



print culture

history of information
feb 10, 2009



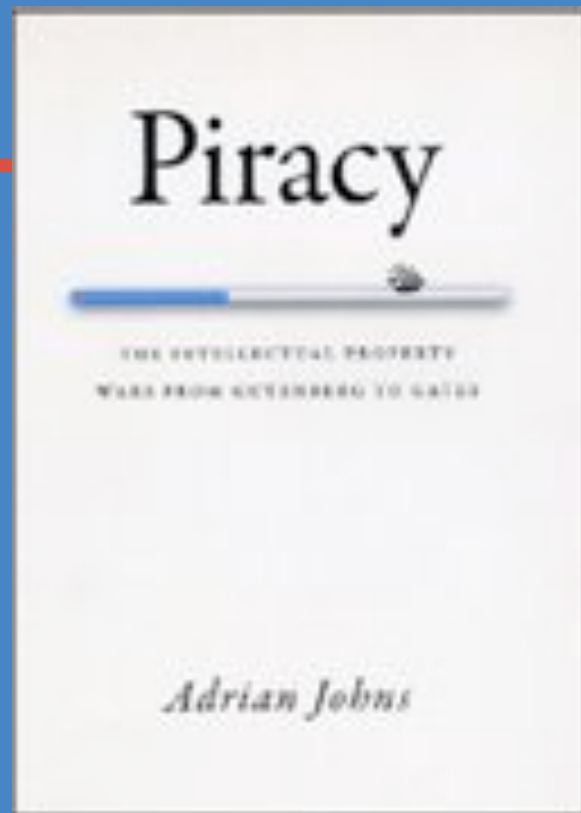
An Almanack
for the yere. M. D. lxiij.
Composed by M. Michael
Nostradamus Doctour
in Philosophie of Salen of
Crane in Provence.

Whil the some sayeth & first then that
the monster be seene in the plaine day
then shall interpret it farr otherwise
Doubt hath no respect, none shall pro-
vide for it.





aob



Adrian Johns
on history of 'piracy'

<http://www.insidehighered.com/news/2010/02/03/johns>

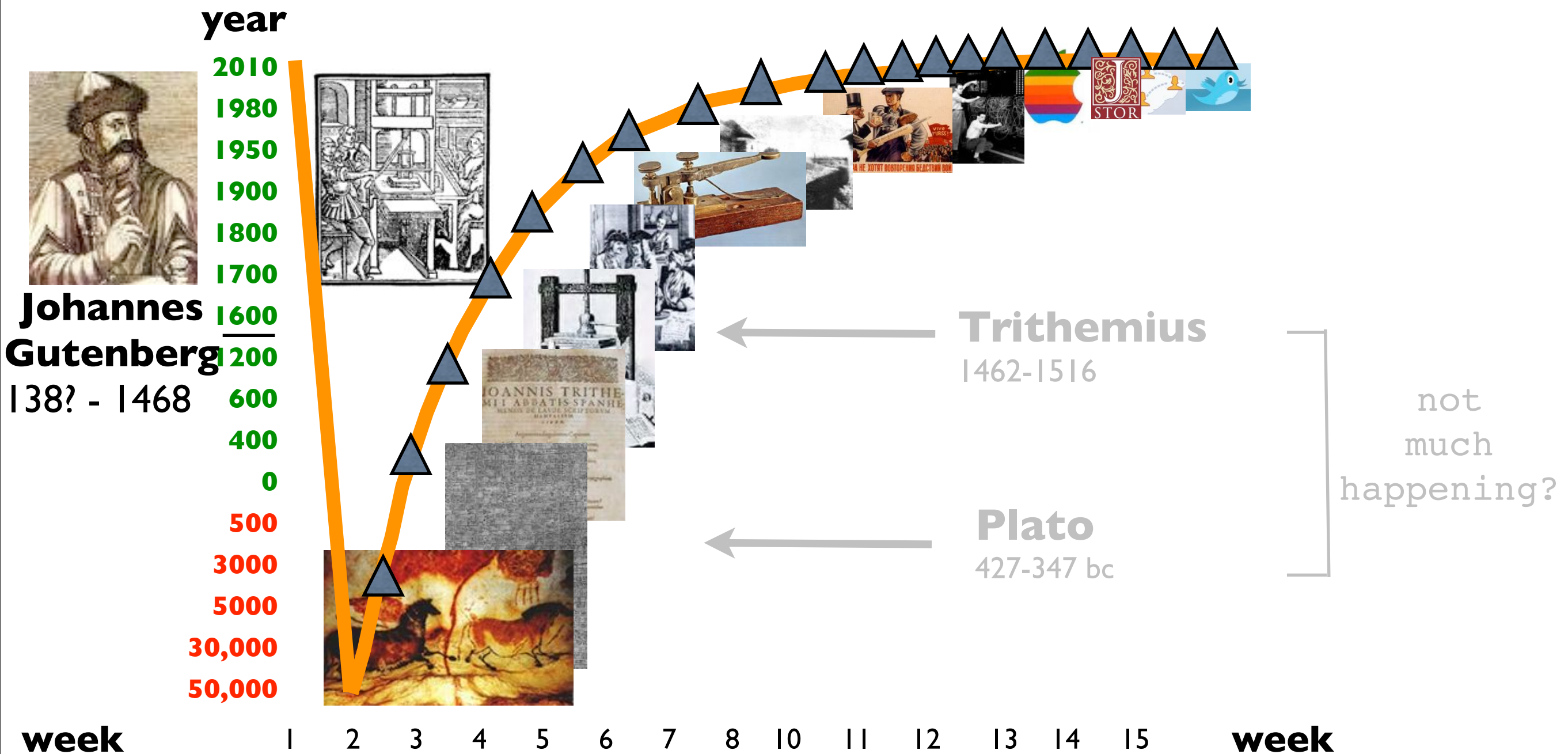
Codex Sinaiticus



<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*

"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."



This shift, which revolutionized all forms of learning
... affected human behavior ... a large cluster of
changes

agent of change



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



This shift, which revolutionized all forms of learning
... affected human behavior ... a large cluster of
changes

agent of change



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

"some effects produced by ...



This shift, which revolutionized all forms of learning
... affected human behavior ... a large cluster of
changes

agent of change



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

"some effects produced by ...

"... increased output



This shift, which revolutionized all forms of learning
... affected human behavior ... a large cluster of
changes

agent of change



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

"some effects produced by ...

"... increased output

"... standardization



This shift, which revolutionized all forms of learning
... affected human behavior ... a large cluster of
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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



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"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



This shift, which revolutionized all forms of learning
... affected human behavior ... a large cluster of
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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



This shift, which revolutionized all forms of learning
... affected human behavior ... a large cluster of
changes

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"

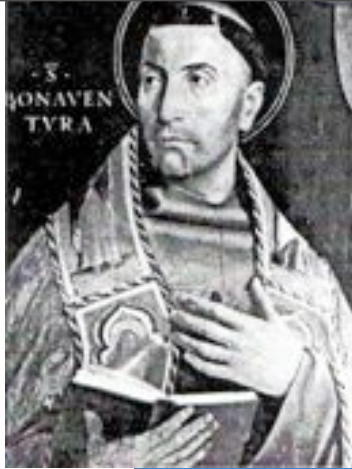


Trithemius vs Eisenstein

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),



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



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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



[Lawrence 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 [Code v2](#), [Free Culture](#), [The Future of Ideas](#) and [Code and Other Laws of Cyberspace](#), 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



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



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



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



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.

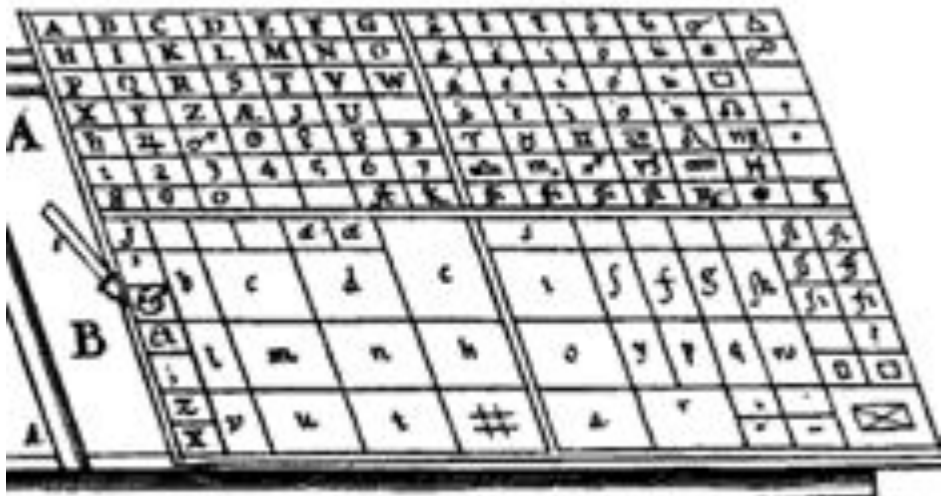


recurring questions

- 1. 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

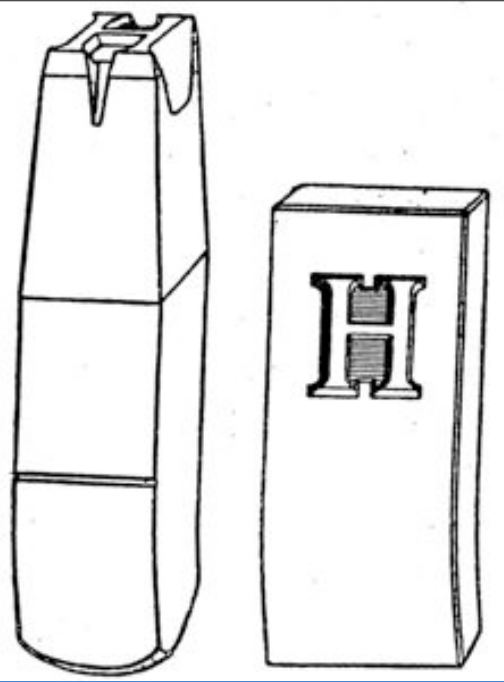


technologies

woodblock printing
printing press
moveable type

institutions

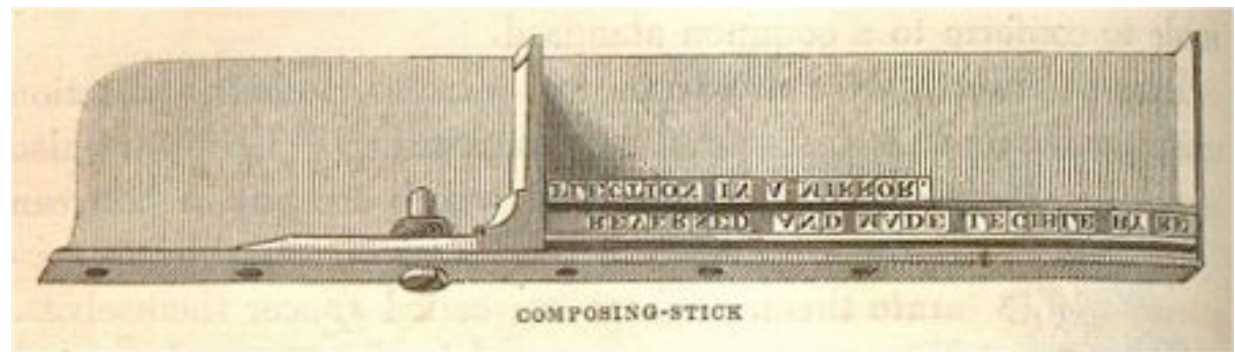
church
nation-state
scientific institutions
humanism
civil society



punch & matrix

technology of type

composing stick



locked down chase



press & chase





who?

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



Richard Atkyns
The Original and Growth of
Printing, 1664

industrial espionage

4 The Original and Growth	of Printing. 5
<p>ing to the See (and not to any particular Arch-Bishop of Canterbury) the Substance whereof was this, (though I hope, for publique satisfaction, the Revised is full, in its due time, will appear.)</p> <p>Thomas Audley, Arch-Bishop of Canterbury, moved the then King (Mon. the 4th) to use all possible means for procuring a Printing-Mold (for so 'twas then called) to be brought into this Kingdom; the King (a good Man, and much given to Works of this Nature) readily hearkened to the Motion; and taking private Advice, how to effect His Design, concluded it could not be brought about without great Secrecy, and a considerable Sum of Money given to such Person or Persons, as would draw off some of the Work-men from <i>Harbin</i> in <i>Holland</i>, where <i>John Cadenberg</i> had newly invented it, and was himself personally at Work: 'Twas resolv'd, that less then one Thousand Marks would not produce the desir'd Effect: Towards which Sum, the said Arch-Bishop presented the King with Three Hundred Marks. The Money being now prepared, the Management of the Design was committed to Mr. <i>Robert Tarnier</i>, who then was of the House to the King, and a Person most in Favour with Him, of any of his Condition: Mr. <i>Tarnier</i> took to his Assistant Mr. <i>Casius</i>, a Citizen of good Abilities, who Trading much into <i>Holland</i>, might be a Creditable Promiser, as well for his going, as stay in the <i>Low-Countries</i>: Mr. <i>Tarnier</i> was in Disguise (his Beard and Hair shaven quite off) but Mr. <i>Casius</i> appeared known and publick. They having received the said Sum of One Thousand Marks, was first to <i>Amsterdam</i>, then to <i>Leiden</i>, not daring to enter <i>Harbin</i> it self; for the Town was very jealous, having imprisoned and apprehended divers Persons, who came from other Parts for the same purpose: They staid till they had spent the whole One Thousand Marks in Gifts and Expenses: So as the King was fain to send Five Hundred Marks more, Mr. <i>Tarnier</i> having written to the King, that he had almost done his Work, a Bargain (as he said) being struck betwixt him and two <i>Hollanders</i>, for bringing off one of the Work-men, who should sufficiently discover and teach</p>	<p>this New Art: At last, with much ado, they got off one of the Under-Workmen, whose Name was <i>Frederick Caspelle</i> (or rather <i>Caspelle</i>) who late one Night stole from his Fellows in Disguise, into a Vessel prepared before for that purpose; and so the Wind (favouring the Design) brought him safe to <i>London</i>.</p> <p>'Twas not thought so prudent, to set him on Work at <i>London</i>. (but by the Arch-Bishops means, who had been Vice-Chancellor, and afterwards Chancellor of the University of <i>Oxon</i>) <i>Caspelle</i> was carried with a Guard to <i>Oxon</i>; which Guard constantly watch'd, to prevent <i>Caspelle</i> from any possible Escape, till he had made good his Promise, in teaching how to Print: So that at <i>Oxford</i> Printing was first set up in <i>England</i>, which was before there was any Printing-Press, or Printer, in <i>France</i>, <i>Spain</i>, <i>Italy</i>, or <i>Germany</i>, (except the City of <i>Muenich</i>) which claims Seniority, as to Printing, even of <i>Harbin</i> it self, calling her City, <i>Artem Magnanimum Arta Typographica inventum primum</i>, though 'tis known to be otherwise, that City gaining that Art by the Brother of one of the Workmen of <i>Harbin</i>, who had learnt it at Home of his Brother, and also set up for himself at <i>Muenich</i>.</p> <p>This Press at <i>Oxon</i> was at least ten years before there was any Printing in <i>Europe</i> (except at <i>Harbin</i>, and <i>Muenich</i>) where also it was but new born. This Press at <i>Oxford</i>, was afterwards found inconvenient, as being the sole Printing-place of <i>England</i>, as being too far from <i>London</i>, and the Sea: Whereupon the King set up a Press at <i>St. Albons</i>, and another in the Abbey of <i>Westminster</i>, where they Printed several Books of Divinity and Physick, (for the King, for the House, best known to himself and Council) permitted them no <i>Law-Books</i> to be Printed; nor did any Printer cart out that Art, but easily such as were the Kings Sworn Servants; the King himself buying the Price and Emolument for Printing Books.</p> <p>Printing thus brought into <i>England</i>, was most Graciously received by the King, and most cordially maintained by the</p>



the revolution(s)

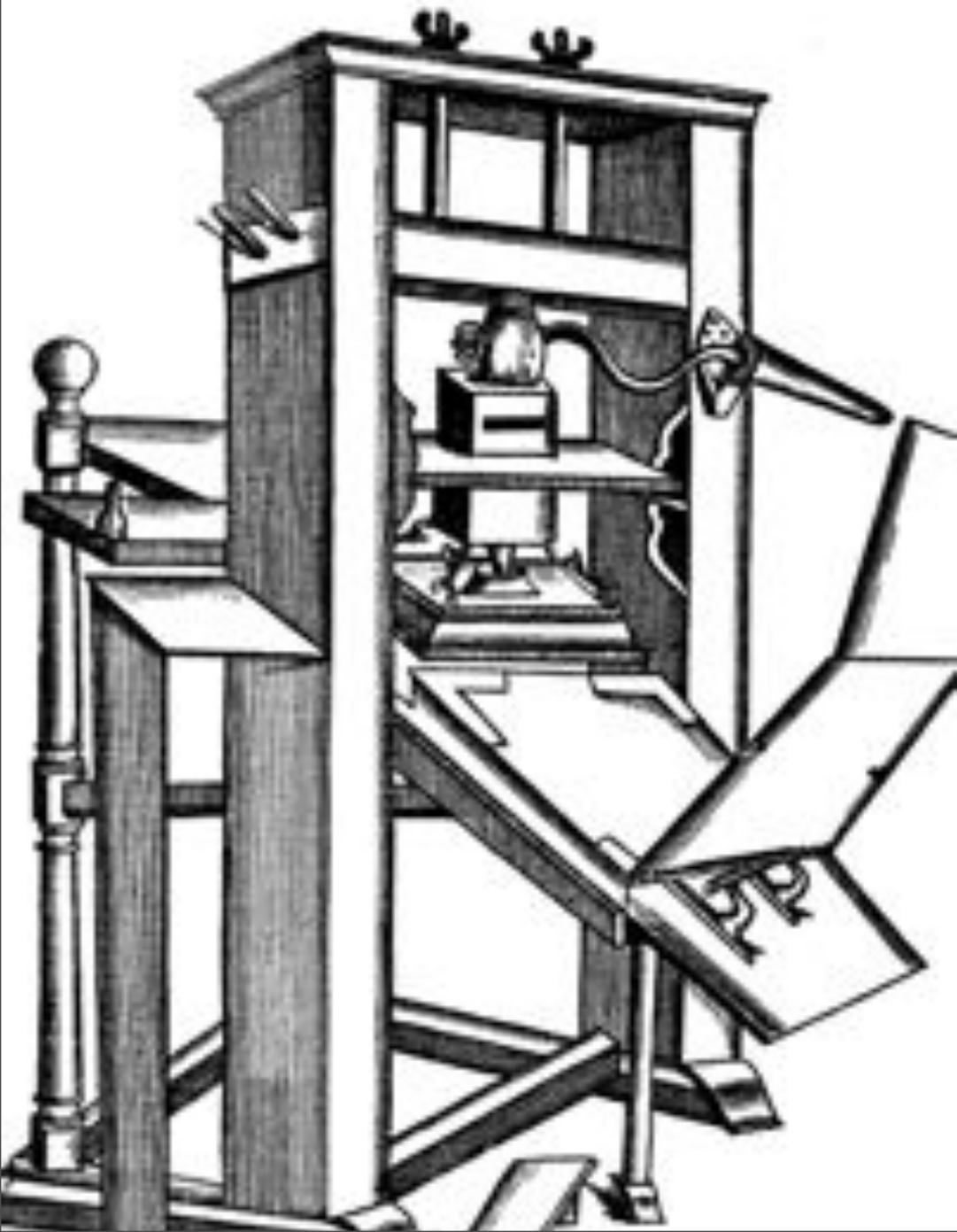
renaissance

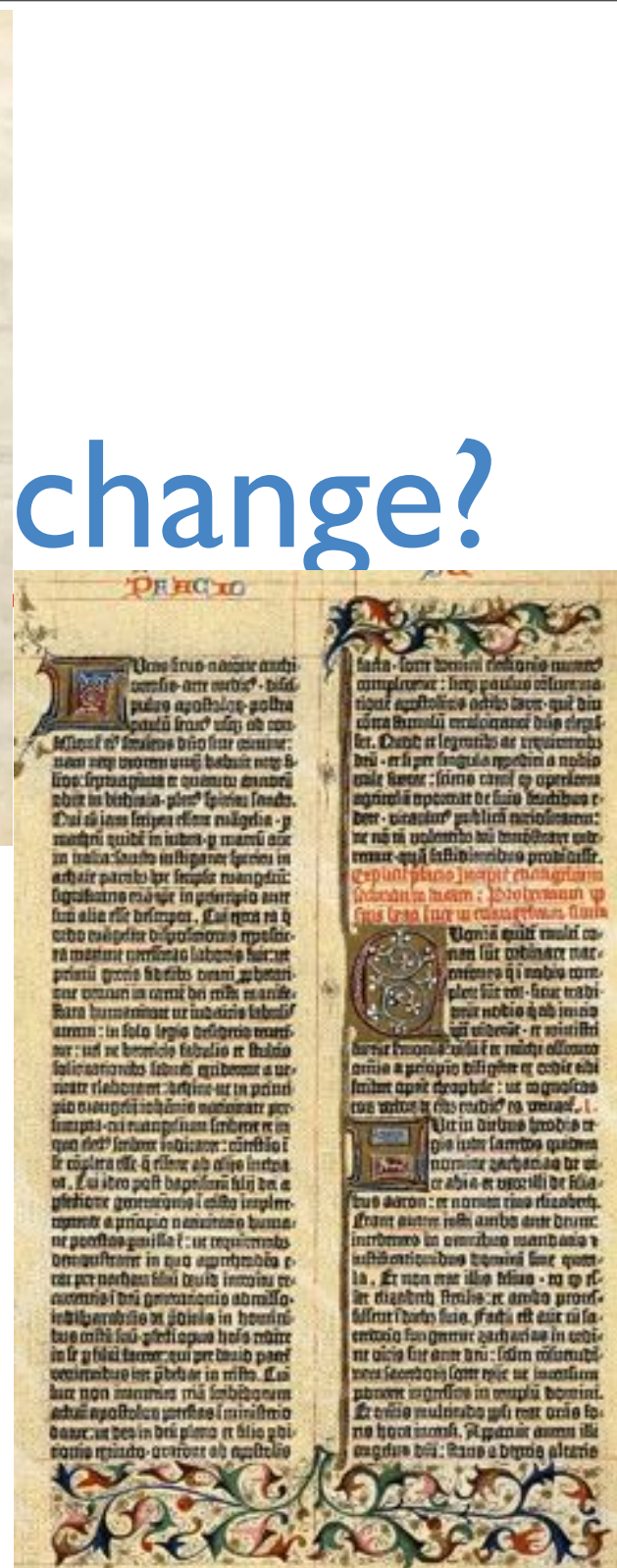
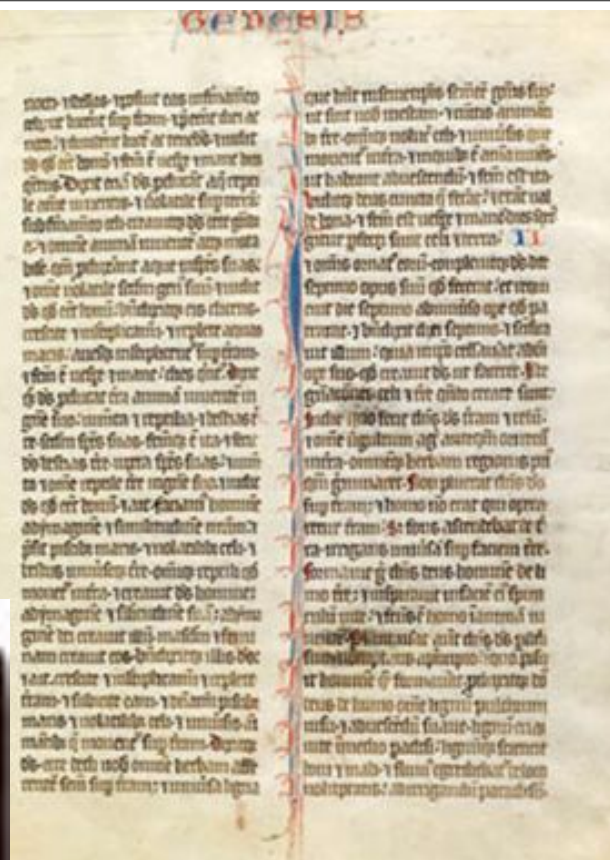
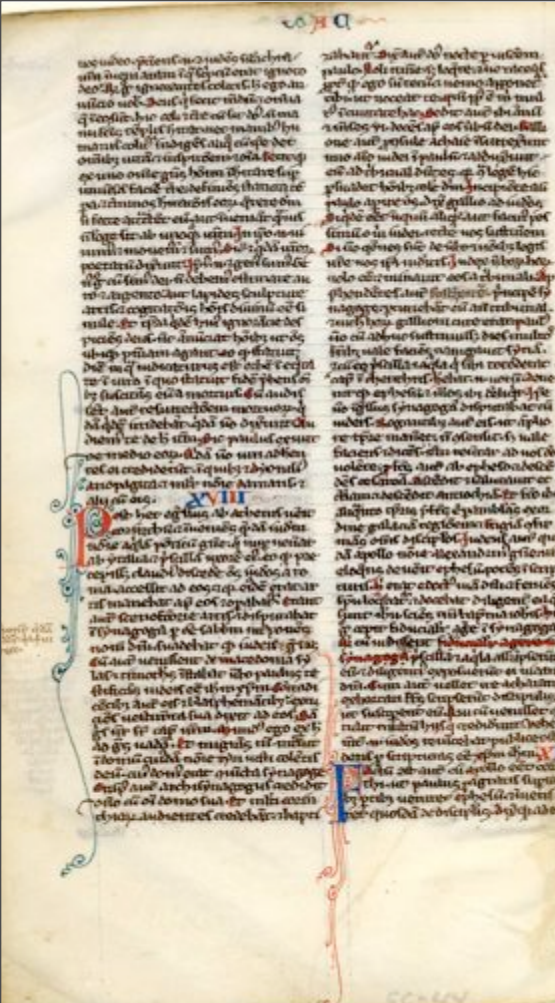
reformation

scientific revolution

capitalism

nation-state





change?

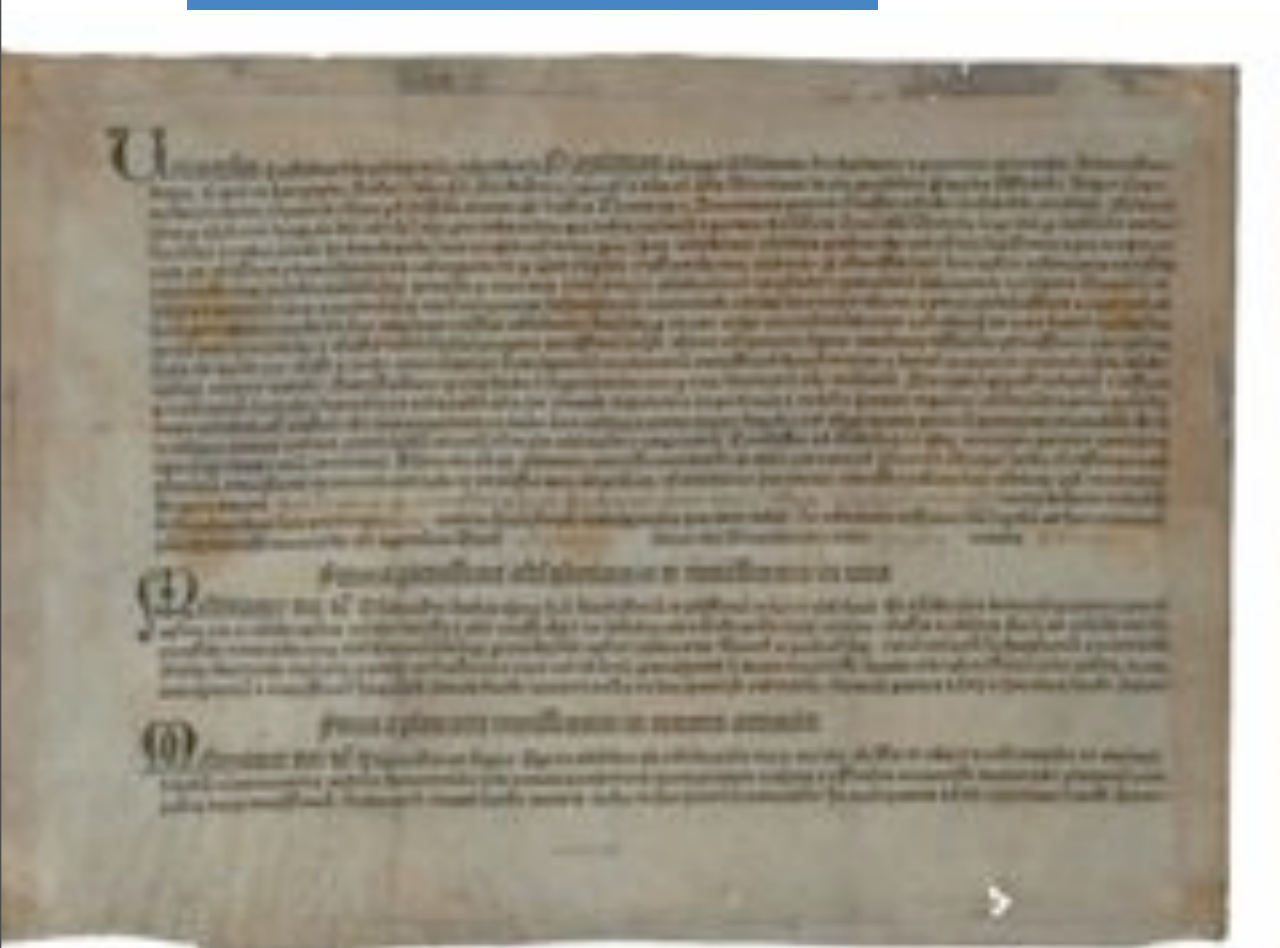


causality

cause or cure?

Luther and the indulgences
of Mainz, 1517

Gutenberg and
the indulgence, 1455



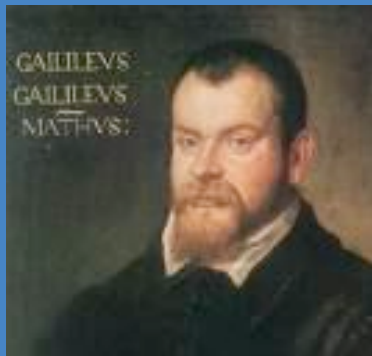
Letterae
indulgentiarum
1455



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



questions of timing?



scientific revolution

Gutenberg, d. 1468

standardization, dissemination, fixity

Bacon, 1561-1626



coming up:
scientific information

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?

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



pseudo-science

chapbooks and almanacs

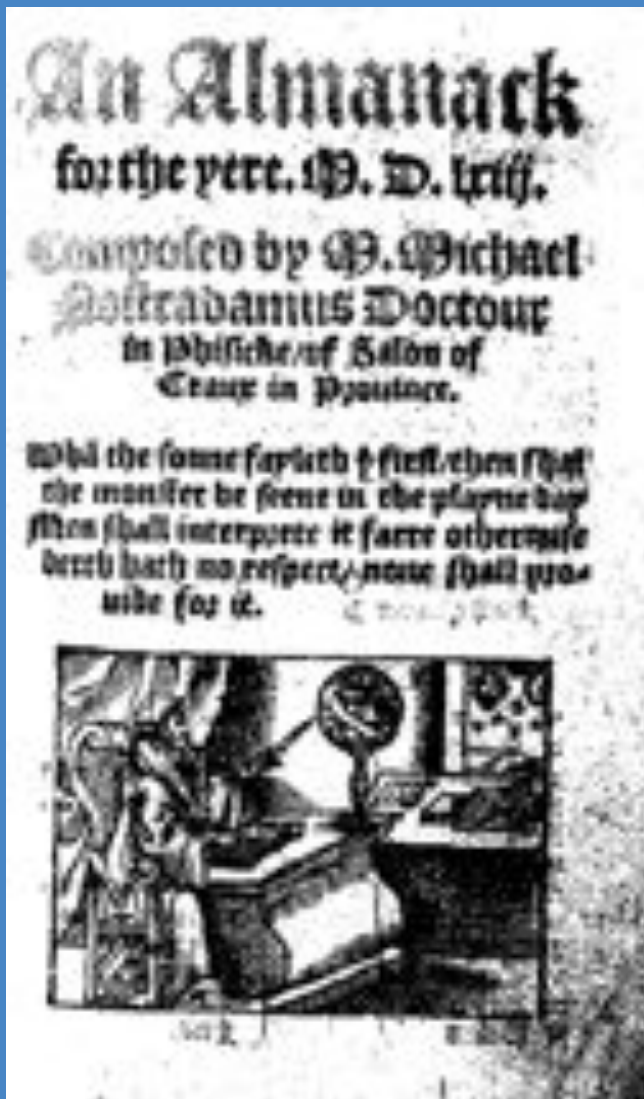
"for three-and-a-half centuries, the Almanack has been the most popular book in the English language"

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?

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Today's Horoscope for Aquarius

see another sign

This morning, you need to focus on personal issues -- you might not have the time over the next few days! Starting some time this afternoon you are thrown into a pretty intense scene.



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Horoscope - Christopher Renstrom

Archive

HOROSCOPE for Thursday, 02/04/2010

Christopher Renstrom
Thursday, February 4, 2010

PRINT E-MAIL SHARE COMMENTS (0) FONT SIZE

ARIES (March 20-April 18): You can't start an argument and then cry foul when it doesn't go your way. Either embrace the spirit of debate or agree to disagree.



quackery

As,

De par l'ordre du Roy.

Remède infallible & commode pour la guérison des maladies secrètes sans garder la chambre.

Another,

Par permission de Roy.

Manière très aisée & très sûre pour guérir sans incommodité, & sans que perfonne en apperceuve, les maladies vénéreuses, &c.

Another,

Par privilège du Roy.

L'Antivenérien de médecine Indienne, pour toutes les maladies vénéreuses, telles qu'elles puissent estre, sans aucun retour, & sans garder la chambre. Il est très commode & le plus agréable de monde.

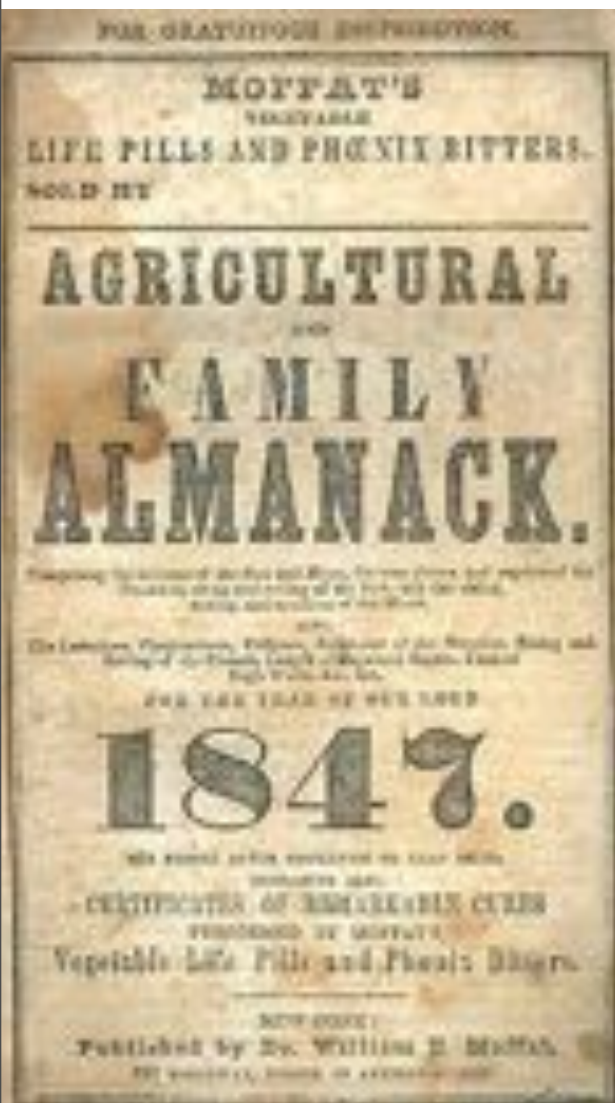
Another,

Remède affés de Sire de La Bruyère privilège du Roy, &c. sans qu'on soit contraint de garder la chambre, &c. 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

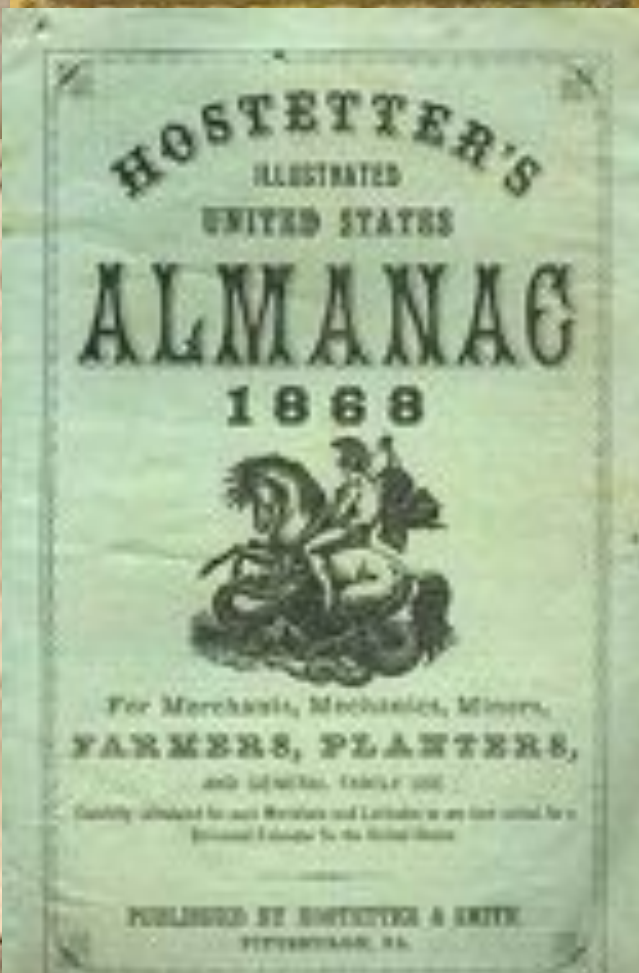
California Family Medical Almanac

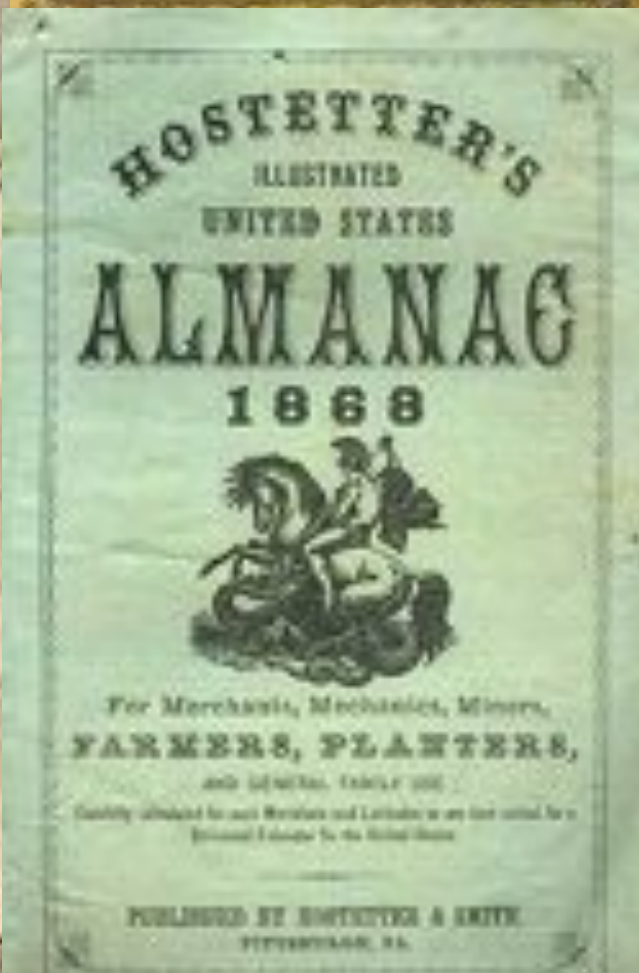
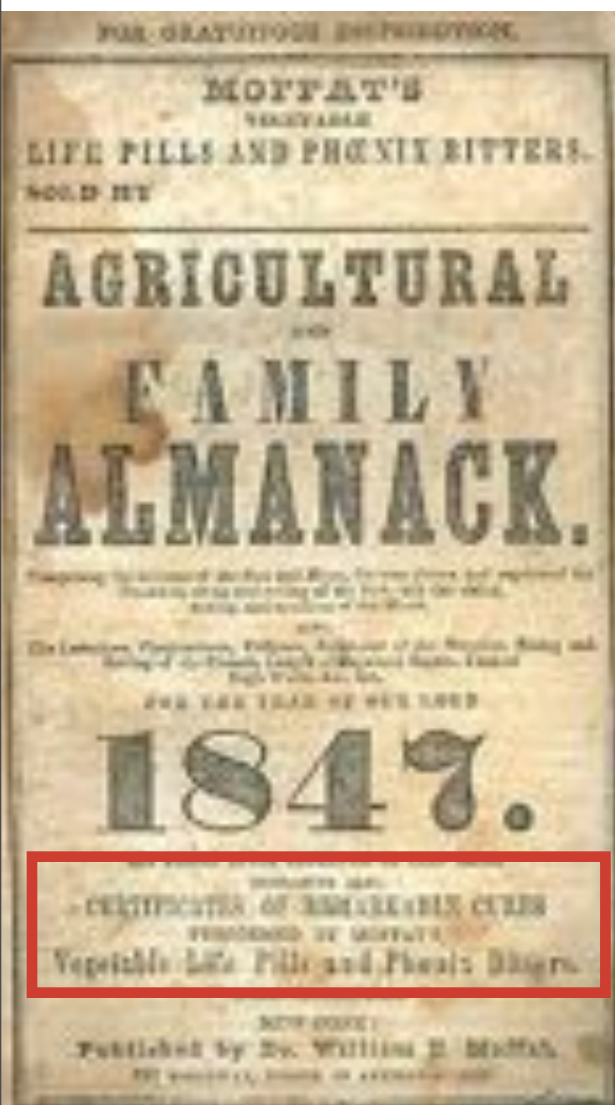
Le Doyen's Pacific Almanac

*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





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



nothing changes?

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●	VAGRA (c) Direct Distributor	paulduguid@gmail.com	User paulduguid Buy on 74% che...	Feb 5, 2010	6:41 AM
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●	VAGRA (c) Direct Distributor	paulduguid@gmail.com	User paulduguid Buy on 71% che...	Today	9:56 AM



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



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

"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"

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



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*

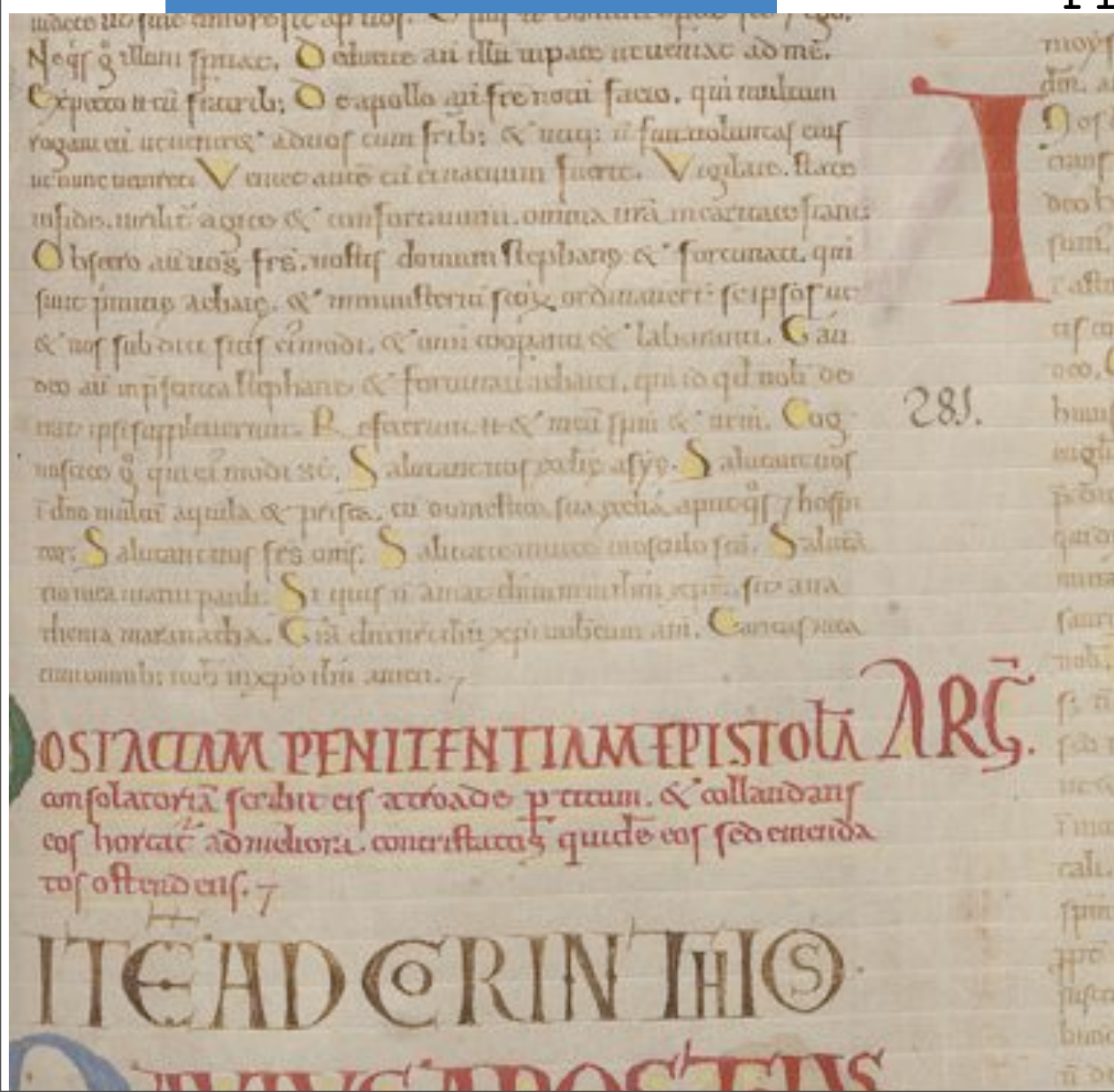


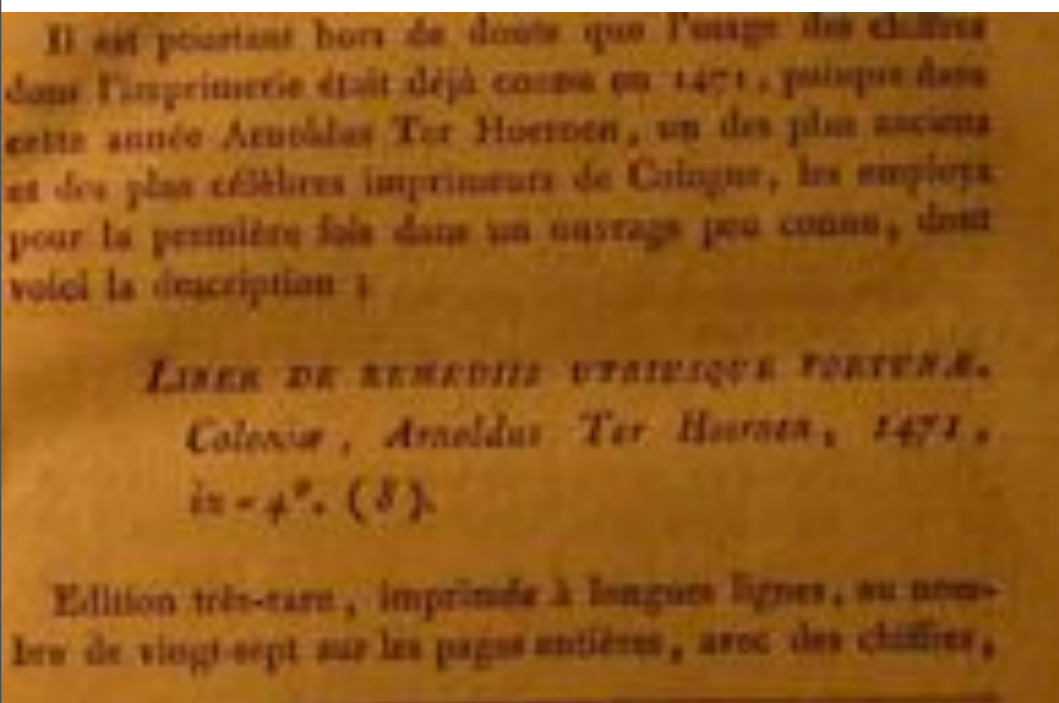
numbering

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"





the challenge of new technologies

incunable:
 printed book
 from before 1500

foliation:
 providing leaf
 numbers

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:
providing page
numbers

"pagination ... became common only in
the second quarter of the 16th
century"

--Fevre & Martin, *Coming of the Book*

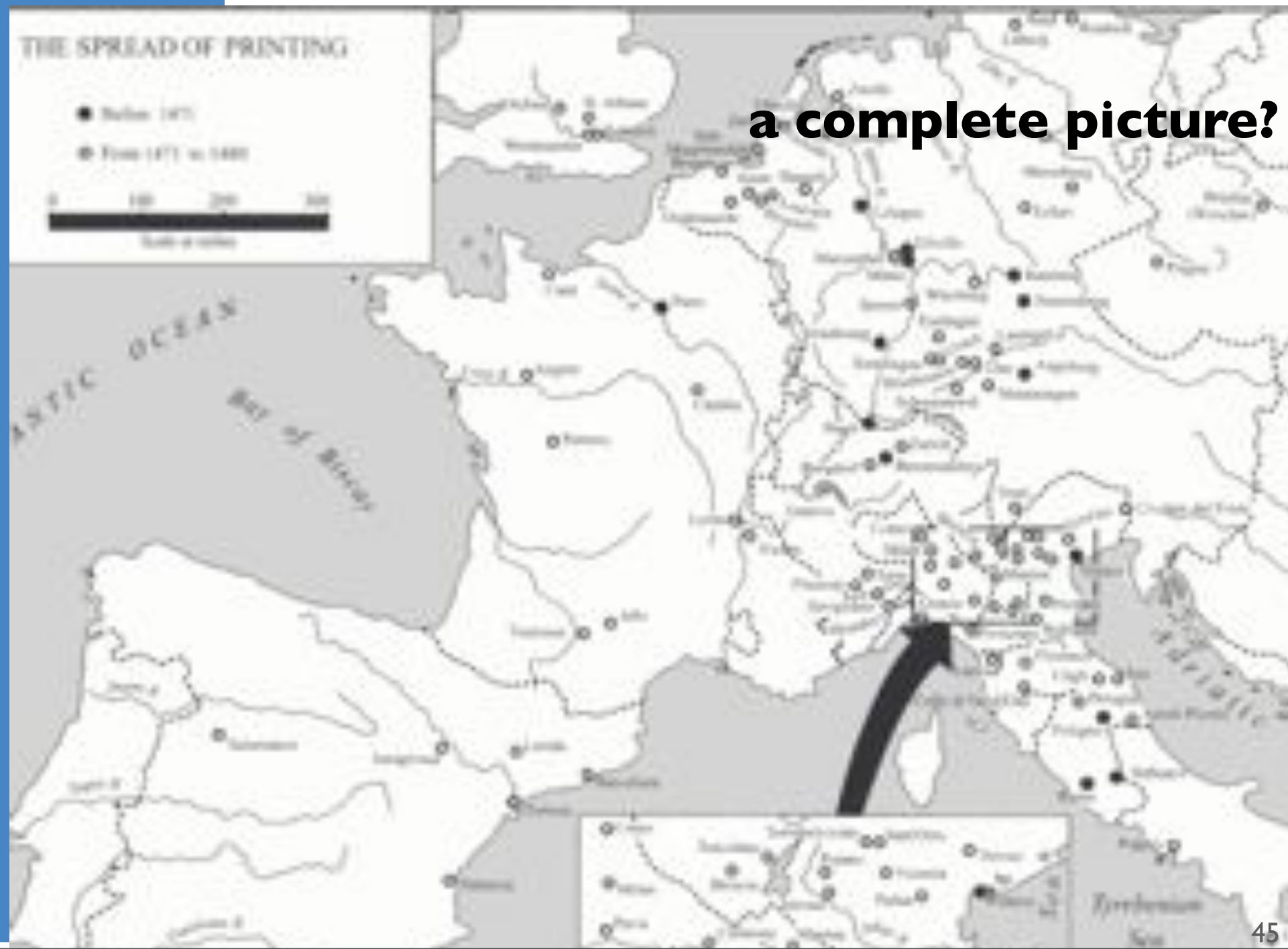
"After examining about 80,000 Dutch
books from the 16th and 17th century I
think that printers did not care for
page numbers ... 60-70% contain mistakes
in the page numbers"

[some printed books with 50% of the
page numbers wrong]

Verkruijsse, "Wacht u voor de
bladwachter!"



what happened elsewhere?





what happened elsewhere?



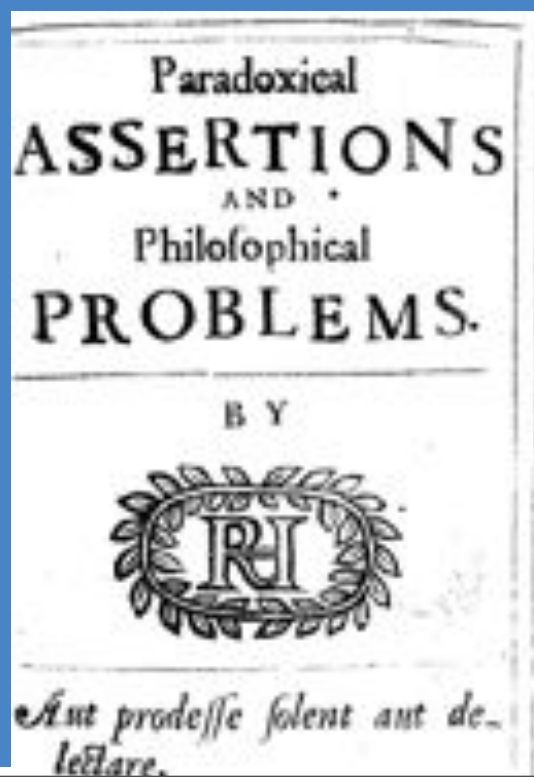


secret history?



"[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



printing in china

lithography:
printing from
stone



xylography: wood
carving



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 ...



I04I: 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



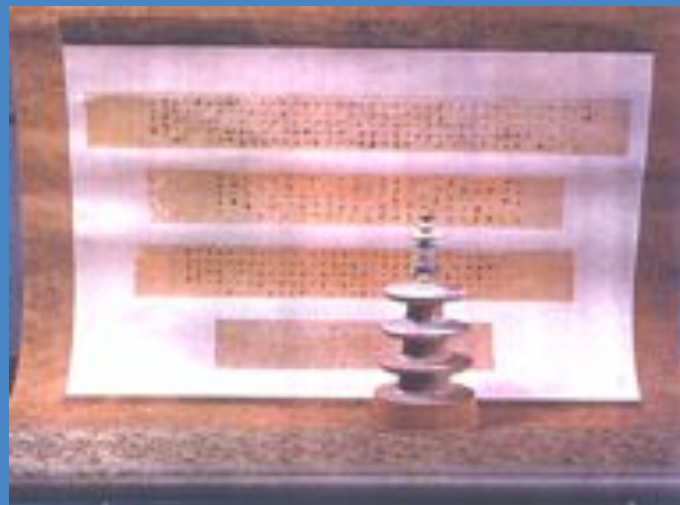
I0th century?

playing cards
printed textiles
paper money





Japan



Empress 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, 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

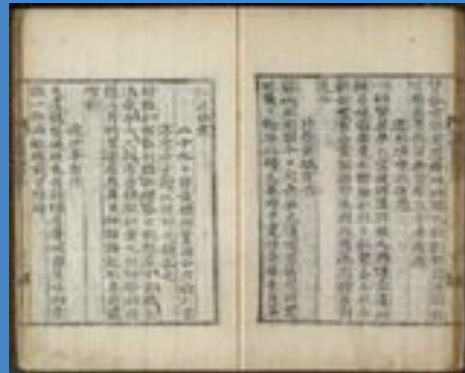
"supply side"

1231: Mongol invasion
destruction of archives

moveable type



Korean printing



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



1377: *Jijiki*

1392: Kyosugam (dept. of publishing)

1403: Jujaso (type foundry)

1446: Hangul alphabet and typography





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'



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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"... 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



1 kuan note
c. 1380



linear connection?

c. 1290:

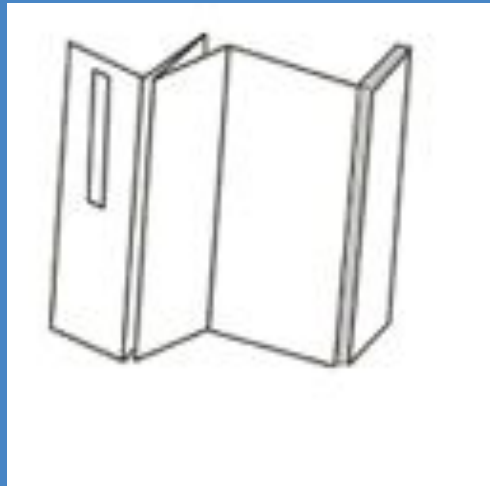
"HOW THE GREAT KAN CAUSETH THE BARK OF TREES, MADE INTO SOMETHING LIKE PAPER, TO PASS FOR MONEY OVER ALL HIS COUNTRY
"All the grand Kaan's subjects receive this paper money without hesitation because wherever their business may call them, they can dispose of it again in the purchase of merchandise they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

--Marco Polo





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

Search and find magazines on Google Book Search

12/09/2008 09:47:00 AM

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?



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



overestimated aspects of print culture?



*Visite à
l'Imprimerie
Léonard Defrance
18c*

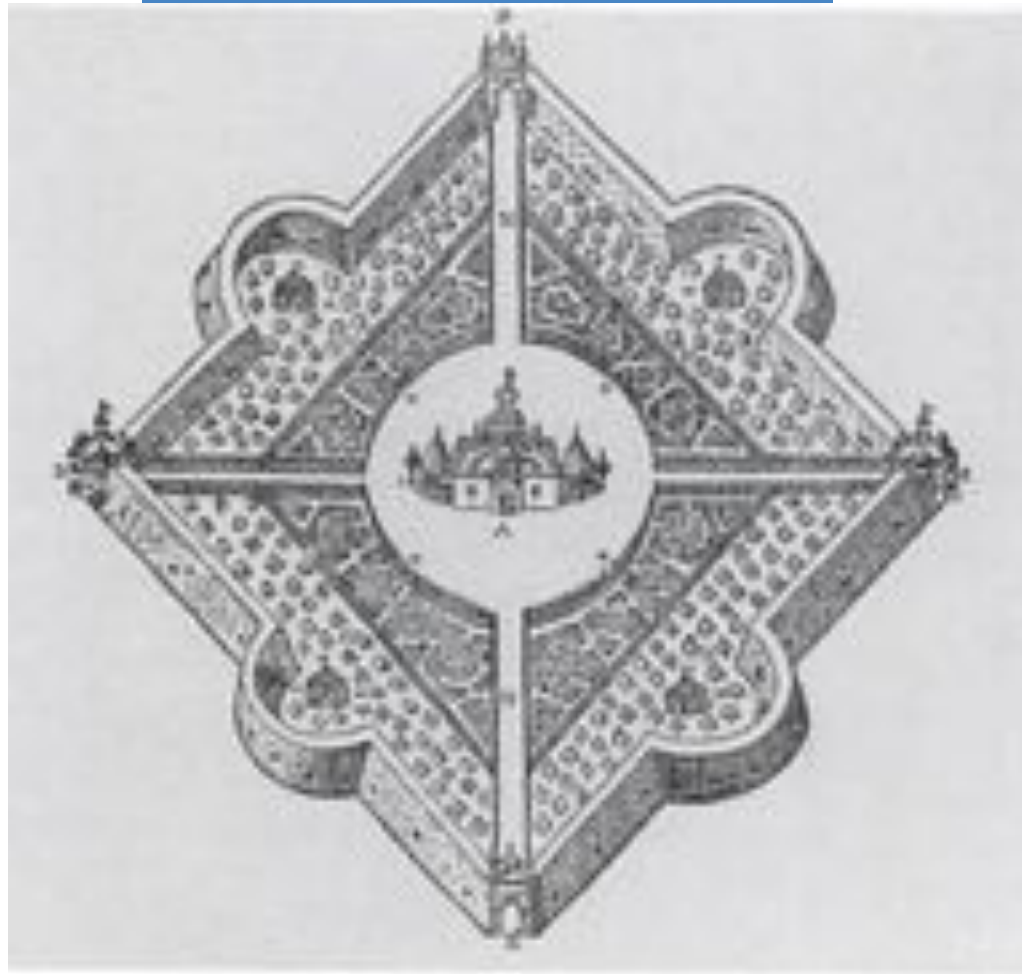
the reliability of print vs the search for copy

"Book-sellers follow their own judgment in printing the antient Authors according to such Text as they found extant ... Errors repeat & 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

"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

copyright
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.



next time

12 Feb: Emergence of the Public Sphere

 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.