, (though I hope, for publique facisfaction, the Record is fell, in its due time, will appear.)

Tiamat Boardier, Arch-Billiop of Casterlary, moved the then King (Mon, the 4th) to use all polible means for procuring a Prinning-Mold (for to 'twos there called) to be beneght into this Kaupdom 4 the King { a good Man, and nutch given to Works of this Nature) readily hearkned to the Mosion ; and taking private Advice, how to effect His Defign, concluded is centil not be brought about without great Socrecy, and a confiderable Som of Meanry given to fach Perfon or Perforst, as would draw off fore of the Work-men from Marleis in Holland, where Jain Carbonicsy had newly invested it, and was himself perforally at Work : "Twas relioned, that kits then one Thouland Marks would not produce the defir d.E.ffoft : Towards which Son, the faid Arch Bellery perferred she Kleg with Three Hasdeed Marks. The Money being now prepared the Management of the Delign was committed to Mr. Julen Turnwork who then was of the Rosin to the King, and a Performent in Favora with Him, of any of his Concurion : Mr., Tainen 100k tu his Affiliance Mr. (acros, a Crisen of good Abilities, who Trading much into Holland, might be a Creditable Prennee, as well for his going, as they in the for-Custries / Mr. Tecnor with in Dilgrife / his Board and Heir theremojoins sall) but Mr. Centro appeared known and publique. They having received the faid form of One Troufand Marki, went farli to stufferdom, then to Leybu, not daring to can't Marlois it fell ; for the Down was very juliane, having impellened and appectionded divers Perform, who came from other Parts for the force perpole : They shald sill they had freat the whole One Theorland Marks in Gifts and Expenses y So as the King was fain to fend Five Hundred Maths meet, Mr. 7 sense baving written to the King, that he had alsooft done les Work ; a Pargain (as he faid) being Bruck berseint him and two Mullacolivy, for beinging off one of the Work-men, who flowed fufficiently different and prach-

OF T THALMAS

this New Art: At laft, with much ade, they got off one of the Under-Workman, whole Name was Produced Carfolle (or rather Carfolls) who late one Night field from his Fellows in Difguile, into a Veffel prepared before for that purpole (and fo the Wind (favouring the Dufigs) brought him falls on Londor,

"Twas not chought to prudent, to fet him on Work at Landon, (but by the Arch Eithops meaners, who had been Vice-Chanceller, and afterwards Chancellor of the Univertity of Outs.) coffilie was carryed with a Guard to Oson 1 which Guard constantly watch'd, to prevent Coffilie from any polible Efcape, sill be had made good his Promife, in teaching how to Print: So that at Oxford Printing was first fet up. Printigfieth in England, which claimes before there was any Printing-Prefixer (in sy a Ou-Printer, in France, Epsin, Italy, or Gromosy, (except the Cary of Mores.) which claimes Seniority, as to Printing, even of Harbis it felf, calling her City, Kolon Magazinan Arts 72pagesphica Investminen priman, though its known to be otherwife, that City gaining that Act by the Brother of one of the Workstern of Harden, who had hearst is at Home of his Brothat, and after fix up for himfell in Mean.

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Priming thesherought into Zagland, was molt Geteiotily secsived by the King, and molt creditally entermined by the Church,



the revolution(s)

renaissance reformation scientific revolution capitalism nation-state
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change? DEHACTO

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cause or cure?

Luther and the indulgences of Mainz, 1517

Gutenberg and the indulgence, 1455

Letterae indulgentiarum 1455

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Personal di Statuto da la constitución da la consti

THE R. P. LEWIS CO., NAME

"there is need to distinguish between initial and delayed effects"

questions of timing?

coming up:

scientific information

scientific revolution

Gutenberg, d. 1468 standardization, dissemination, fixity

Bacon, 1561-1626

Galileo, 1564-1642

Descartes, 1596-1650

Newton, 1642-1727















central players

Copernicus 1473-1543

Tycho Brahe 1546-1601

Johannes Kepler 1571-1630

idealizing the press?

The Gulenberg Bible

Professor Mary Alice White, Electronic Learning Laboratory, Columbia Teachers College

"Electronic society is here," she says, and educators should acknowledge it and adjust their teaching to it. But she also believes that people ought to know the consequences of what children see on television and, if possible, help to improve it. 'If the first printing press had printed court gossip and low drama instead of psalters and the Bible,' she says, 'people would have said how terrible the printing press was then, too.'"

About Education, New York Times, Dec 15, 1981 Hofl 10 -- Print Culture 33



pseudo-science

chapbooks and almanacs

"for three-and-a-half centuries, the Almanack has been the most popular book in the English language"

> 1492-1600, probably 600 published Bosanquet, English Printed Almanacks and Prognostications, 1917

400,000 a year William St Clair, *The Reading Nation*, 2005

--diary, encyclopedia, calendar, prognosticator, medical handbook

Mother Shipton Nostradamus





science?



1

quackery

As,

De par l'ardre da Rey.

Remode infallièle & commune pour la gerifin des méladies fecretes fans garder la chambre.

Another,

Por permifion de Roy.

Manniert tres alfee & tres fare pour guerie fans incommedite, & fans que perfont en apprecision, les molodies comericants, 800.

Another,

Per privilege da Rey.

L'Antivemerien de medicin Indien, pour toutes les maladies veneriennes, telles quelles paifent oftre, fans aucun retour, & fansguarder la chambre. Il oft tres commede & le plus agreable de monde.

Another,

Ressede affere de Sieur de la Brum privilege du Rey, Or. fans qu'au feit contraint de garder la chambre, Or. By "Quacks here, as with us, do thrive vastly into great Riches ... It was a pleasant diversion ... to read upon the Walls every where about ... the Quacks Bills printed in great Uncial Letters

... Conversing with many of the Physicians all agree in the low Condition and Disesteem [medicine] was in from the boundless Confidence and intruding of Quacks, Women, and Monks." Dr Martin Lister, A Journey to Paris in the Year 1698, 1698



nearer to home

Toadstool Millionaires

California Family Medical Almanac

Le Doyen's Pacific Almanac

Hostetter's California Almanac for Merchants, Mechanics, Miners & General Family Use

It is well known that during the first ten years of the History of California as a Gold Region, the mortality of the mines was frightful ... At length Hostetter's Stomach Bitters, which had already become celebrated in all the Eastern States, found their way to California ... It sustained the vigor of the frame ...

strengthened the digestion and toned the bowels Hofl 10 -- Print Culture 37



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nothing changes?

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underestimating?

stability, reference, comparison

"Spectacular innovation .. should not divert attention from much less conspicuous, more ubiquitous changes. Increasing familiarity with regularly numbered pages, punctuation marks, section breaks, running heads, indexes, and so forth helped to reorder the thought of *all* readers, whatever their profession or craft."

- --Eisenstein, p. 73
 - Hofl 10 -- Print Culture 39

dividing up

changing book, changing church

beyond the monastery

"The late medieval book differs more from its

early medieval predecessors than it does from the

printed book."

--Parkes, "Influence" 1976

gloss

running titles subdivisions: books, chapters analytical tables of contents chapter headings cross references alphabetical order page numbers, indexes

Hofl 10 -- Print Culture 40



"The expectation of readers was changed, and this was reflected in changes in the physical appearance of books. A writer organized his work for publication, and if he did not ... then a scribe would .. The production of books became more sophisticated ... The most spectacular example ... the Ellesmere manuscript of the Canterbury Tales." Parkes, "Influence"



compare

alphabetical indexing Alexandria

MS: "Sacra Parallela of John Damascene
[8th century] ... an alphabetic subject
index to the Bible and the Fathers."
Witty, "Early Indexing"

print: "The first known dated [printed] index
appeared in 1468 in Speculum vitae, a moral
treatise printed by Sweynheym and Pannarts in
Rome."

Bell, Indexers and Indexes Hofl 10 -- Print Culture 41

1

numbering

"From about 1300 very many scribes, librarians, and book owners provided their volumes with leaf numbering ... [by the fifteenth century] the numbers were overwhelming ..."

000,

bunnt

HI QU

TALLE

285.

--Smith, "Printed Foliation"



Hofl 10 -- Print Culture 42

Codex Gigas, 13th century

macte no ano amorone op nor what to be an a feel of Neg quan fmac, O chane an illa upan acuente ad me. Cipaco uni frauril; O capollo mi frenoni faco, qui multum regament acounters, sparal com Lep: & north: 11 fan mormulat coal achunchenters Venuer auto cil cenarium fuorte. Vigilare. flares mine.urder agree & unforcaumu.ommx ura mearman france Objerro au uos fro, notter doman Replans & forcunan qui fanc prante Achaig. & mounterra pay ordinatert feipfor ac & not fub orte fuir ermoor, & unit mopanti de laboranti. Gan ses au inpiforera liphane & forutrati achater, qui to qui nob oe nan aprilapplemeran. P. eferrunches men pun & arm. Coo unfaces of quart moder set, Salaramental parties afyo. Salaramentof Edno malar squala & prifes, cu oumeltio fus secto apriog 7 hofpi my Saluraneung fr's amp. Salurareanunce motodo fris. Salura namea manu panh. Si quar o amae dimamentan sepira for ana thema maranacha. Già dimmentin spi milicum atti. Cantaf ana manuanthe not incept thin amen. -

onfolatoria ferdut es attorio prittum. & collandans cos horar admetiora contriflators quide cos sedencida tos oftendens. 7

ITEADERIN THIS

Il sit priorient hors de doors que l'enge des chines dons l'imprimerie était déjà comes en 1471, paispie des cette sonde Arnoldus Ter Horroret, un des plus ancient et des plus célèbres imprimeurs de Colopter, les employs pour la première fais dans un ouvrage peu comes, dont voiel la description 3

> LINER DE REMEDILS DESERVICES FORTENA. Colonie , Arnoldus Ter Hoursen, 1473 . in - 4". (3).

Edition très-same, imprimée à langues lignes, au nousbre de vingt cept sur les pages entières, avec des chiffres,

incunable:
printed book
from before 1500

foliation:
providing leaf
numbers

the challenge of new technologies

1470: first printed folios

--Serna, Des Signatures et des Chiffres, 1798.

"of 4194 incunables ... only 10.3 percent use printed foliation, none use page numbers ... nearly half ... in the period 1495-1500" --Smith, "Printed Foliation"



1470: incunable with ms foliation *Missale* "Constantiense"



in print

"pagination ... became common only in the second quarter of the 16th century" --Fevre & Martin, Coming of the Book

"After examining about 80,000 Dutch books from the 16th and 17th century I think that printers did not care for page numbers ... 60-70% contain mistakes in the page numbers" [some printed books with 50% of the page numbers wrong]

> Verkruijsse, "Wacht u voor de bladwachter!"

> > Hofl 10 -- Print Culture 44

pagination:
providing page
numbers



what happened elsewhere?





what happened elsewhere?



secret history?

"[E]ither the Germanes borrowed this Invention from the Chineses, or at leastwise the Chineses had the practise & vse of it long before them."

George Hakewill, An Apology of the Power, 1627

"Whether the Germans first borrowed this Invention from the Chineses, or whether amongst the Germans (who undoubtedly lay best claim to it) Iohn Gutenberg the Knight of Mentz, or Iohn Fust a Moguntine, was the first Inventor thereof, it matters not."

Robert Heath, Paradoxical Assertions, 1659 Hofl 10 -- Print Culture 46





lithography:
printing from
stone



xylography: wood
carving



printing in china

c. 200 bc: the use of seals yin = seal and print

175 ad: printing of Confucian classics from stone carvings

868: earliest surviving Chinese printing

972-83: *Tripitaka*, 5,048 volumes, 130,000



IO4I: Pi Sheng clay moveable type "in the Northern Song in the eleventh

century ... there were some thirty printing centers ... and some two hundred in the Southern Song" (twelfth century)" Lucille Chia, Printing for Profit 2002







I0th century?

playing cards printed textiles paper money





Japan

Empress Shotuku, and her charms

770: xylographic printing

? 1,000,000 copies



Korea: undetermined

8th century: xylography

918-1392: Koryo Dynasty

three methods of publishing transcription, xylography, typography

transcription: Royal library; practice
 xylography: Buddhist temples
 typography: civil service

1087: Tripitaka Koreana (xylography)





Korean printing

"demand side"

949-975: King Kwangjong Guagou competitive civil service exams

"supply side"

1231: Mongol invasion destruction of archives

moveable type



Korean printing

1241: Yi Munsun Chip (metal moveable type)

1377: Jijki

1392: Kyosugam (dept. of publishing)

1403: Jujaso (type foundry)

1446: Hangul alphabet and typography

The true Ofigies of John Guttemberg Delineated from the Original Painting at Ments in Germanie.



western ways

"[Theodore]De Vinne, in his book [The Invention of Printing, 1789] writes, 'The inventor of printing did not invent paper .. did not originate engraving on wood. He was not the first to print upon paper, he was not the first to make printed books, it is not certain that he made the first press, it is not probable that he was the first to think of or make movable type. What he did was to invent the type mold' The true Ofigies of John Guttemberg Delineated from the Original Painting at Ments in Germanie.



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"... it was the type mold that the Koreans developed." --Carter, The Invention of Printing in China, 1955.

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"... it was the type mold that the Koreans developed." --Carter, The Invention of Printing in China, 1955.

see also Paul Needham and Blaise Aguera y Arcas, "What did Gutenberg Invent?"

when?

"Europe reckons the date of the invention of printing from the time when typography was invented, and considers block printing as merely an important step in preparation. The far East reckons the invention of printing from the time when block printing began and considers movable type as rather an unimportant later addition."

Carter, The Invention of Printing in China

linear connection?

c. 1290:

"HOW THE GREAT KAAN CAUSETH THE BARK OF TREES, MADE INTO SOMETHING LIKE PAPER, TO PASS FOR MONEY OVER ALL HIS COUNTRY "All the grand Kaan's subjects receive this paper money without hesitation because wherever their business may call them, they can dispose of it again in the purchase of merchandise they have occasion for."

--Marco Polo







Moscow





linear history?

Christian codex, 2d century

Islamic codex, 8th century

Hebrew codex, 9th century

Chinese sutra fold, 10th century



and now?

technological diffusion

	Paper	Codex	Printing	Typography
China	3d cent bc	10th cent *	8th cent	11th cent
Korea	4th cent ad	19th cent	8th cent	15th cent
Japan	7th cent ad	19th cent	9th cent	17th cent
India	5th cent ad	6th cent*	19th cent	19th cent
Islam	8th cent ad	8th cent	19th cent	19th cent
Europe	12th cent ad	2d cent	15th cent	15th cent

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The word "magazine" is derived from the Arabic word "makhazin," meaning storehouse. Since Daniel Defoe published the world's first English magazine back in 1704, millions of magazines catering to nearly every imaginable taste have been created and consumed, passed from person to person in cafes, barber shops, libraries, and homes around the world. If you're wondering what cars people drove in the eighties or what was in fashion thirty years ago, there's a good chance that you'll find that answer in a magazine. Yet few magazine archives are currently available online.





overestimated aspects of print culture?

the reliability of print vs the search for copy

"Book-sellers follow their owne judgment in printing the antient Authors according to such Text as ey found extant ... Errors repeate & multiply in every Edition". -- John Evelyn, 1666



Visite à l'Imprimerie Léonard Defrance 18c



printing problems

"[Tycho] built his own printing house and paper mill: he discovered that he could not otherwise obtain acceptable materials and workmanship. ... the English astronomer royal ... dismissed the posthumous printing of [Tycho's] star tables as quite simply a 'fraud.'"

Adrian Johns, The Nature of the Book, 1998



Tycho Brahe Astronomiae Instauratae Mechanica 1598



problems of authenticity

piracy and plagiarism

"Martin Luther's German translation of scripture was actually beaten into print by its first piracy."

Adrian Johns, The Nature of the Book, 1998

church & government responses

censorship copyright sedition acts



problems of fixity

"[Shakespeare's] first folio [1623] ... boasted some six hundred different typefaces along with nonuniform spelling and punctuation, erratic divisions and arrangements, mispaging, and irregular proofreading. No two copies were identical."



--Johns

woof

"If even Tycho Brahe found it so difficult to maintain his printed materials as ... immutable, what hope is there of explaining the achievements of less powerful figures...? If we are to understand how and why printed texts became trustworthy ... we need to appreciate all of them, in something approaching their full 'woof'" Adrian Johns, The Nature of the Book

next up

'public sphere'

11 Feb: Emergence of the public sphere

Required reading:

- Cowan, Brian. 2005. "Inventing the Coffee House" and "Penny Universities," pp. 79-112 in The Social Life of Coffee: The Emergence of the British Coffeehouse. New Haven. Yale University Press.
- Darnton, Robert. 2000. "An Early Information Society: News and the Media in Eighteenth-Century Paris." American Historical Review 105.1.

