

# print "revolution"

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## history of information

February 12, 2013



aob



**Feb 10, Happy New Year**

(coming up:  
Time & Money, Feb 28)

**R.I.P** John Karlin, 1918-2013



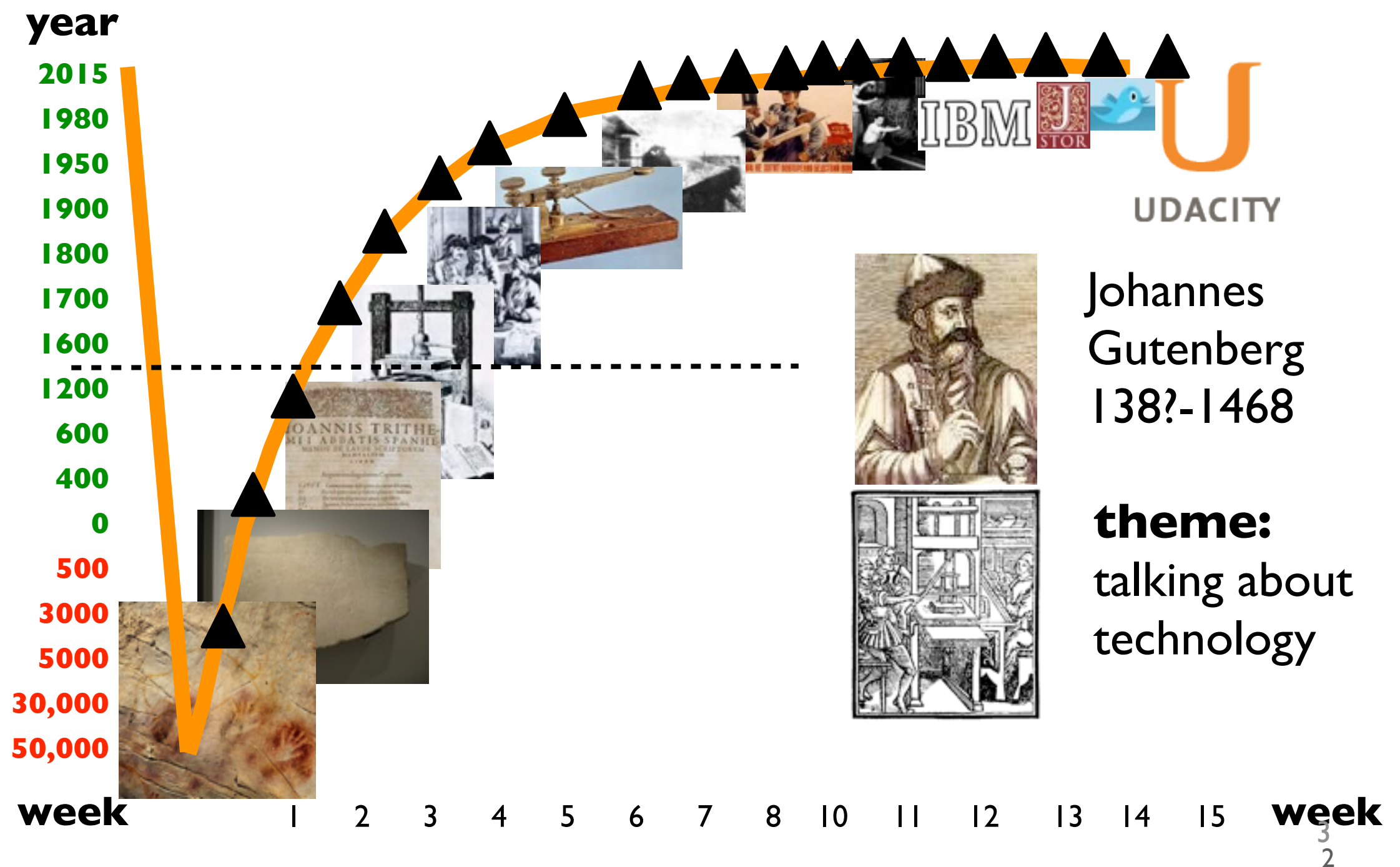
**Feb 12, 2013 in Congress?**

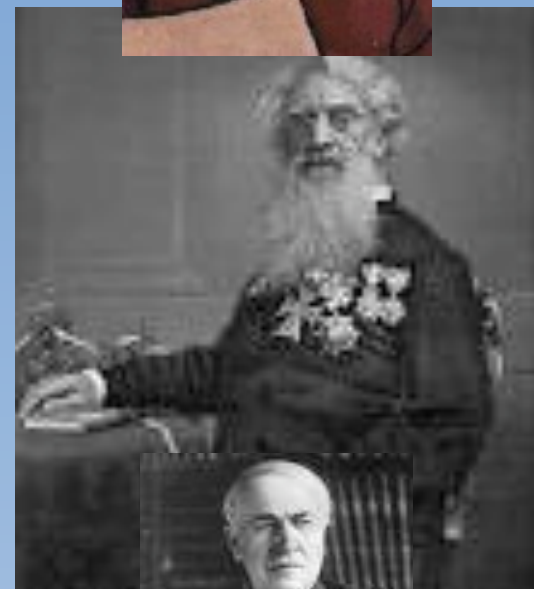
*The President shall have Power to fill up all Vacancies that may happen during the Recess of the Senate, by granting Commissions which shall expire at the End of their next Session.*  
*Section. 3. He shall from time to time give to the Congress Information of the State of the Union, and recommend to their Consideration such Measures as he shall judge necessary and expedient; he may, on extraordinary Occasions, convene both Houses, or either of them, and on Case of Disagreement between them, with Respect to the Time of Adjournment, he may adjourn them to such Time as he shall think proper; he shall receive Ambassadors and other public Ministers; he shall take Care that the Laws be faithfully executed, and shall Commission all the Officers of the United States.*  
*Section. 4. The President, Vice President and all civil Officers of the United States, shall be removed from Office on Impeachment for, and Conviction of Treason, Bribery, or other high Crimes and Misdemeanors.*





# overview





Theuth

Moses

Lord Kulaba

Ts'ai Lun

Morse

Edison

Bell

Marconi

Bill Gates, Steve Jobs, Tim Berners-Lee, Mark Zuckerberg ...



# talking tech





[Fifteen People Who Changed The World - Forbes.com](#)

[www.forbes.com > Technology](#)

May 24, 2007 – Since 1950, a handful of revolutionaries have truly altered live.

[80 Days That Changed the World - TIME](#)

[www.time.com/time/specials/packages/0,28757,1977881,00.html](#)

A look at some of the most crucial events in the history of the world...

[13 Photographs That Changed the World - Neatorama](#)

[www.neatorama.com/2007/.../13-photographs-that-changed-the-worl...](#)

Jan 2, 2007 – Any picture can speak 1000 words, but only a select few sa poignant enough to galvanize an entire society. The following ...

[How the Potato Changed the World | History & Archaeology](#)

[www.smithsonianmag.com/.../How-the-Potato-Changed-the-World.ht...](#)

Brought to Europe from the New World by Spanish explorers, the lowly pot to modern industrial agriculture.

[100 Photographs that Changed the World by LIFE - The Dig](#)

[digitaljournalist.org/issue0309/lm\\_index.html](#)

... is powered by Hewlett-Packard · Purchase 100 Photographs that **Chang World**. Write a Letter to the Editor Join our Mailing List © The Digital Journ

[HowStuffWorks "10 Inventions That Changed the World"](#)

[science.howstuffworks.com/.../10-inventions-that-changed-the-world...](#)

When you imagine inventors, you probably picture a lone genius in a labora concocting brilliant devices, experimenting and redesigning until some con


[101 Gadgets That Changed The World - Popular Mechanics](#)

[www.popularmechanics.com > ... > Gadgets > Gadget Reviews](#)

You know the greatest gadgets of all time (and you've probably owned mos but which has **changed the world** more than any other? To make our list

[101 gadgets that changed the world - Features - Gadgets &](#)

[www.independent.co.uk/.../101-gadgets-that-changed-the-...](#)

 by Simon Osborne - More by Simon Osborne  
Nov 3, 2007 – 1. Abacus, AD190 Use of the abacus, with its bea was first documented in Han Dynasty China in about AD190, but dates ...

[The 17 Equations That Changed The World - Business Insic](#)

[Perhaps Not Since Johannes Gutenberg ... - The Other McCain](#)

[theothermccain.com/.../perhaps-not-since-johannes-gutenberg-invent...](#)

Perhaps **Not Since Johannes Gutenberg** Invented Movable Type ... Posted on | May 16, 2012 | 34 Comments . . . has any event in the history of Western ...

[Twitter / MrEvilMatt: Not Since Johannes Gutenberg ...](#)

[twitter.com/MrEvilMatt/statuses/254431238239178753](#)

Oct 5, 2012 – Instantly connect to what's most important to you. Follow your friends, experts, favorite celebrities, and breaking news.

[Not since Johannes Gutenberg's invention of the pr | The Daily .WAV](#)

[druptest.dailywav.com/quotes/not-johannes-gutenbergs-invention-pr](#)

Jul 23, 2012 – **Not since Johannes Gutenberg's** invention of the printing press, which changed forever the landscape of man's destiny, has one book reached ...

[Not Since Johannes Gutenberg ... | rip and reader](#)

[ripandreader.com > blogosphere](#)

Oct 6, 2012 – Posted on | October 6, 2012 | 1 Comment. . . published the Bible has any book deserved more enthusiastic hype than does Evan Sayet's new ...

[Perhaps Not Since Johannes Gutenberg Invented Movable Type ...](#)

[teapartiers.wordpress.com/.../perhaps-not-since-johannes-gutenberg-i...](#)

May 21, 2012 – Perhaps **Not Since Johannes Gutenberg** Invented Movable Type ...

[Felix Rauch Valenti - Google+ - Not since Johannes Gutenberg ...](#)

[https://plus.google.com/103291556674373289857/.../ai2Gsw7pXTV](#)

Dec 3, 2012 – **Not since Johannes Gutenberg** invented the printing press, or Alexander Graham Bell the telephone, has a human invention empowered so ...

[Perhaps Not Since Johannes Gutenberg Invented Movable Type](#)

[teapartiers.blogspot.com/.../perhaps-not-since-johannes-gutenberg.ht...](#)

May 20, 2012 – Perhaps **Not Since Johannes Gutenberg** Invented Movable Type ... Perhaps **Not Since Johannes Gutenberg** Invented Movable Type ...

[Not Since Johannes Gutenberg ...](#)

[networkedblogs.com/D6u8Z](#)

Share Tweet Email. Up Follow The Other McCain.

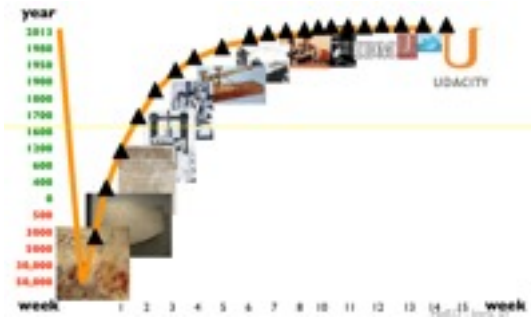
[JOHANNES GUTENBERG - Amarillo Globe-News](#)

[search.amarillo.com/fast-elements.php?type=standard&profile...](#)

**Not since Johannes Gutenberg** invented the printing press in 1452 has the world faced such an explosion in the amount of available information. With the growth ...



# overview



what gets overlooked?

assessing a revolution

talking about  
technology

print revolution





# 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 ..."

"uniformity ... individualism, nationalism ..."

"of all [discoveries] recorded in civil history, is of the most important and extensive consequences"

Channeling McLuhan

# end of an era

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"We are witnessing simultaneously the end of ... the Mechanical, or Gutenberg Era, dominated by movable type and later mechanical forms, and the birth pangs of the new and entirely different Electric Age ... the Age of Circuitry or Information.

"Books and jobs--all are obsolete. Any phrasemaking yokel can become a world center."

McLuhan, *Life*, 1966



# scholarly context

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Elizabeth Eisenstein  
*The Printing Press  
as an Agent of  
Change*  
1979

## 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 ..."

# agent of change

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## the three Rs

"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**."

--Eisenstein, "The Emergence of Print Culture in the West" 1980.





## not so new

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"**revolution** in political character ... the  
**sun of science** arose ... a well-regulated  
constitution ...

"more than the conquerors and law-givers of  
antiquity ...

"to the art of printing ... we owe the  
**Reformation** ..."

-- Knox, "On the moral, political  
and religious effects of printing," 1783

# Knox's case

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"democracy of learning ... liberty of the press ... common papers of intelligence ... challenge to despotism ...

**Reformation** ... Enlightenment ... **Science** ... Natural Rights of Mankind ... **revolution** in political character ...

**"Resistance was vain, and religion was reformed ...**

[People] "with views to private emolument, ultimately contributed more to the empires, and caused more important events than all the efforts of the renowned conquerors and law-givers of antiquity."





# Knox's BoTWoT

"vanity ... misanthropy ...sceptic ..  
voluptuary ...secrets of private life ...  
scandal ... licentiousness [of the press] ...

"unrestrained use of the press ... may it  
never be taken from us by fraud or force!

**"truth is great and will prevail."**

February 06, 2013

## 4th Annual TV News Trust Poll

PPP's annual poll on TV news finds that there's only one source more Americans trust than distrust: PBS. 52% of voters say they trust PBS to only 29% who don't trust it. The other seven outlets we polled on are all distrusted by a plurality of voters.

Just like its actual ratings, Fox News has hit a record low in the four years that we've been doing this poll. 41% of voters trust it to 46% who do not. To put those numbers into some perspective the first time we did this poll,

7-Hof113-Print

13

# will truth prevail?

## Twitter at a crossroads: Economic value vs. information value

by [Mathew Ingram](#) JUL. 31, 2012 - 10:46 AM PST

A▼ A▲

**SUMMARY:** *As Twitter tries to evolve from being a real-time information network into a multibillion-dollar commercial media entity, it is having to face the inherent conflict between those two goals, and many critics see the suspension of journalist Gary Adams' account as a symptom of that conflict.*

[tweet this](#)



### Google's Monopoly on the News

*William F. Baker* January 23, 2013 | This article appeared in the February 11, 2013 edition of *The Nation*.

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AP Photo/Marcio Jose Sanchez)

The Federal Trade Commission's premature decision to close down its investigation of Google is a blow not just to





# Economist viewpoint

"central role of printing, a relatively new technology at the time [1517] ... not the printing press itself .. social networks

"indulgences ... need for broad reform ...  
Latin ... German ... Saxony ... Tyrol ...

"pamphlets ...

"signalling."

"How Luther Went Viral"





# unchanging change?

But history teaches us that there is nothing new under the sun. Robert Darnton, an historian at Harvard University, who has studied information-sharing networks in pre-revolutionary France, argues that “the marvels of communication technology in the present have produced a false consciousness about the past—even a sense that communication has no history, or had nothing of importance to consider before the days of television and the internet.” Social media are not unprecedented: rather, they are the continuation of a long tradition. Modern digital networks may be able to do it more quickly, but even 500 years ago the sharing of media could play a supporting role in precipitating a revolution. Today's social-media systems do not just connect us to each other: they also link us to the past.

# taking sides

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## **Knox is ...**

closer to Socrates & Trithmius: **26%**

closer to the *Economist*: **68%**

neither one nor the other: **6%**

# taking sides

---

## **Knox is ...**

closer to Socrates & Trithmius: **26%**

eg, Mondee Lu, Rebecca Neumann, Keien Ohta

closer to the *Economist*: **68%**

eg, Kathryn Bender, Forrest Riege

neither one nor the other: **6%**

eg, Kenneth Patterson



# neither/nor

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Kenneth Patterson: Therefore, I believe it's more constructive to recognize the significance of each advancement toward the greater goal of gathering more information rather than claiming whose technological invention restarts the calendar to year I.



## closer to Socrates

Mondee Lu: Knox advocates for the need to develop a discriminating attitude toward printed material in order to combat the evils disseminated by printing, and to guard against the inaccuracies found in vernacular translations, drawing a sharp distinction with the *Economist's* more populist stance toward social change and literary diffusion.





# closer to Socrates

Rebecca Neumann: Knox, Trithemus, and Socrates all acknowledge to some extent that the technology of writing or printing can be used for either good or bad, they are still making value judgments and thinking prescriptively about its future effects on society. The author of the Economist article, however, is making a fundamentally different argument. He/She argues instead that online social media such as that used in the Arab Spring revolutions are not new technologies, but rather the “continuation of a long tradition” that traces back at least as far as the Reformation—noting historical parallels instead of making future predictions, and discusses the mechanisms of how information spreads in these networks without judging whether or not what they spread is good for society.

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# closer to Socrates

Keien Ohta: The disagreement between these authors is indicative of their points of view being restricted to their specific technology. What they do have in common, though, is favoritism toward their familiar technology and apprehension amidst respect toward new technology because of its supposed revolutionary effects on society. In this, the Economist article sets itself apart by observing that "modern society tends to regard itself as somehow better than previous ones, and technological advance reinforces that sense of superiority...but...history teaches us that there is nothing new under the sun."





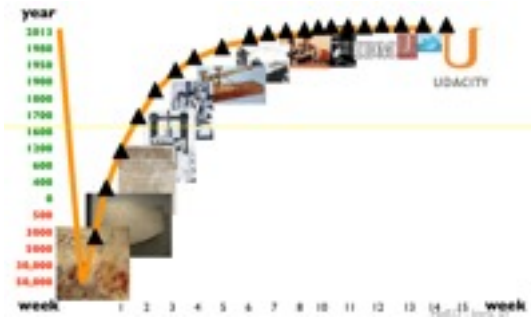
## closer to the *Economist*

Kathryn Bender: The hashtag may be a foreign object to Knox, but a revolution grown out of media sharing through social networks? Nothing new.

Forrest Riege: Like The Economist ... Knox tries to toe the line between acknowledging the potential power of technology, good and bad, and recognizing that innovation has precedent.



# overview



what gets overlooked?

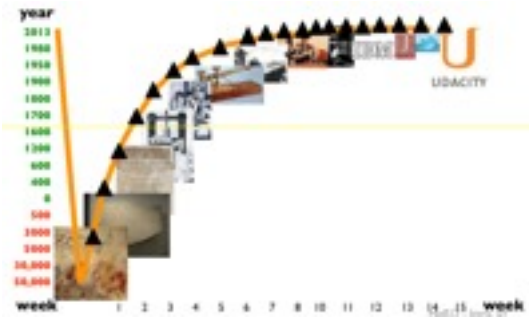
assessing a revolution

talking about  
technology

print revolution



# overview



what gets overlooked?

assessing a revolution

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

talking about  
technology

## print revolution

# how determined?

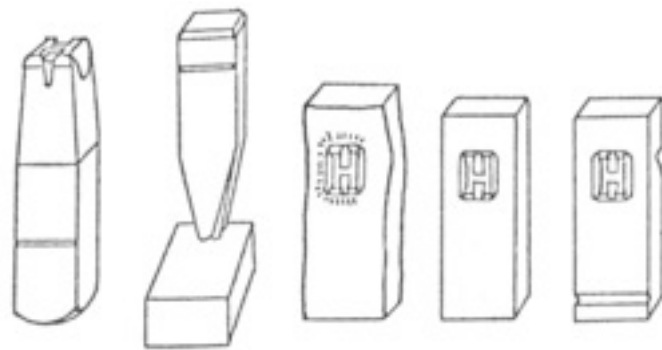
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## **necessary vs sufficient**

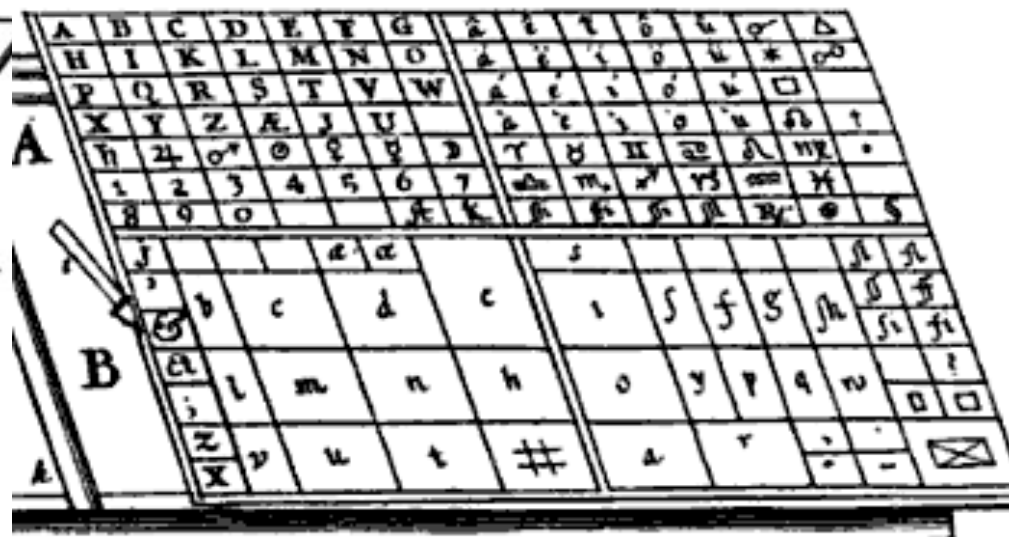
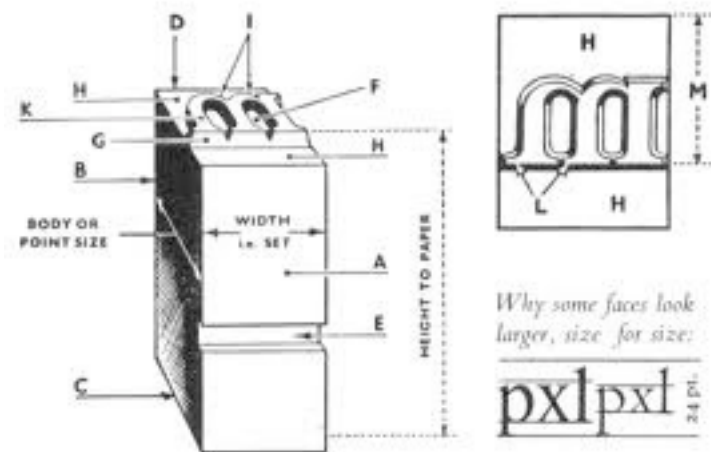
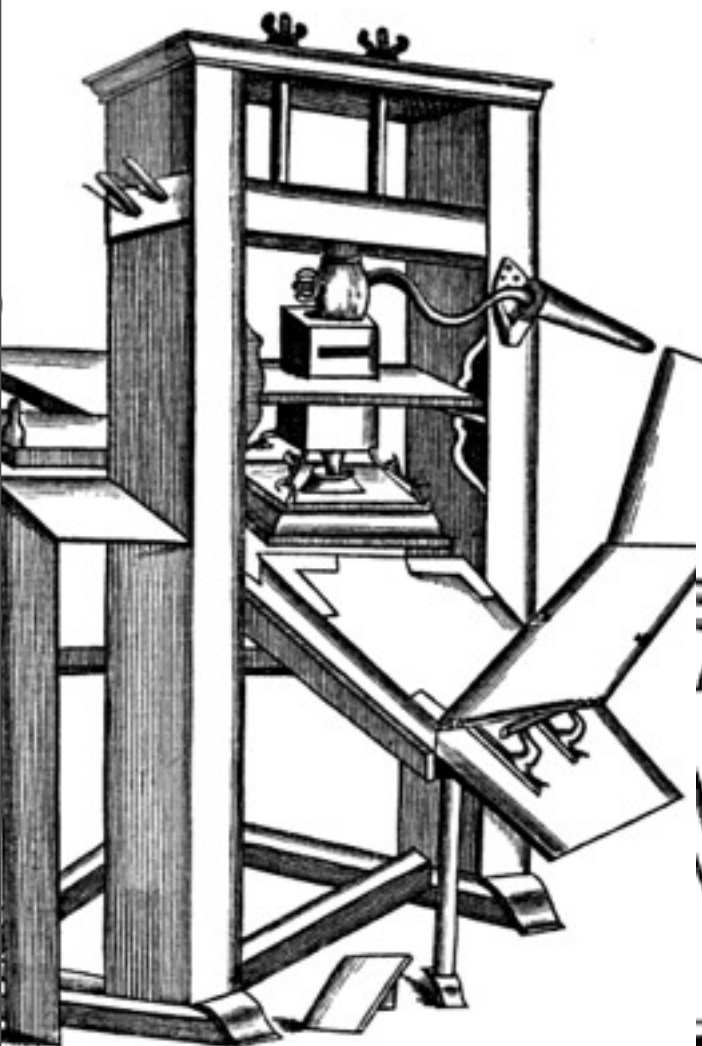
**R**enaissance, **R**eformation, Scientific **R**evolution

- the press inevitably produces R, R, & SR?
- couldn't have R, R, & SR without the press?





# what happened







**Johannes Gutenberg**  
1398–1468



**Johannes Fust**  
1400–1466



**Nicholas of Cusa**  
1400/1–1464

## who was involved?

**Gutenberg:** metalworker from Mainz

**1438:** exile, Strasbourg

partners: Riffe, Dritzehn, Helman

**1438, December:** Dritzehn dies

"4 pieces to be destroyed"; carpentry work

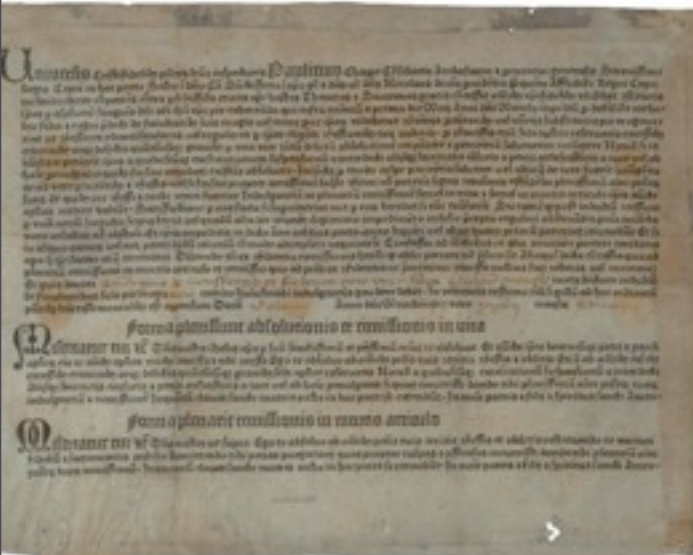
**1439:** Aachen mishap; Dritzehn's heirs sue

**1450:** back in Mainz

*creditor* Johannes Fust

*employee* Peter Schöffer

*ally* Cardinal Nicholas of Cusa



# complete works?

## I 454: Cyprus Indulgence

## I 455: 42-line bible the Cardinal's connections?

## I 455: Fust sues, wins

new partnership of  
Fust & Schöffer

## I 457: Mainz psalter

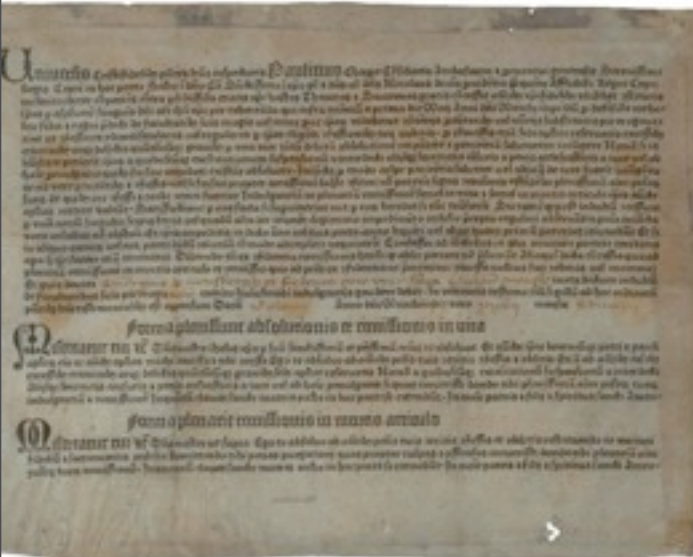


# lookalikes?

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







# what went viral?

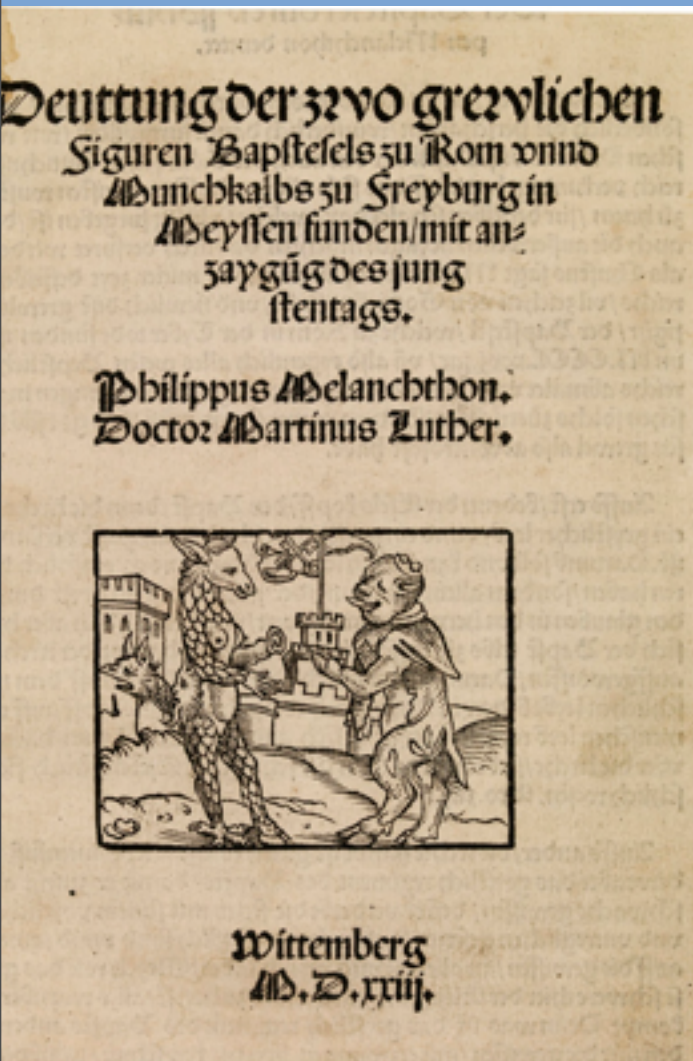
**1454: Cyprus Indulgence**

**1455: 42-line bible**

**1457: Mainz psalter**

"200,000 indulgences printed between 1498 and 1500 at the behest of the Benedictines of Monserrat in Catalonia."

--Ann Blair, *Too Much to Know*, 2010





# spread of print



**1455 :** Mainz

**1465:** Subiaco, Italy

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

**1476:** London

**1480:** Budapest,  
Krakow, Prague,  
Brussels





# spread of print



**1455 :** Mainz

**1465:** Subiaco, Italy

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

**1476:** London

**1480:** Budapest, Krakow, Prague, Brussels





# spread of print

**1455** : Mainz

**1465**: Subiaco, Italy

**1470**: Paris, Cologne, Strasbourg, Basel,







# print technology

c. 1460: Roman type

c 1500: *italic* type, Aldus Manutius, Venice

1539: first press in the Americas

c 1720 - 1780: invention of stereotype

1814: steam press

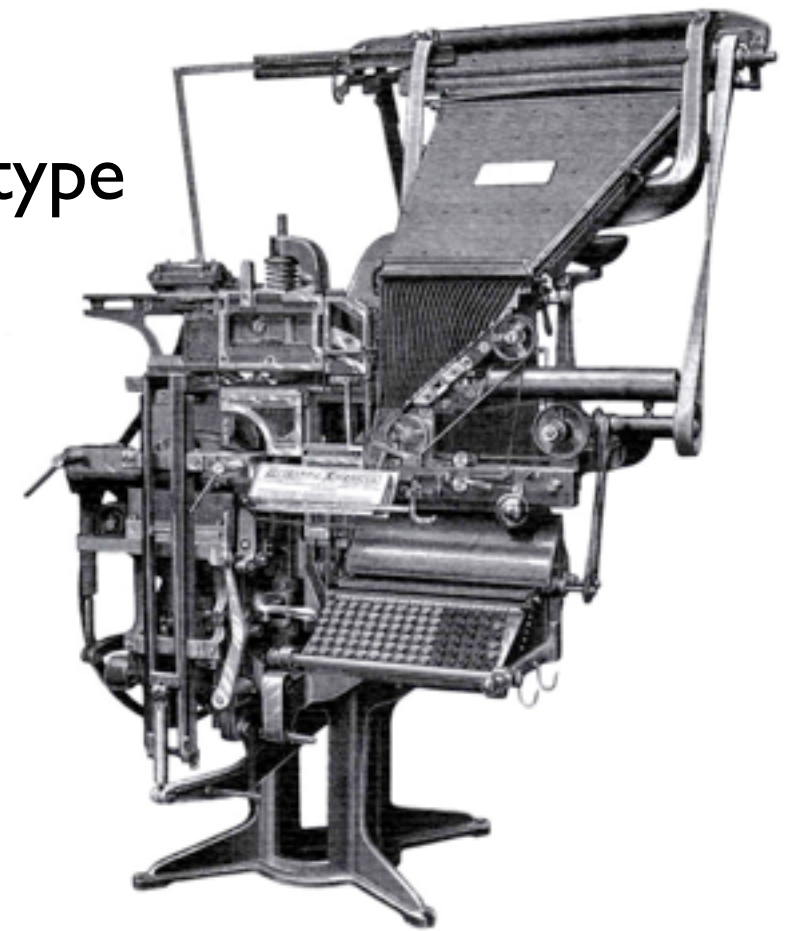
1847: rotary press

1886: Mergenthaler Linotype

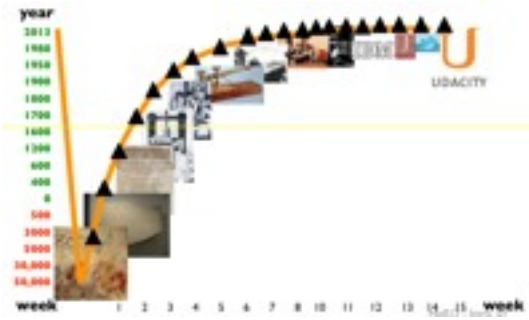
1887: Monotype

1892: process color printing

1902: offset lithography (and ?)



# overview



what gets overlooked?

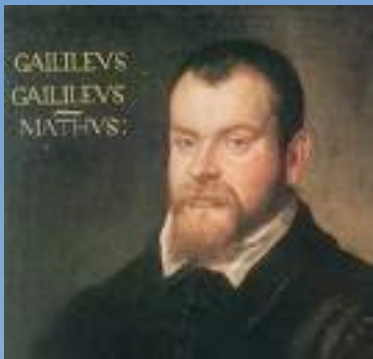
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talking about  
technology

text  
**print revolution**





**coming up:** Scientific "Revolution"

## scientific revolution

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### **a question of timing?**

Gutenberg, d. 1468

Copernicus, 1473-1543

Tycho Brahe, 1546-1601

Bacon, 1561-1626

Galileo, 1564-1642

Descartes, 1596-1650

Newton, 1642-1727

Royal Society, 1660

Ragep, Jamil F. (2007). "Copernicus and His Islamic Predecessors: Some Historical Remarks." *History of Science*, 45 (1), pp. 65–81, 75

## whose revolution?

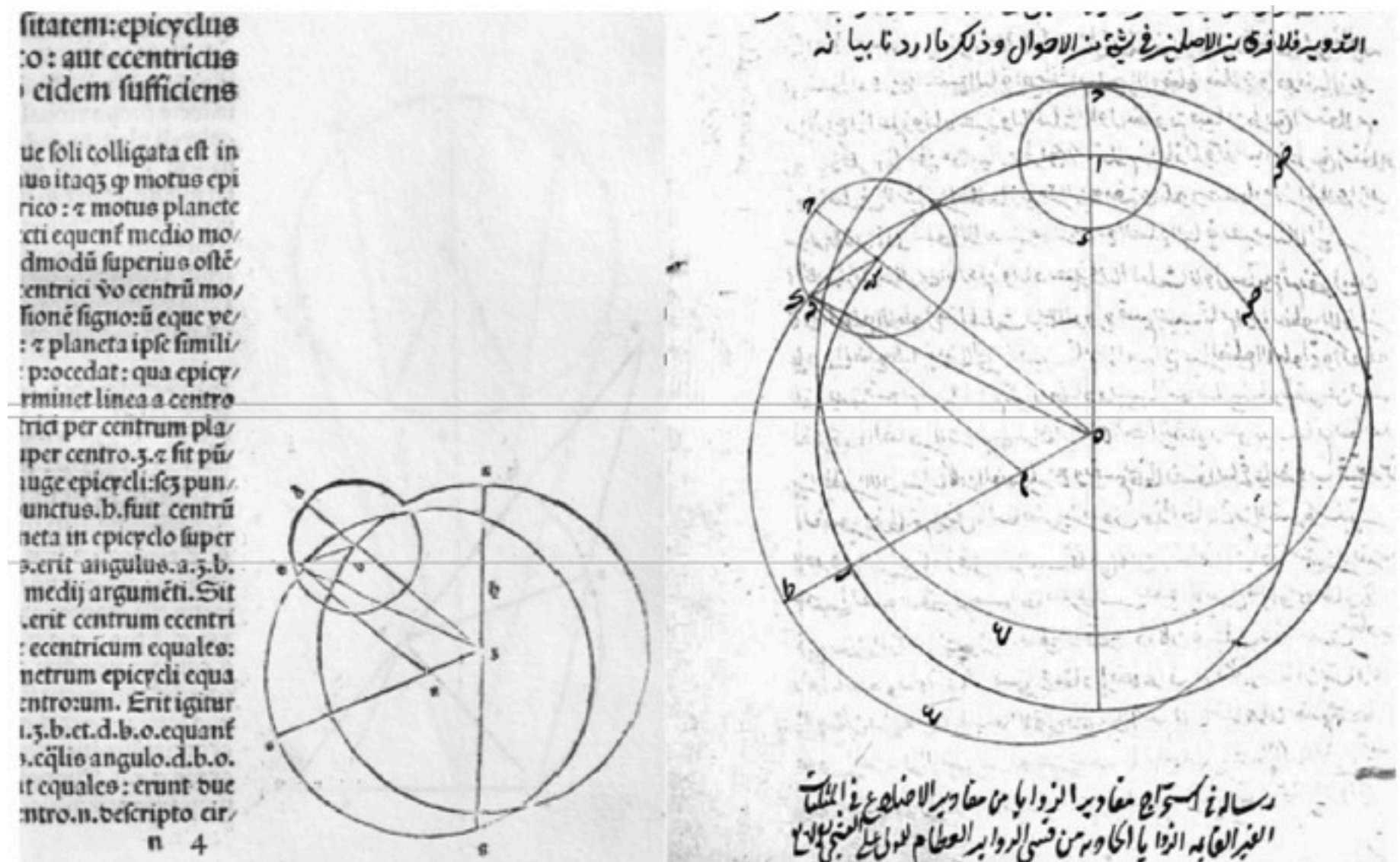


FIG. 1. Comparison of diagrams of Regiomontanus and Qūshjī. (Left) J. Regiomontanus and G. Peurbach, *Epytoma Joannis de monte regio In almagestum ptolemaei* (Venice, 1496), n4r, and (right) °Alī Qūshjī, *Fī anna aṣṣal-khārij...*, Carullah MS 2060, f. 137a. Reproductions courtesy of the History of Science Collections, University of Oklahoma Libraries, and of the Süleymaniye Library, Istanbul, respectively.

"possibility that ... Arabic manuscripts inspired similar features ... in 13th century Europe" --Ann Blair, *Too Much to Know*, 2010

# what came before

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## manuscript scholarly apparatus

gloss

running heads

subdivisions: books, chapters

analytical tables of contents

chapter headings

cross references

alphabetical order

page numbers

indexes





# apparatus

## thanks to print

"only a few features of the early printed book were innovations: the title page ....

new methods for signaling section breaks"

-- Ann Blair,

*Too Much to Know* 2010

Operetta di frate Girolamo da ferrara  
della oratione mentale



Savonarola,  
*Operetta della  
Oratione Mentale*  
Florence, c. 1495

Codex Gigas  
13th century

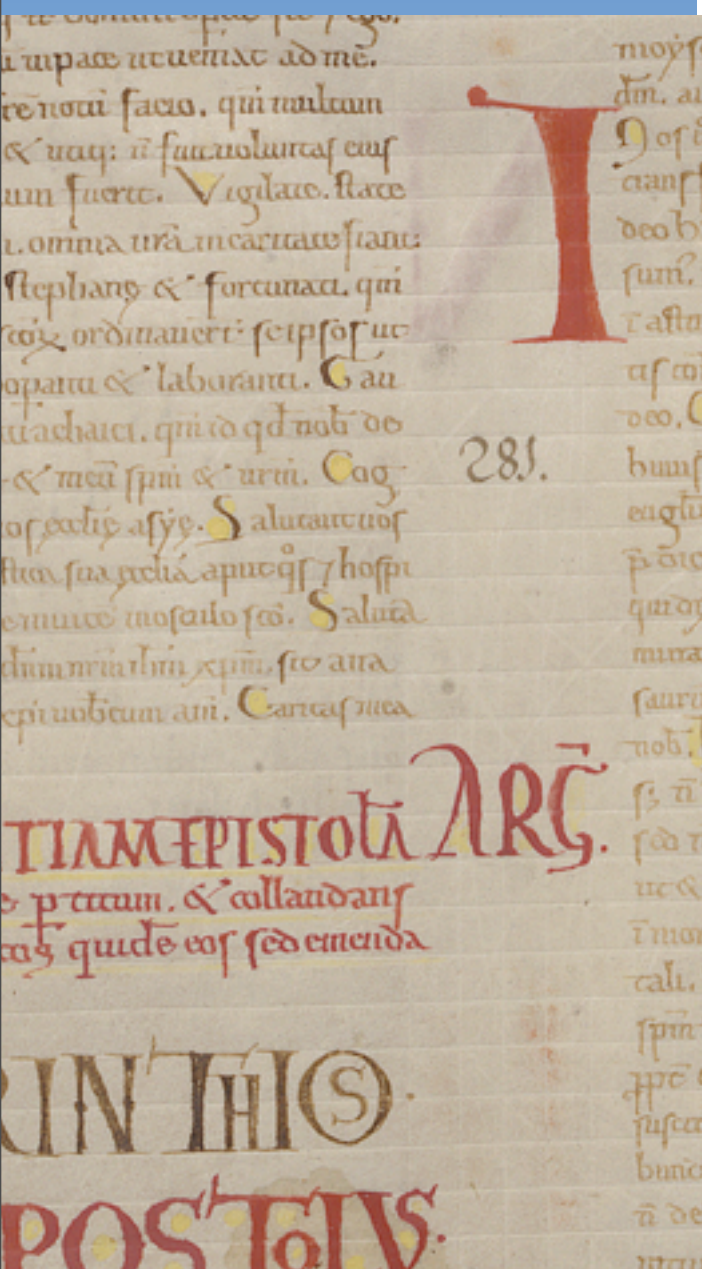
# scholarly tools

## numbering

"From about 1300 very many scribes, librarians, and book owners provided their volumes with leaf numbering."

--Margaret Smith,

"Printed Foliation" 1988



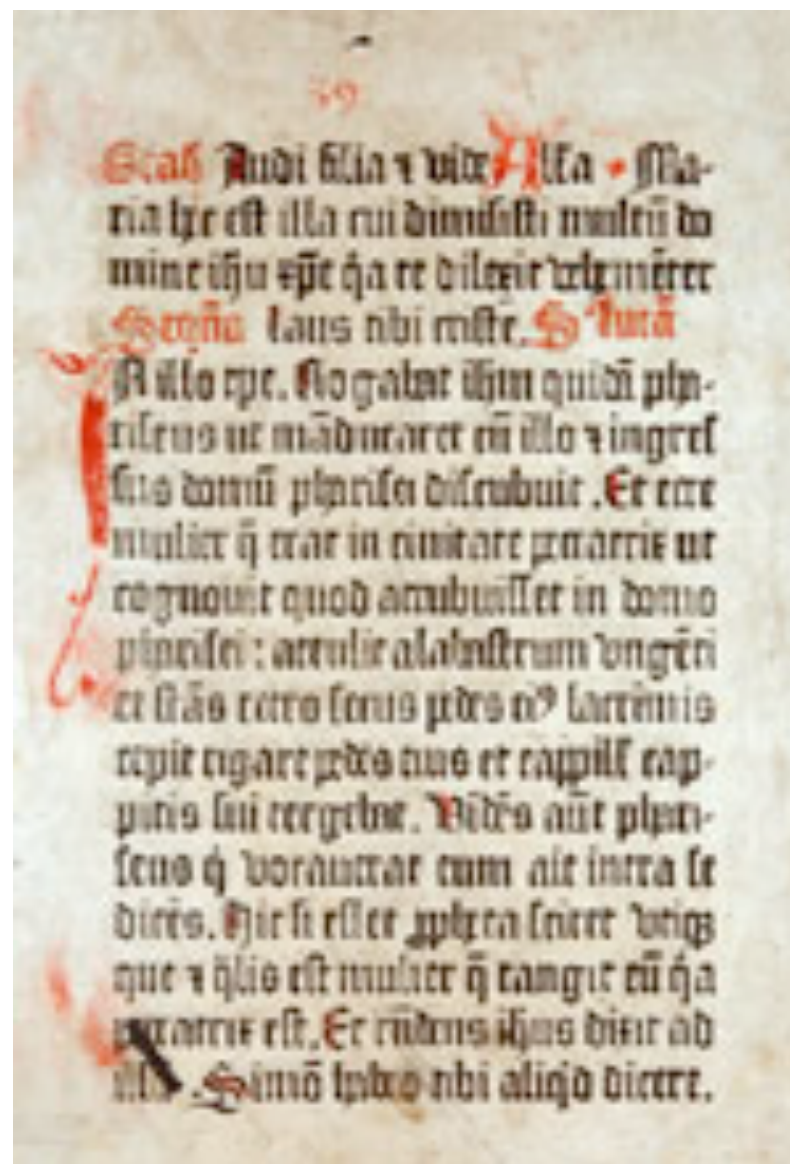
# scholarly tools

*incunable*:  
printed book  
from before 1500

*foliation*:  
providing leaf  
numbers

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

--Margaret Smith,  
"Printed Foliation"



*Missale*  
"Constantiense"

7-Hofl13-Print

39



# slow to catchup

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"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]

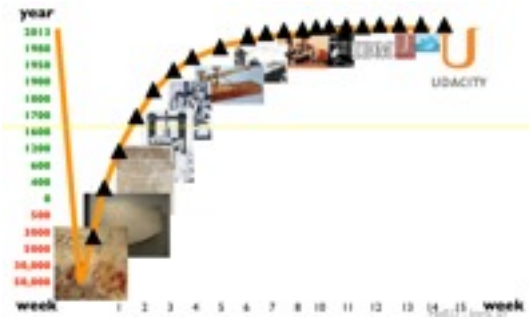
--Piet Verkruijsse,  
"Wacht u voor de bladwachter!"

*pagination:*  
providing page  
numbers

# why page numbers?



# overview



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# print revolution



# what happened elsewhere?



Nuremberg  
Chronicle  
c 1493





*lithography:*  
printing from  
stone



*xylography:* wood  
carving

# printing in china

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

**175 ce:** printing of Confucian classics from  
stone carvings

**868:** earliest surviving Chinese printing



# furthermore ...

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## **10th century?**

playing cards, printed textiles, paper money

## **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

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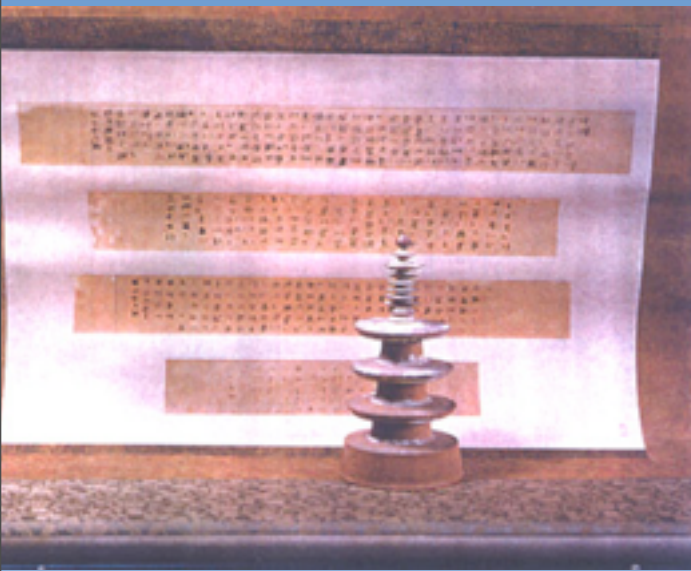
## Empress Shotoku, and her charms

**770:** xylographic printing (? 1,000,000 copies)

Japanese "printing was for many centuries a Buddhist monopoly ... religious texts formed the bulk of material ... before 1600 ... only the monasteries ... could afford the costs of book production."

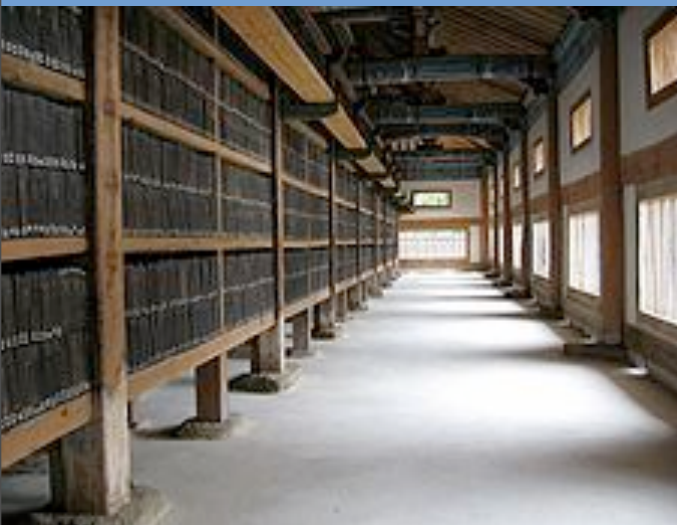
--Kojiro Ikegami,

*Japanese Bookbinding*, 1986



# Korea

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**8th century:** xylography

**918-1392: Koryo Dynasty**

three methods of publishing:

*transcription:* Royal library

*xylography:* Buddhist temples

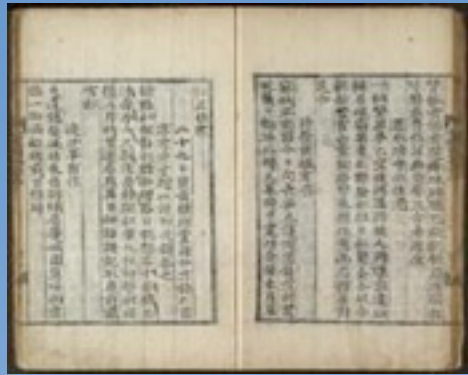
*typography:* civil service



**1087:** *Tripitaka Koreana* (xylography)

80,000 wood blocks, 77 years to complete  
destroyed 1232 and recarved

# Korean printing



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

**1377:** *Jikji* (earliest book with metal type)

**1392:** Kyosugam (dept. of publishing)

**1403:** Jujaso (type foundry)

**1446:** Hangeul alphabet and typography





# and elsewhere

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## **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

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"[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'

"... it was the *type mold* that the Koreans developed."

--Carter, *The Invention of Printing in China*, 1955.



## western ways

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"[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'

"... 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?"

7-Hofl13-Print 50





1 kuan note  
c. 1380



# linear connection?

## c. 1290:

"HOW THE GREAT KAAH 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

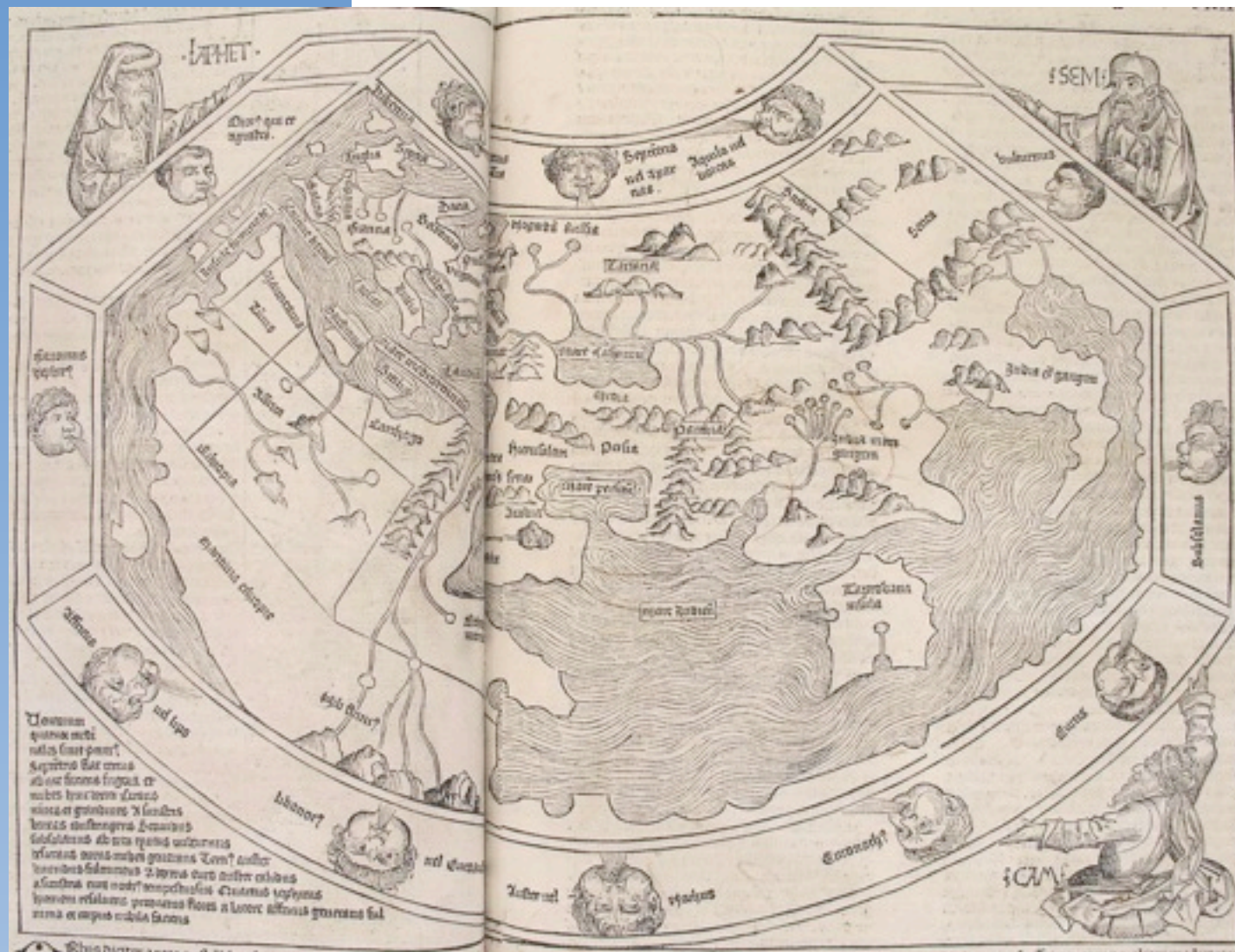
Japan, 8th century

W. Europe, 15th century

Jews, 15th century

India, 18th century

Islam, 19th century





# world of books

## **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

China, 9th (butterfly)  
13th (thread binding)

Korea, ?12th century (sutra binding)

Japan 18th century

## **printing**

China, 7th century

Korea, 8th century

Japan, 8th century

W. Europe, 15th century

Jews, 15th century

India, 18th century

Islam, 19th century



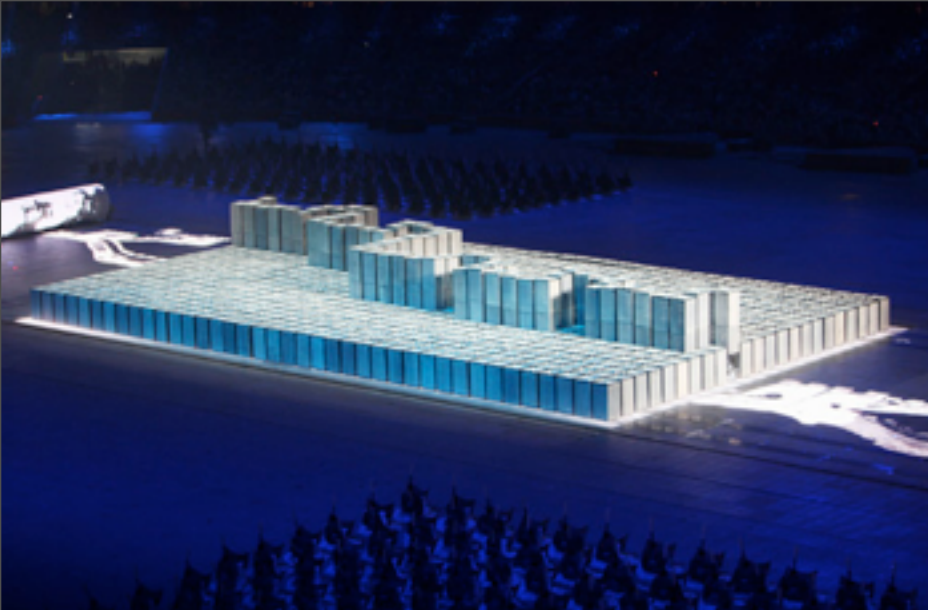
# chicken and egg

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"Indians had created a highly effective information order in which strategically placed written media reinforced a powerful culture of oral communication; printing .. not needed until society itself began to change more radically"

--Christopher Bayly

*Empire and Information 1780-1870, 1998*



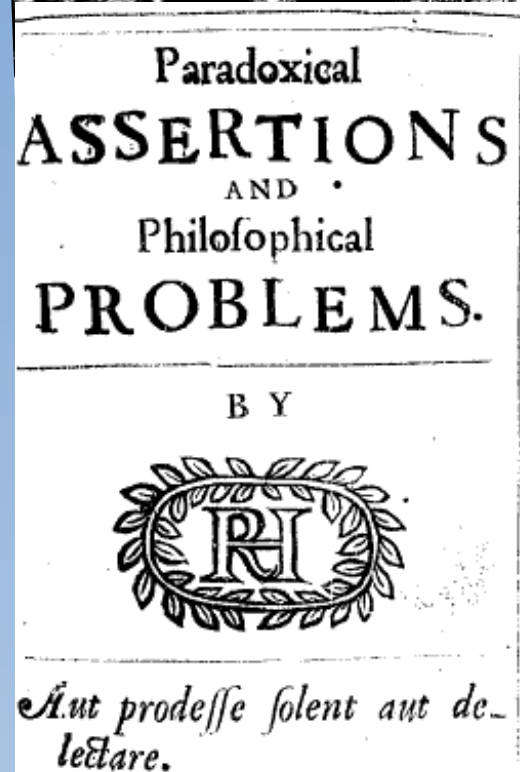
# secret history?

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

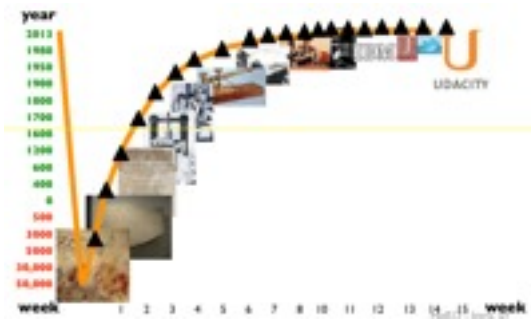
--George Hakewill, *An Apology of the Power*, 1627

"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



# overview



what gets overlooked?

assessing a revolution

talking about  
technology

print revolution

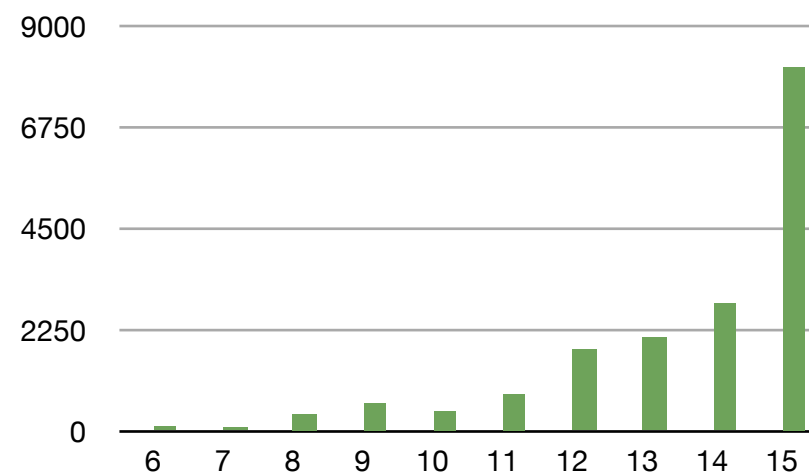




*Visite à  
l'Imprimerie  
Léonard Defrance  
18c*



John Evelyn  
1620–1706



market forces

## reliability and authority

"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

"every lover of accurate editions looks back with regret on those times when an Erasmus corrected what an Aldus printed [earlier editions] surpass the more splendid editions of later times in the one great excellence of correctness" -- Knox

# market temptations

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## piracy

the success of print leading to claims of  
"ownership" and of "piracy"

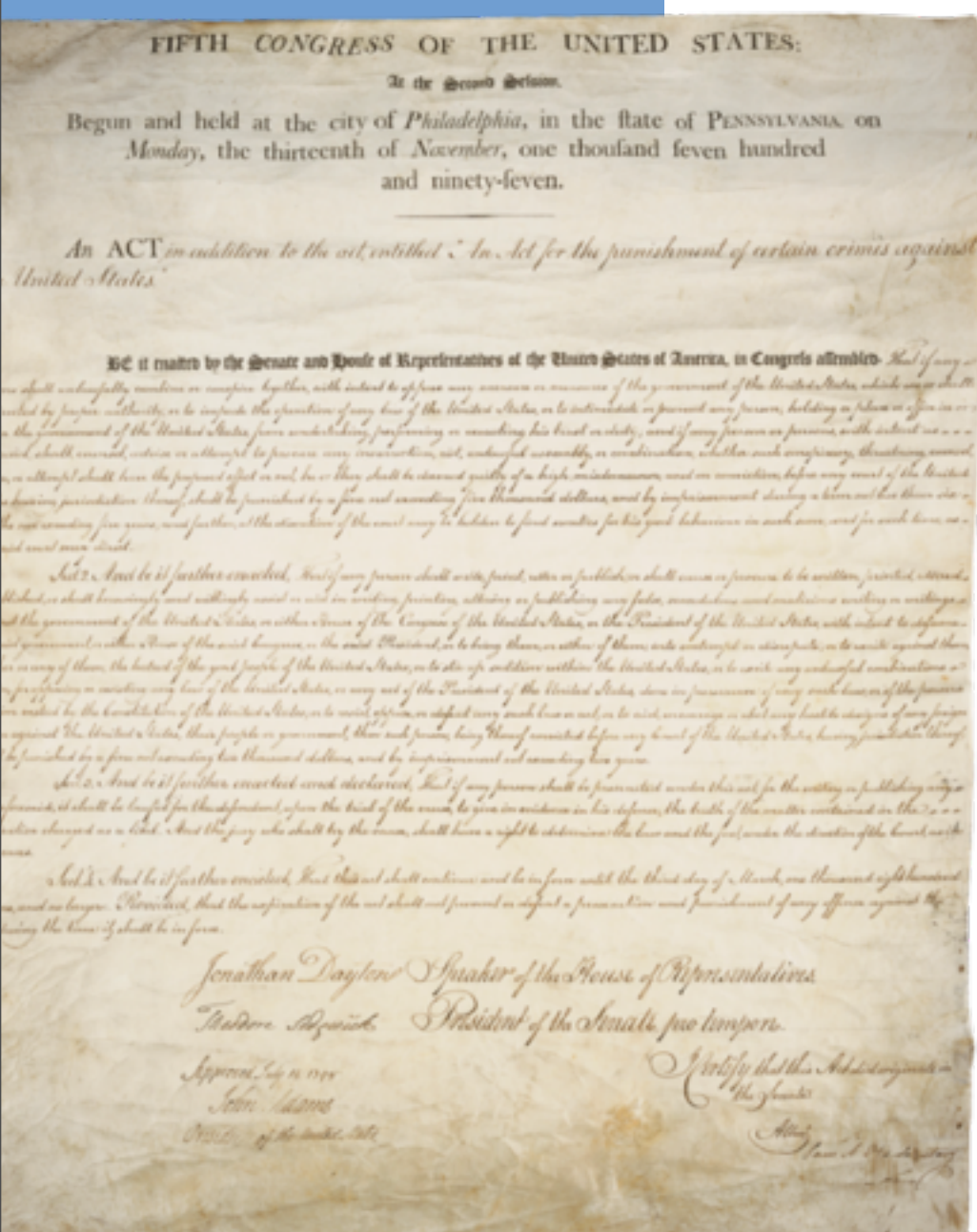
"Luther's German translation of scripture  
was actually beaten into print by its first  
piracy"

--Adrian Johns, *Nature of the Book*, 1998

questions of what or whom to rely on



# control & censorship



1487: Court of Star Chamber

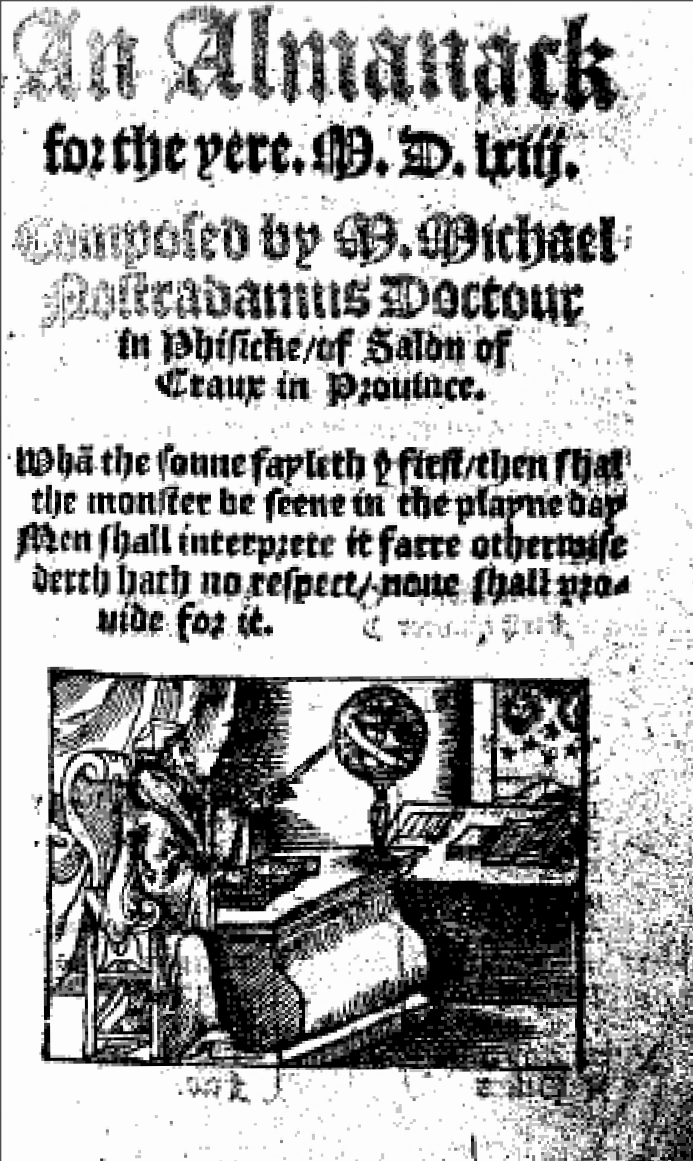
1557: Stationer's Company

1710: Statute of Anne

18c: Stamp Acts

1798: Alien and Sedition Acts





Buckworth's  
Lozenges:  
consumption  
coughs, catarrh,  
hoarseness ...  
plague,  
obstructions of  
stomach

# 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

By 1700 "printers were producing between 350,000 and 400,000 copies in the last two months of every year."

Louise Curth, "Medical Contents of English Almanacs, 1640-1700" 2005

# TREATISE OF THE DISEASES

OF THE  
*Head, Brain and N*

WITH  
DIRECTIONS for their Cure,  
several Deplorable and Sudden Indisposi-  
ing them, as APOPLEXIES, EPILEP-  
SIES, &c. may be prevented, and  
many Lives saved by the Medicines here

To which is subjoin'd, A  
DISCOUR  
Of the Nature, real Cause and certain  
*Melancholly in M*  
AND  
*Vapours in WOM*

*Lithotomia Douglassiana:*

OR,

An Account of a New METHOD

of making the F  
order to extract the  
Bladder.

Which is much easier  
fooner done by the  
Cure much more ce  
of the other Method

A N  
A D D R E S S

TO THE

P U B L I C,

ON THE EFFICACY OF

CERTAIN MEDICINES

IN THE CURE OF THE

VENEREAL DISEASE,  
SCIRRHUS AND CANCER,

AND

ULCERATED LEGS.

# TREATISE

ON THE

SMALL-POX A

Wherein is demonstrated th

M E D I

Known by the

SEXTON'S F

A

SHORT ACCOUNT

OF A REMEDY FOR THE CERTAIN CURE OF

CONSUMPTIONS,

SPITTING OF BLOOD, ASTHMAS

AND

COMMON COUGHS,

Together with a panegyric and some account of its inven-  
tor, the celebrated John Anthony Guldenstaedt, Phy-  
sician to the present Emperors of all the Russias, &c.

PRACTICAL ESSAY

ON

CANCERS:

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Every Patient His own Doctor;

OR, THE

S I C K M A N's

TRIUMPH OVER DEATH AND THE GRAVE.

CONTAINING,

The most approved METHODS of curing every DISEASE  
incident to the HUMAN BODY, *internal or external*;  
whether owing to Defects of Nature, occasioned by In-  
temperance, contracted by Accident, or caused by Decay.

WITH

THE BEST REMEDIES

Prescribed by the Authority of the most eminent Physicians  
for removing each Disorder, restoring Health, preserving  
it when restored; and extending Life to an honourable  
Old Age.

INCLUDING

An excellent Collection of the most eminent RECEIPTS for  
MAKING AND PREPARING

A great Number of cheap, easy, and efficacious

M E D I C I N E S.

Print culture



# 14 Feb: Scientific 'Revolution'

## Required Reading

- Sprat, Thomas. 1667. pp 60-79 in *The History of the Royal Society of London for the Improving of Natural Knowledge* London.

Sprat divides his history into three parts. The first gives the background of the group which formed the Royal Society. The second describes what they did that earned them the title "Royal Society" (in 1662). And the third describes what they did between 1662 and the publication of Sprat's book in 1667. You are asked to read from the second part, so

**Start at page 60**—page numbers are given in bold within square brackets, so scroll down until you see [60] then look for the paragraph that begins, "I come now to the Second Period of my Narration..." and read to p. 79, "The *Royal Society* will become *Immortal*."

**Note:** The Royal Society was founded in England in 1660. It still exists today. 2010 was its 350th anniversary— and claims to be the world's oldest scientific society. Thomas Sprat (1635-1713), the author of the work you have to read, was a student of one of the founders. He joined the Society in 1663 and was asked to write the Society's history. In this book, then, we have a contemporary, insider's account of the founding of a very influential society, one that people argue was at the center of the "scientific revolution." Because it was written in the seventeenth century, however, the text is a challenge. But it is manageable and even rewarding with patience. Take it slowly—the section you have to read, pages 60-79, is not very long. If you keep going, what is at first confusing may become clear (or irrelevant). Mark up passages that don't make sense (as well as those that interest you) to discuss in class, but keep on reading. As you read, ask yourself how much this does or does not resemble what we think of as modern science.

If you go to [Early English Books Online](#), you will be able to see the pages as they appeared in the original book.

- [Steele, Richard], 1712. "Essay against Quacks," *The Spectator* 8 (572).

just ahead