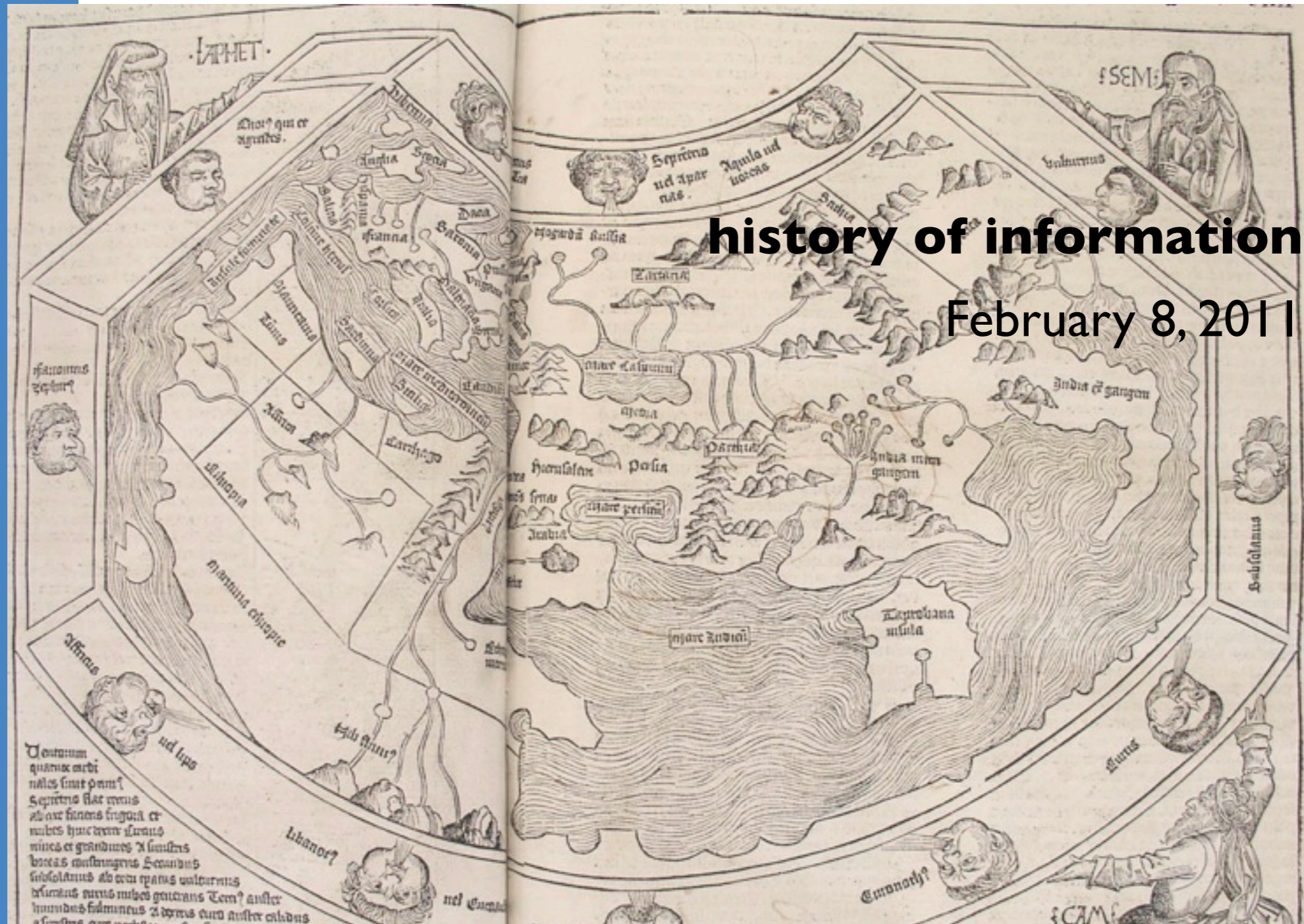


print culture

history of information
February 8, 2011



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Inside Technology [Internet](#) [Start-Ups](#) [Business Computing](#) [C](#)

Search Movies, People and Showtimes by ZIP Code Go

More in Movies » [In Theaters](#) [Coming Soon](#) [Critics' P](#)

Ken Olsen, Who Built DEC Into a Power, Dies at 84

By GLENN RIFKIN
Published: February 7, 2011

Ken Olsen, who helped reshape the computer industry as a founder of the Digital Equipment Corporation, at one time the world's second-largest computer company, died on Sunday. He was 84.



Chitose Suzuki/Associated Press
Ken Olsen, the pioneering founder of DEC, in 1996.

His family announced the death but declined to provide further details. He had recently lived with a daughter in Indiana and had been a longtime resident of Lincoln, Mass.

Mr. Olsen, who was proclaimed "America's most successful entrepreneur" by Fortune magazine in 1986, built Digital on \$70,000 in seed money, founding it with a partner in 1957 in the small Boston suburb of Maynard, Mass. With Mr. Olsen as its chief executive, it grew to employ more than 120,000 people at operations in more than 95 countries,

- RECOMMEND
- TWITTER
- E-MAIL
- PRINT
- REPRINTS
- SHARE

Lena Nyman, Star of 'I Am Curious' Films, Is Dead at 66

By DENNIS HEVESI
Published: February 5, 2011

Lena Nyman, the Swedish actress whose performance in the sexually explicit movie "I Am Curious (Yellow)" raised the hackles of censors in the 1960s and helped turn the film into a box office bonanza, died on Friday in Stockholm. She was 66.



Grove Press, via Photofest
Lena Nyman was a student at the National Theater School in Sweden when she was chosen for "I Am Curious (Yellow)."

She died after a long illness, Ms. Nyman's manager, Mats Nilemar, told The Associated Press.

Ms. Nyman went on to a distinguished career after "I Am Curious." In all, she had roles in more than 50 Swedish films and television shows, notably Ingmar Bergman's "Autumn Sonata" in 1978, in which she played the mentally impaired sister to Liv Ullmann's accomplished pianist.

But it was in "I Am Curious" that she made perhaps her most indelible moment in the film Ms. Nyman portrayed an intensely serious young woman, also named Lena, who wanders Stockholm as an amateur reporter, raising questions and mores that seem to her to have calcified Swedish life. She asks people if they really are a classless society and badgers union officials about why the labor movement is so conservative.

- RECOMMEND
- TWITTER
- E-MAIL
- PRINT
- REPRINTS
- SHARE

something happened



big deal?



not since

"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."

prior claims



Francis Bacon
1561-1626



Thomas Carlyle
1795-1881

"Printing, gunpowder and the compass ... whence have followed innumerable changes, in so much that no empire, no sect, no star seems to have exerted greater power and influence in human affairs than these mechanical discoveries."

Francis Bacon, *Novum Organum*, 1620

"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."

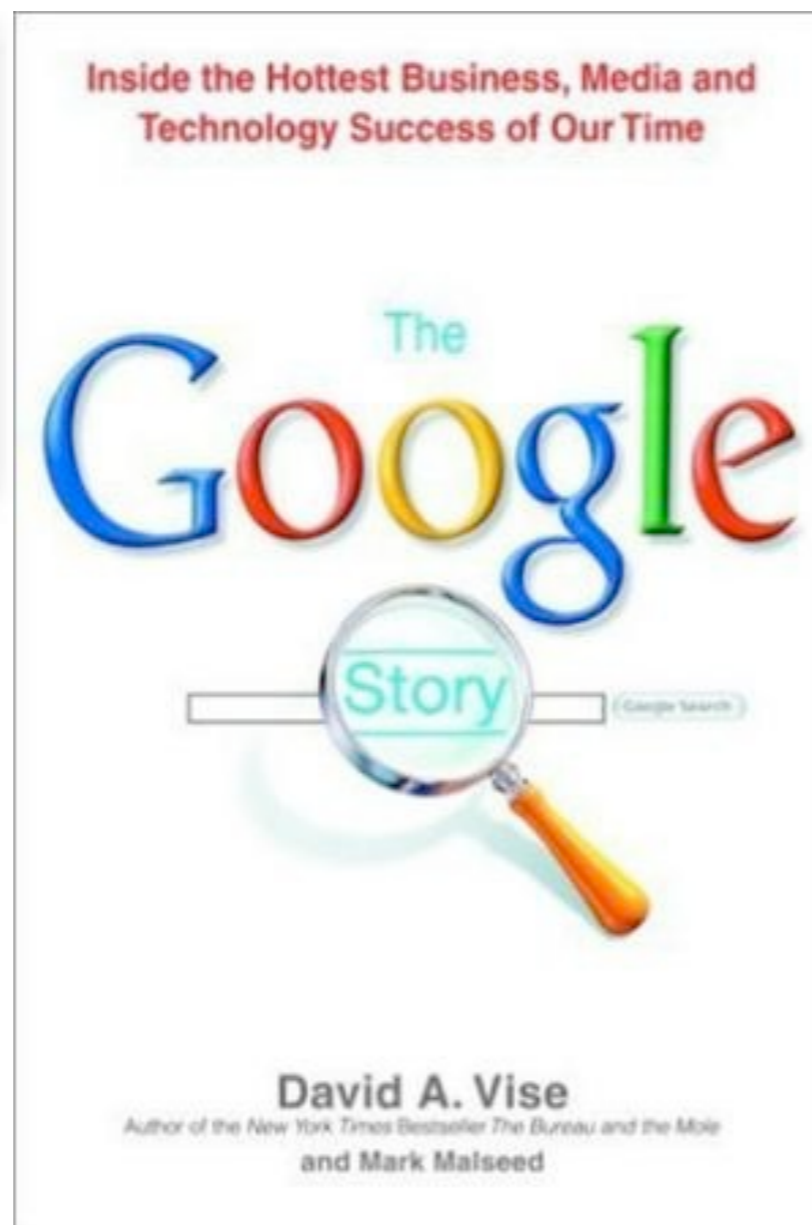
Thomas Carlyle, *Sartor Resartus*, 1833
HofII I-PC 5

Eisenstein's claim

"The impact of printing, experienced first by literate groups in early modern Europe, changed the character of the Italian Renaissance and ought to be considered among the causes of both the Protestant Reformation and the rise of modern science."



big deal?



not since

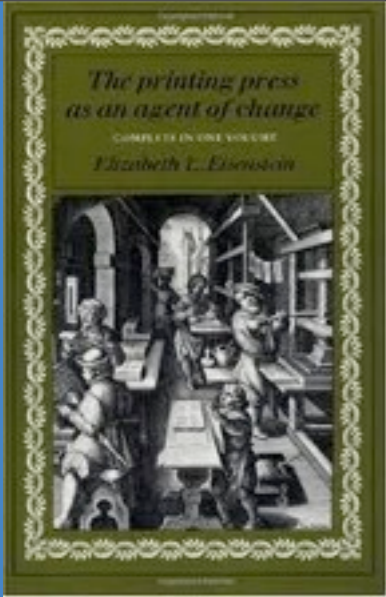
"Not since Gutenberg invented the modern printing press more than 500 years ago, making books and scientific tomes affordable and widely available to the masses, has any new invention empowered individuals or transformed access to information as profoundly as Google."

where we're going

Eisenstein:
readers respond

assessing a revolution:
what happened, what came before,
what came after, who was involved
what happened elsewhere
what was necessary, what sufficient, what
incidental

what was overestimated?



agent of change



Eisenstein

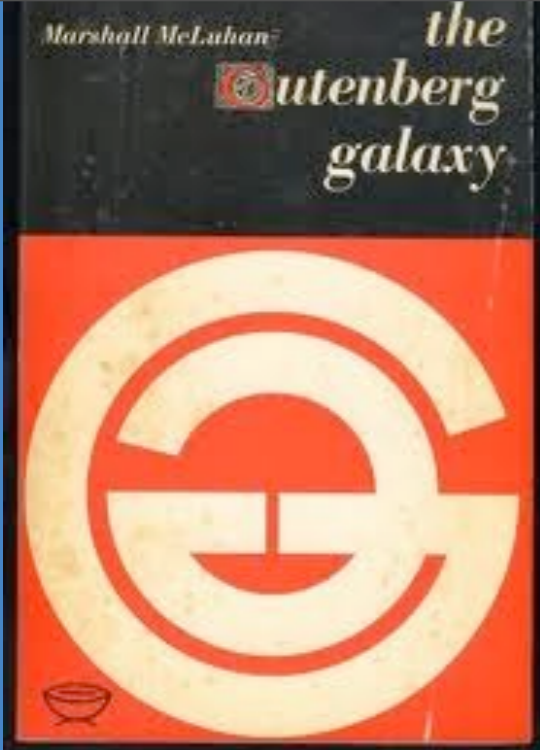
"I first became concerned with the topic of this book in the early 1960s after reading [a] ... lament over 'the loss of mankind's memory' ... It seemed unhistorical to equate the fate of the 'common culture of Bible reading' with that of all of Western civilization when the former was so much more recent--being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

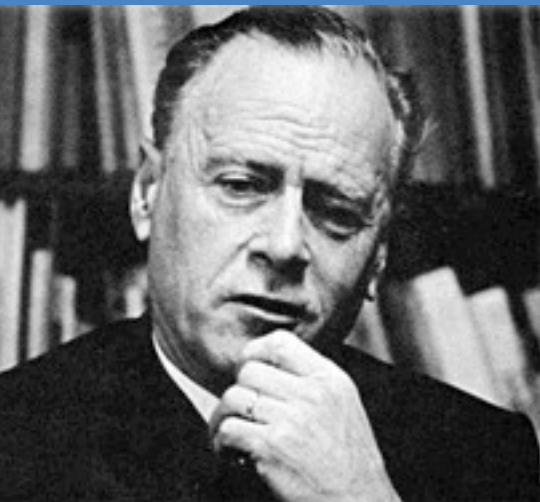


electronic man

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 ..."



electrical sublime

"Electric circuitry has overthrown the regime of 'time' and 'space' and pours upon us instantly and continuously concerns of all other men. It has reconstituted dialogue on a global scale. Its message is Total Change, ending psychic, social, economic, and political parochialism. ... Ours is a brand-new world of allatonceness. 'Time' has ceased, 'space' has vanished. We now live in a *global village* ... a simultaneous happening."

Marshall McLuhan et al.,
Medium is the Message, 1967

RESTRAINT ON TV URGED Catholic Women's Parley Told Individual Action Is Need

Special to THE NEW YORK TIMES.

SEATTLE, Sept. 24—Individual action is needed to help mold television into a more Christian form, delegates to the National Council of Catholic Women were told here today.

"Not since the invention of the printing press has the world been given a medium of communication with such tremendous potential for good or evil," said Martin H. Work, executive secretary of the National Council of Catholic Men.

Mr. Work spoke in favor of legal restraints to improve the standard of television and motion picture entertainment.

New York Times
Sept 1952

Eisenstein's claim



"The impact of printing, experienced first by literate groups in early modern Europe, changed the character of the Italian Renaissance and ought to be considered among the causes of both the Protestant Reformation and the rise of modern science.

"... a major transformation ... *did occur* ... has not ceased."

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<o:Template>Normal.dotm</o:Template> <o:Revision>0</o:Revision> <o:TotalTime>0</o:TotalTime>  
<o:Pages>1</o:Pages> <o:Words>215</o:Words>
```

your thoughts

assignment notes

if there are 2 books on the list, better refer to both

think of referring back to earlier readings

200-250 words

citations and page numbers for sources

save as .txt or .rtf if using Word

proof read

"Einstein argues . . ."

issues

determinist

hard v soft/moderate/partial/balanced/lax/not

right or wrong?

all (Reformation, science, Renaissance) or nothing

what else mattered?

capitalistic drives

print shop

what's missing?

my technology right or wrong

Hard Right	Hard Wrong
Andy Horng	Ha Jun
Jonathan Ko	Ariane Lange
Monica Miyasato	Clara Ma
Aaron Powell	Zarrin Pareja
Hannah Ramelow	Ramez Sylvan

doubts

soft, lax determinism

Allison Fenner

Ashlyn Kong

necessary but not sufficient

Eduardo Quintanilla

Gavin Rhyne

something missing

T.J. Bonner

Leyla Holt

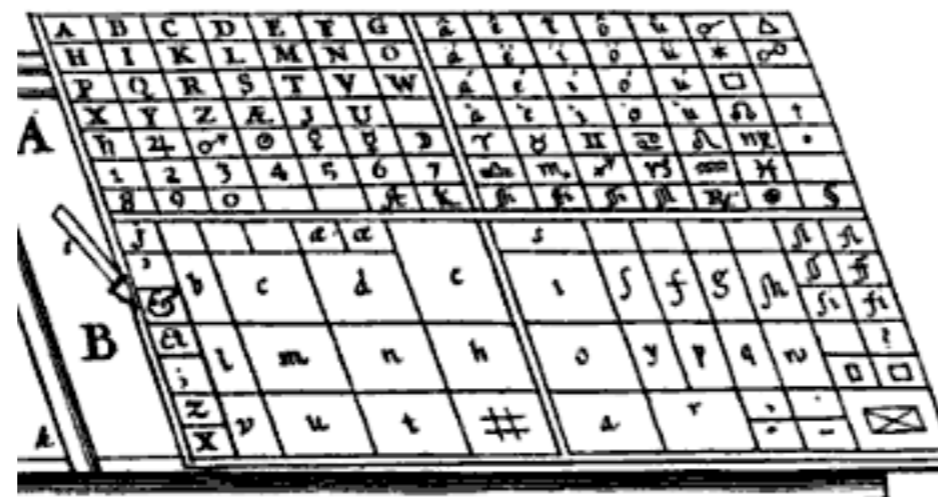
where we're going

Eisenstein:
readers respond

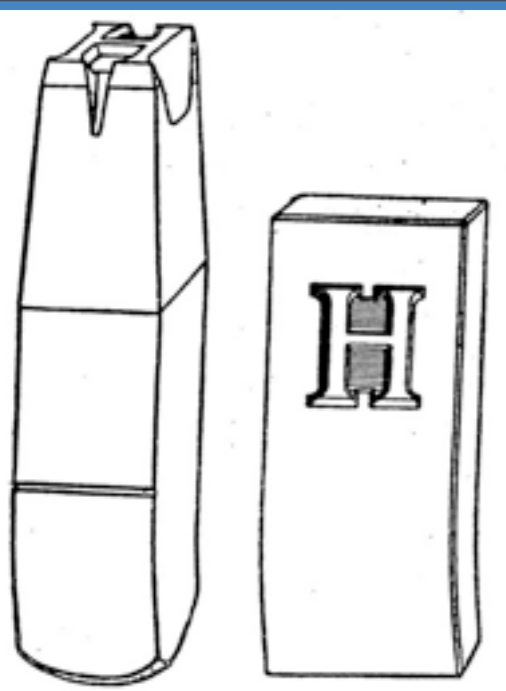
assessing a revolution:
what happened, what came before,
what came after, who was involved
what happened elsewhere
what was necessary, what sufficient, what
incidental

what was overestimated?

what happened



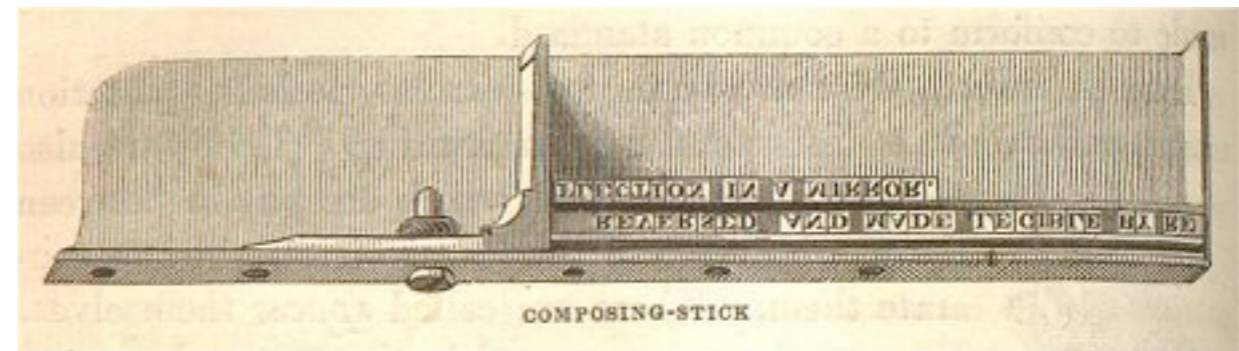
technologies
woodblock printing
printing press
moveable type



punch & matrix

technology of type

composing stick



press & chase



true Effigies of Iohn Guttemberg Delineated from Original Painting at Mentz in Germanie.



Johannes Gutenberg
138?-1468



Johannes Faust
138?-1468



Nicholas of Cusa
1400/1-1464

who was involved?

Guttenberg:

metalworker from Mainz

1438: 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

1455 : Mainz

1465: Subiaco, Italy

1470: Paris, Cologne, Strasbourg, Basel, Rome, Venice, Bologna, Seville

1476: London

1480: Budapest, Krakow, Prague, Brussels

THE SPREAD OF PRINTING

- Before 1471
- From 1471 to 1480



Eisenstein, cp Fevre & Martin

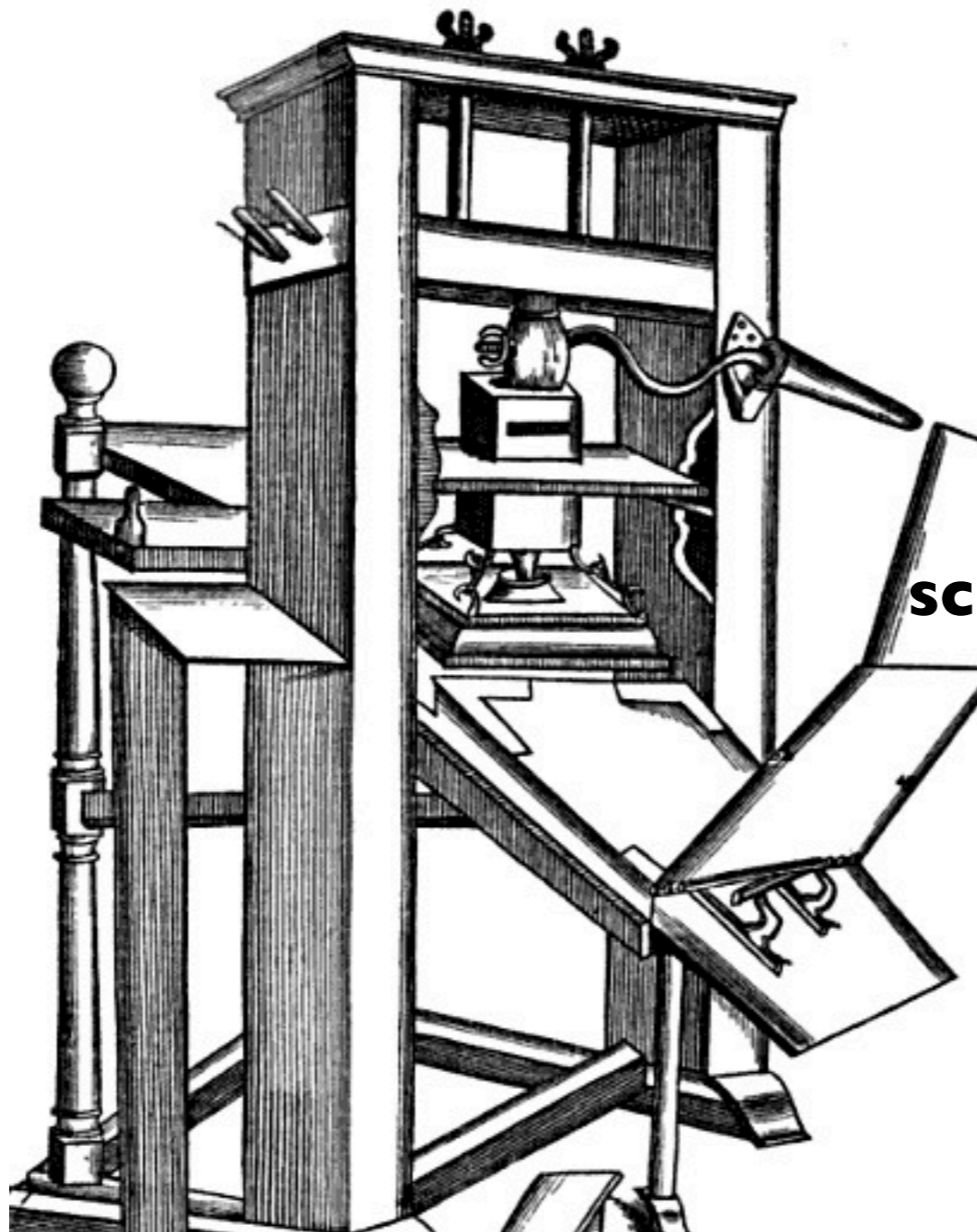
HD full PC 2B

what came after

renaissance

reformation

scientific revolution





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

questions of timing?



scientific revolution

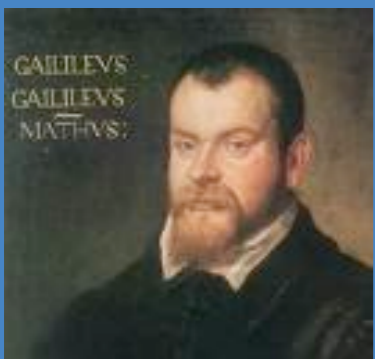
Gutenberg, d. 1468

Bacon, 1561-1626

Galileo, 1564-1642

Descartes, 1596-1650

Newton, 1642-1727



coming up:
science & medicine

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

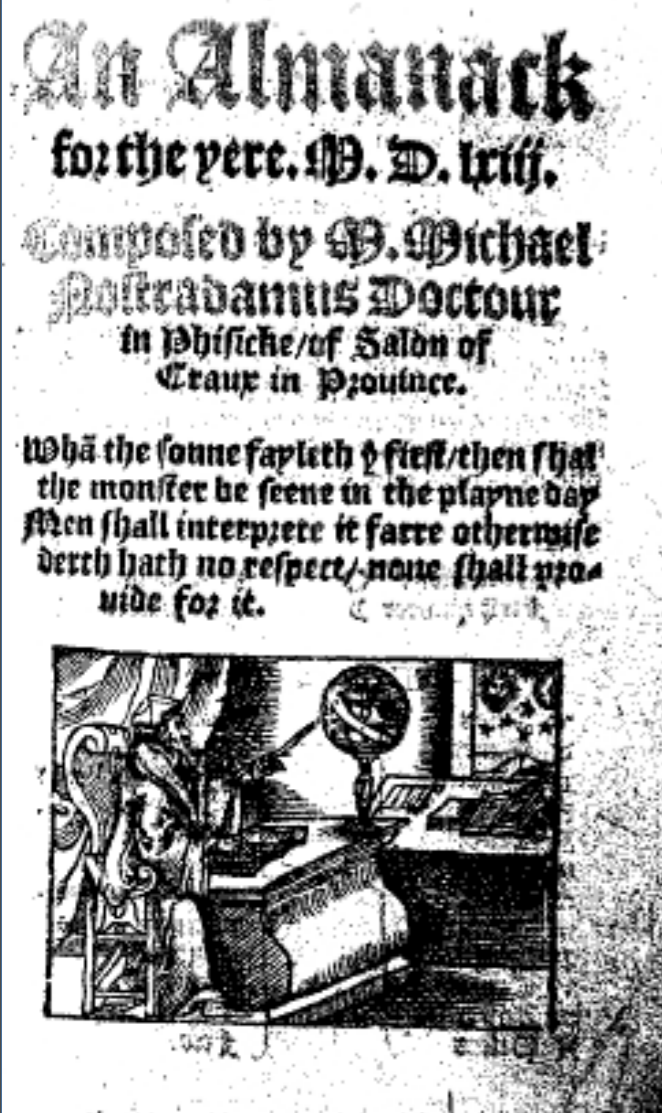
Bosanquet, *English Printed Almanacks and Prognostications*, 1917

400,000 a year

William St Clair, *The Reading Nation*, 2005

Mother Shipton

Nostradamus



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MOFFAT'S
VEGETABLE
LIFE PILLS AND PHOENIX BITTERS.
SOLD BY

AGRICULTURAL
AND
FAMILY
ALMANACK.

Computing the motions of the Sun and Moon, the true places and aspects of the Planets, rising and setting of the Sun, and the rising, setting, and weather of the Moon.

ALSO,
The Latitudes, Constellations, Eclipses, Judgment of the Weather, Rising and Setting of the Planets, Length of Days and Nights, Time of High Water, &c., &c.

FOR THE YEAR OF OUR LORD

1847.

THE SECOND AFTER BISSANTINE OR LEAP YEAR.
CONTAINING ALSO,
CERTIFICATES OF REMARKABLE CURES
PERFORMED BY MOFFAT'S
Vegetable Life Pills and Phoenix Bitters.

NEW-YORK:
Published by Dr. William D. Moffat,
225 BROADWAY, CORNER OF ANTHONY STREET.

THE
FARMERS' ALMANAC,
FOR
1861,
IS PUBLISHED FOR

Gratuitous Circulation among Farmers and those interested in Agriculture and Horticulture,

BY THE

LODI MANUFACTURING COMPANY.

GRIFFING, BROTHER & CO.,
General Agents for the United States.
60 COURTLANDT STREET, NEW-YORK.

The person to whom this Pamphlet is presented, is respectfully requested to circulate it among his acquaintances, who are Farmers.

1861.

PRICE FOUR CENTS.


THE AMERICAN
FAMILY ALMANAC,
FOR THE YEAR OF OUR LORD

1850:
Being, till July 4th, the Seventy-Fourth
Year of American Independence.

BY GEORGE R. PERKINS, A. M.,
Principal of the N. Y. State Normal School.

PUBLISHED BY LORENZO O. GAY,
LITTLE FALLE, N. Y.

HOSTETTER'S
ILLUSTRATED
UNITED STATES
ALMANAC
1868



For Merchants, Mechanics, Miners,
FARMERS, PLANTERS,
AND GENERAL FAMILY USE

Carefully calculated for such Meridians and Latitudes as are best suited for a Universal Calendar for the United States.

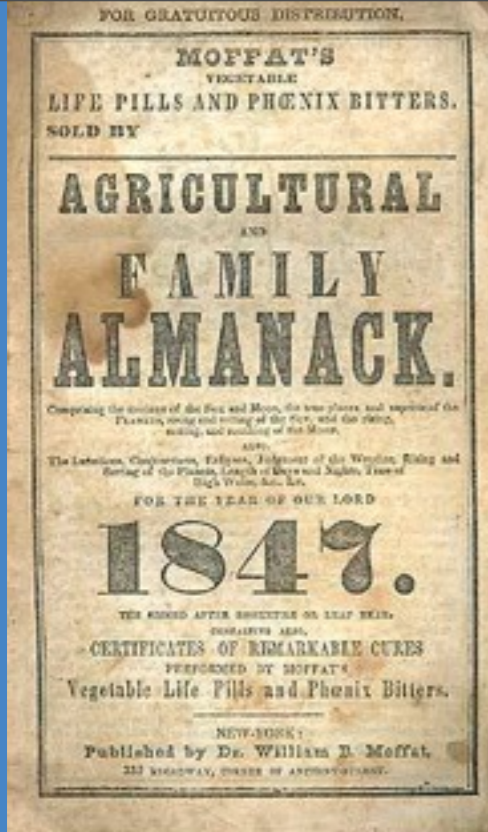
PUBLISHED BY HOSTETTER & SMITH,
PITTSBURGH, PA.

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 ...

Hof111-PC 27



progress?

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Your Personal Daily Horoscope. Using real Astrology, your Daily Horoscope is calculated from your unique personal birth chart, not just from your zodiac sign. We analyse the meaningful connections between the planets in your birth chart, and planet's positions every day, and show the influences that affect you on a daily basis. Powered by www.interactivestars.com

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FAMILY
ALMANACK.

Containing the motions of the Sun and Moon, the true places, and aspects of the
PLANETS, rising and setting of the Sun, and the rising,
setting, and southing of the Moon,
ALSO,
The Latitudes, Constellations, Eclipses, Judgment of the Weather, Rising and
Setting of the Planets, Length of Days and Nights, Time of
High Water, &c. &c.
FOR THE YEAR OF OUR LORD

progress?

Charlie Sophia	<paulduguid@gmail.com>	<paulduguid@g...	PenisEnlargement Pill - \$59.95	January 7, 2011	10:21 A
paulduguid@gmail.com	paulduguid@gmail.com		paulduguid@gmail.com VIAGRA ? Official -6...	January 24, 2011	5:55 P
paulduguid@gmail.com	paulduguid@gmail.com		paulduguid@gmail.com VIAGRA ? Official -6...	January 10, 2011	2:32 A
paulduguid@gmail.com	paulduguid@gmail.com		paulduguid@gmail.com VIAGRA ? Official -6...	January 24, 2011	8:09 P
AgnusCreson2231@invitel.hu	paulduguid@gmail.com		paulduguid VIAGRA ? Official -60%	January 12, 2011	4:47 A
HildredSiwec7952@well-co...	paulduguid@gmail.com		paulduguid VIAGRA ? -77% discount	January 22, 2011	1:22 A
StephanyFongvongsa9083...	paulduguid@gmail.com		paulduguid VIAGRA ? -76% discount	Today	4:49 A
TrenaZarling3495@udm.net	paulduguid@gmail.com		paulduguid VIAGRA ? -69% discount	January 24, 2011	2:49 A
paulduguid@gmail.com	paulduguid@gmail.com		paulduguid VIAGRA ? -60% discount	Today	11:09 A
Dana Shakira	<paulduguid@gmail.com>	<paulduguid@g...	Order generic Viagra and other prescriptio...	January 31, 2011	9:00 P
Candice Roy	<paulduguid@gmail.com>	<paulduguid@g...	Most women would love to have a guy wit...	January 22, 2011	11:47 P
Ferne Cordia	<paulduguid@gmail.com>	<paulduguid@g...	MaxMan Pills are male enhancement pills a...	February 2, 2011	1:28 P
Royal 555	<paulduguay@gmail.com>	<paulduguay@...	Loose Goods Alert ? 555USD on the spot	Today	2:04 P
Royal Cash Casino	<pauldugre@gmail.com>	<pauldugre@gm...	Limited time offer ? 555USD Bonus	January 24, 2011	2:17 A
Juli So	<paulduguid@gmail.com>	<paulduguid@g...	I was very insecure about my size from an...	January 31, 2011	6:57 A
Glady Alyssa	<paulduguid@gmail.com>	<paulduguid@g...	Holiday's Special Offer for OrderViagra 10...	January 5, 2011	5:46 A
Tabatha Isabelle	<paulduguid@gmail.com>	<paulduguid@g...	High quality Generic and OriginalViagra. 10...	January 7, 2011	11:01 P
Dallas Allene	<paulduguid@gmail.com>	<paulduguid@g...	High Quality Discount Cialis Pills, Order Onli...	January 7, 2011	12:56 A
ycoywu2007@ne.jp	paulduguid@gmail.com		Hi paulduguid	January 22, 2011	1:21 P
Slots Palace Casino	<pauldugre@gmail.com>	<pauldugre@gm...	Great news for you	January 24, 2011	4:35 A
Meg Sixta	<paulduguid@gmail.com>	<paulduguid@g...	gfy	January 25, 2011	7:11 A
Deetta Keira	<paulduguid@gmail.com>	<paulduguid@g...	Generic cialis, tadalafil is becoming the mos...	January 19, 2011	5:22 A
Carmelina Claudine	<paulduguid@gmail.com>	<paulduguid@g...	Gain up to 3 inches PenisSize, naturally,sta...	January 5, 2011	4:53 A

where we're going

Eisenstein:
readers respond

assessing a revolution:
what happened, **what came before,**
what came after, who was involved
what happened elsewhere
what was necessary, what sufficient, what
incidental

what was overestimated?

what came before?

changing book

"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

HofII I-PC 31



compare

alphabetical indexing

ms: "*Sacra Parallela* of John Damascene [8th century] ... an alphabetic subject index to the Bible and the Fathers."

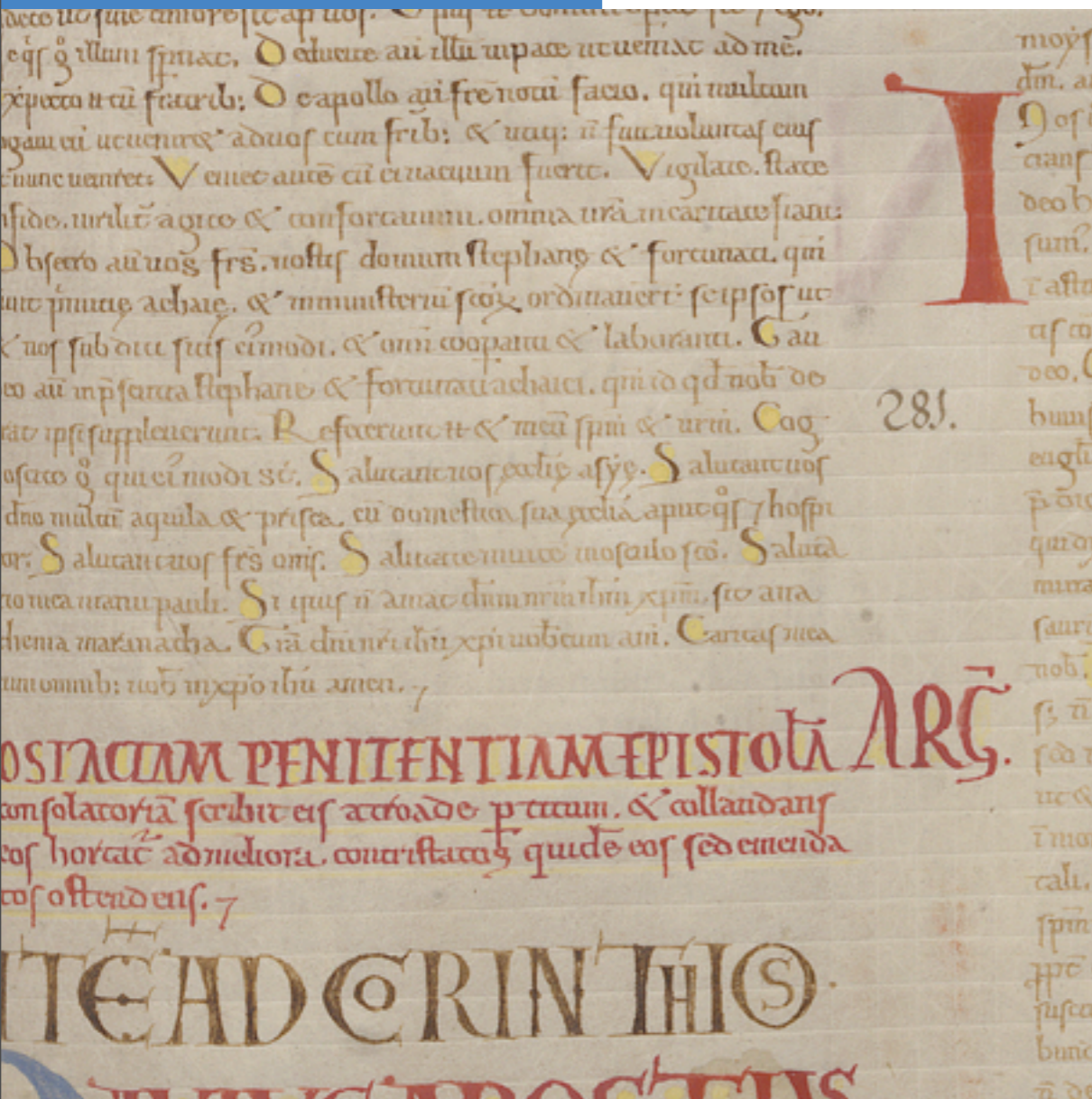
Witty, "Early Indexing"

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

Bell, *Indexers and Indexes*

numbering

Codex Gigas
13th century



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

--Smith, "Printed Foliation"



Il est pourtant hors de doute que l'usage des chiffres dans l'imprimerie était déjà connu en 1471, puisque dans cette année Arnoldus Ter Hoernen, un des plus anciens et des plus célèbres imprimeurs de Cologne, les employa pour la première fois dans un ouvrage peu connu, dont voici la description :

*LIBER DE REMEDIIS UTRIVSQUE FORTUNÆ.
Coloniæ, Arnoldus Ter Hoernen, 1471,
in - 4^o. (8).*

Edition très-rare, imprimée à longues lignes, au nombre de vingt-sept sur les pages entières, avec des chiffres,

the challenge of new technologies

incunable:
printed book
from before 1500

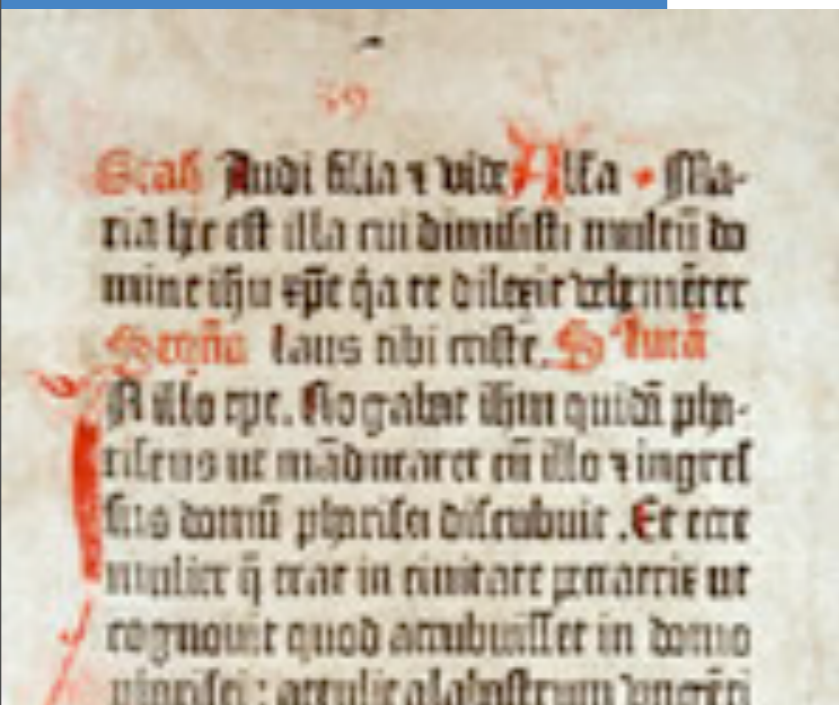
foliation:
providing leaf
numbers

1471: first printed folios

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

"of 4194 incunables ... only 10.3 percent use printed foliation, none use page numbers ..."

--Smith, "Printed 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]

Verkruijssse, "Wacht u voor de bladwachter!"

Hofli I-PC 35

pagination:
providing page
numbers

where we're going

Eisenstein:
readers respond

assessing a revolution:
what happened, what came before,
what came after, who was involved
what happened elsewhere
what was necessary, what sufficient, what
incidental

what was overestimated?



what happened elsewhere?



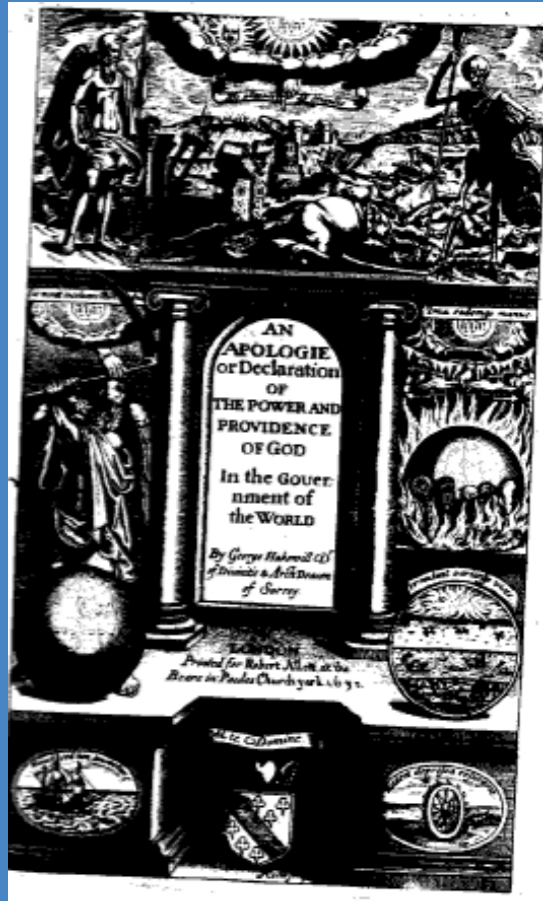
what happened elsewhere?

"In order to test the hypotheses put forward by Goody and Watt it is necessary to have accounts of the uses of literacy in a wide range of societies..... I shall discuss .. in the light of comparisons with India and China"

--Gough, "Implications of Literacy", 1968

"In a different context, the same technology might have been used for different ends (as was the case in Asia)."

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."

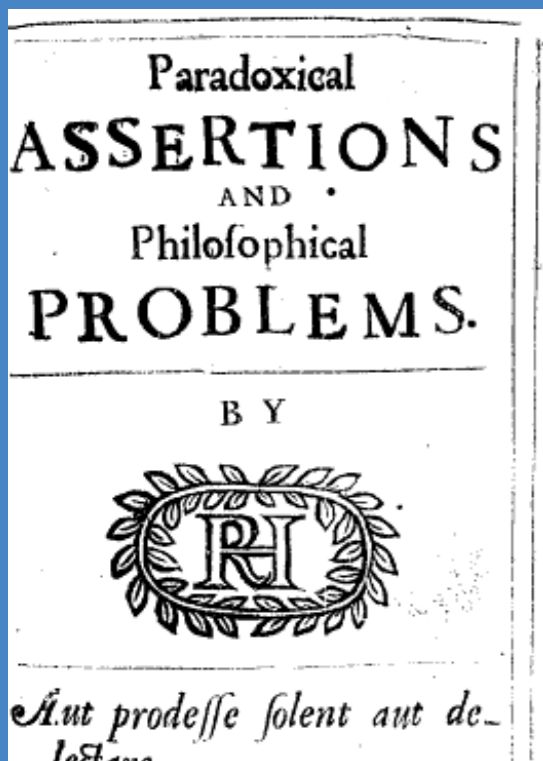
--George Hakewill, *An Apology of the Power*, 1627

"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

HofII I-PC 39





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

furthermore ...

1041: 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

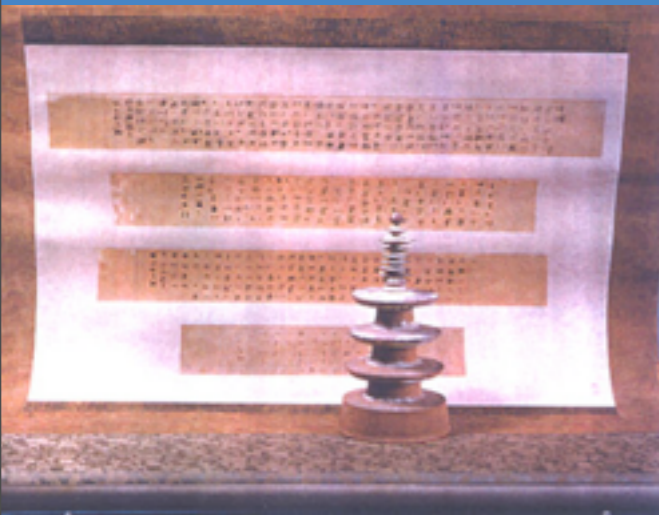


Japan

Empress Shotoku, and her charms

770: xylographic printing

? 1,000,000 copies



Korea: undetermined

8th century: xylography

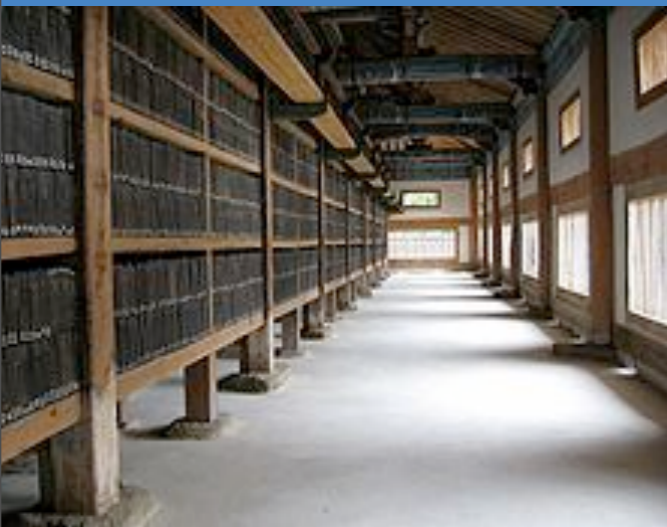
918-1392: Koryo Dynasty
three methods of publishing

transcription: Royal library; practice

xylography: Buddhist temples

typography: civil service

1087: *Tripitaka Koreana* (xylography)



Korean printing

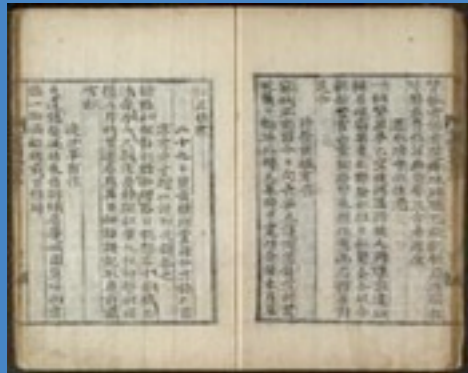
"demand side"

949-975: King Kwangjong
Guagou competitive civil service exams

"supply side"

1231: Mongol invasion
destruction of archives, burning of wooden type

Korean printing



1241: *Yi Munsun Chip*
(metal moveable type)

1377: *Jijki*

1392: Kyosugam (dept. of publishing)

1403: Jujaso (type foundry)

1446: Hangeul alphabet and typography

HofII I-PC 45



and elsewhere

enigmatic hints

"The first attempts at Hebrew printing may well have been made at Avignon, where on 10 March 1446 a certain Procope undertook to make for a former associate 27 square Hebrew letters engraved on iron."

-- Colette Sirat,
Hebrew Manuscripts of the Middle Ages, 2002



western ways

"[Theodore]De Vinne, in his book [*The Invention of Printing*, 1878] 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'"



western ways

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



western ways

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--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



1 kuan note
c. 1380



linear connection?

c. 1290:

"HOW THE GREAT KAN 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



world of print

printing

China, 7th century

Korea, 8th century

Japan, 8th century

Western Europe, 14 century

Jews, 15th century

India, 18th century

Islam, 19th century

formal changes

scroll to codex

Christians, 2d century

Islam, 8-9th century

Jews, 8-9th century

Korea, ?12th century

China, 13th century

Japan 18th century

printing

China, 7th century

Korea, 8th century

Japan, 8th century

Western Europe, 14 century

Jews, 15th century

India, 18th century

Islam, 19th century

formal changes

parchment to paper

China, 200 bce

Korea, 3d century

India, 5th century

Japan, early 7th century

Islam, 8th century

Jews, 10th century

Byzantium, 9th century

Western Europe, 11 century

scroll to codex

Christians, 2d century

Islam, 8-9th century

Jews, 8-9th century

Korea, ?12th century

China, 13th century

Japan 18th century

printing

China, 7th century

Korea, 8th century

Japan, 8th century

Western Europe, 14 century

Jews, 15th century

India, 18th century

Islam, 19th century

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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.

why?



The true Effigies of Iohn Guttemberg Delineated from the Original Painting at Mentz in Germanie.



- Theuth
- Moses
- Lord Kulaba
- Ts'ai Lun
- Daniel Defoe
- Morse
- Edison
- Bell
- Marconi
- Bill Gates

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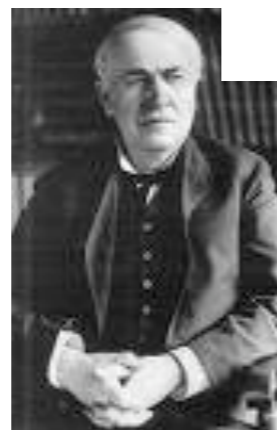
from age to age

continuity

evolution

revolution

Theuth
Moses
Lord Kulaba
Ts'ai Lun
Daniel Defoe
Morse
Edison
Bell
Marconi
Bill Gates



not by books alone

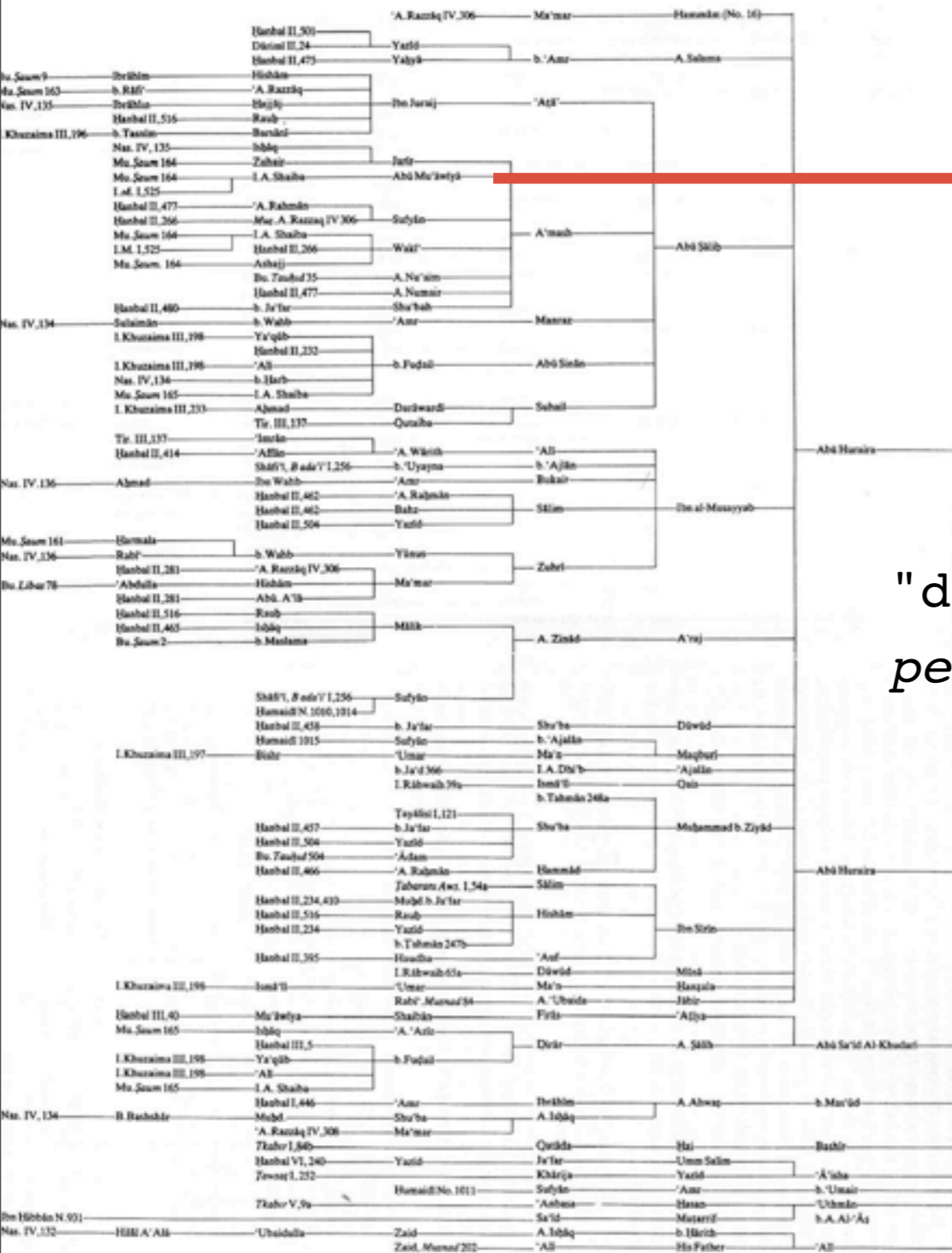
the chain of custody

isnad or chain of transmission

"documents alone, without a line of persons possessed of both knowledge and righteousness ... are useless. ... a proliferation of biographical dictionaries ... Ibn Sa'd, *Great Book of Classes* *Genealogies of the Nobility*"

--Graham,

"Traditionalism in Islam," 1993



where we're going

Eisenstein:
readers respond

assessing a revolution:
what happened, what came before,
what came after, who was involved
what happened elsewhere
what was necessary, what sufficient, what
incidental

what was overestimated?



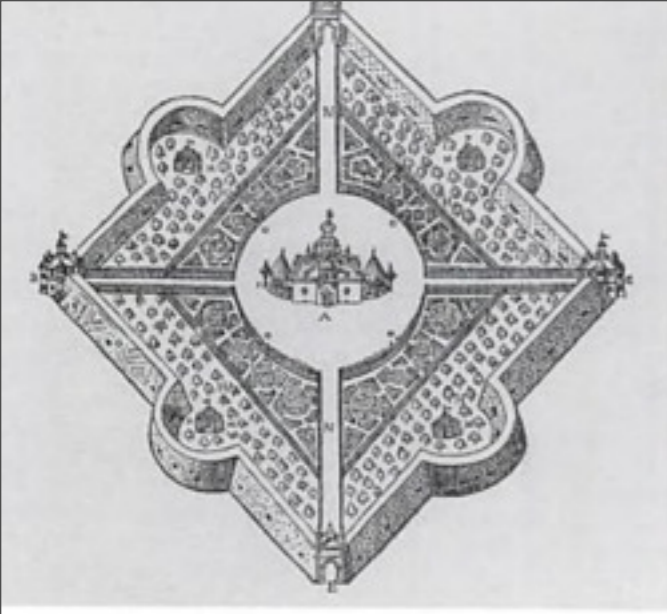
*Visite à
l'Imprimerie*
Léonard DeFrance
18c

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 they found extant ... Errors repeate & multiply in every Edition".

-- John Evelyn, 1666



printing problems

Tycho Brahe
*Astronomiae Instauratae
Mechanica*
1598

"[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

problems of authenticity

piracy and plagiarism

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

--Johns, *Nature of the Book*

church & government responses

copyright

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, *Nature of the Book*

authority questions again

"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'"

--Johns, *Nature of the Book*

coming up:
science & medicine

just ahead

10 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.