

Authorial, authority, reputation, print

Making the familiar unfamiliar -- author

Author -- inventor, originator, authenticator, brand

Historical accounting -- culture & industry

Author and supply chains

Books and booze

Author as brand

Mark Rose, Authors & Owners (1993)

1: The author-work relation is embedded in library catalogues, the indexes of standard literary histories, It is pervasive in our education system institutionalized in our system of marketing cultural products ... the name of the author becomes a kind of brand name.

Property & Propriety

O, for my sake do you with Fortune chide,
The guilty goddess of my harmful deeds,
That did not better for my life provide
Than public means which public manners breeds.
Then comes it that my name receives a brand,
And almost thence my nature is subdued
To what it works in like the dyer's hand.

Sonnet 111

Liability to asset?

Author in Open Source?

Property & control

Foucault's moment

Problematic chronology

Chartier

Pornography and the paradox of property

Robert Southey, Wat Tyler

Harriet Wilson, Memoirs

Byron, Dugdale & Don Juan

Authorial control

Boyle's rejection

xii: The notion of the author does for information, for the knowledge-value revolution, what the Divine Right of Kings did for the monarchy, what classical economists' notion of the justice of "natural" unregulated markets did for the economic relations of the industrial revolution

xiv : it is hard even to imagine an alternative system.

Death of the author

Barthes's imagination

"Once the Author is removed, the claim to decipher a text becomes quite futile. To give a text an Author is to impose a limit on that text, to furnish it with a final signified, to close the writing

" ... the birth of the reader must be at the cost of the death of the Author

" ... the voice loses its origin, the author enters into his own death, writing begins"

& Techno enthusiasm (Landow, Bolter)

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Author Function

Foucault's caution

143: "A certain number of notions that are intended to replace the privileged position of the author actually seem to preserve that privilege

145: This usage of the notion of writing runs the risk of maintaining the author's privilege

Romantic naiveté?

Barlow's history

[The Net] resembles the 19th-century American West in its natural preference for social devices that emerge from its conditions rather than those that are imposed from the outside. Until the West was fully settled and "civilized" in this century, order was established according to an unwritten Code of the West, which had the fluidity of common law rather than the rigidity of statutes.

... Ethics were more important than rules.

Understandings were preferred over laws.

... In fact, until the late 18th century this model was applied to much of what is now copyrighted. Before the industrialization of creation, writers, composers, artists, and the like produced their products in the private service of patrons.

Whig histories

Kernan

A DICTIONARY in Spanish and English:

FIRST PUBLISHED INTO THE
English tongue by R. C. PERCIVALE Gent. Now enlarged and ampli-
fied with many thousand words, as by this mark * to each of them prefixed may appear,
together with the accounting of every word throughout the whole DICTIONARY, for the more
pronunciation of the language, as also for the distinct significations of one and the selfsame word.
And for the learners ease and furtherance, the declining of all hard and irregular Verbs,
and for the same cause the former order of the Alphabet is altered, divers hard and
unuseth phrases and speeches out of sundry of the best Authors explained,
with divers necessary notes and especial directions for all such
as shall be desirous to attain the perfection of the
SPANISH TONGUE.

All done by *John Minshew* Professor of Languages
in LONDON.

Hereunto for the further profit and pleasure of the learner or delighted in
this tongue, is annexed an ample English Dictionary, Alphabetically set down
with the Spanish words thereto annexed, as also an Alphabetical Table of the
Latin and Moorish words more commonly received and used in the Spanish tongue,
which being dispersed in divers formal and plain dialogues,
the whole DICTIONARY is more easily retained than
by the former John Minshew.

FOR THE RIGHT USE OF THIS WORKE,
I referre you to the Directions before the Dictionary, contained in divers
pages differing from other Dictionaries heretofore set forth.



Printed at London by JOHN HAVELAND for
Matthew Lowrey. 1623.

In the Eighteenth century, the author fights free of patronage, as part of the development of "print culture"

Whig histories with a U-turn

Lessig, Bollier ...

The independent author has been appropriated as ventriloquist dummy for large corporate interests

[Availability](#) [Cal ID](#) [Patron ID](#) [Log in for more services](#)

[Save](#)

Title Ulysses : the corrected text / James Joyce ; edited by Hans Walter Gabler with Wolfhard Steppe and Claus Melchior.

Author [Joyce, James, 1882-1941.](#)

Edition 1st ed.

Place/Publisher New York : Vintage Books,

Date 1986.

Description xiii, 649 p. ; 24 cm.

Uniform Title [Bancroft poetry archive.](#)

Other Authors [Gabler, Hans Walter, 1938-
Steppe, Wolfhard.
Melchior, Claus.
Whalen, Philip. asn CU-BANC](#)

A Long History

Compare the independent author of the 18th century:

- | **Title** Prefaces, biographical and critical, to the works of the English poets. By Samuel Johnson.
- Author** [Johnson, Samuel, 1709-1784.](#)
- Place/Publisher** London, Printed by J. Nichols, for C. Bathurst [etc.]
- Date** 1779-81.
- Description** 10 v. 16 cm.
- Notes** Later published under title: The lives of the most eminent English poets.
Spine title: Johnson's English poets.
- Subject Headings** [Poets, English.](#)
[English poetry -- Early modern, 1500-1700 -- History and criticism.](#)
[English poetry -- 18th century -- History and criticism.](#)
- Alternate Title** Lives of the most eminent English poets. Johnson's English poets.
- Other Authors** [Johnson, Samuel, 1709-1784. Works of the English poets.](#)
[Nichols, John, 1745-1826. bkp CU-BANC](#)
- Classification** [P113 .J63](#)

Alliance of Old and new?

Barthes, (Derrida, écriture and auteur)

"We know that a text is not a line of words releasing a single 'theological' meaning (the 'message' of the Author-God) but a multidimensional space in which a variety of writings, none of them original, blend and clash. The text is a tissue of quotations ...

"the inner 'thing' he thinks to 'translate' is only a ready-formed dictionary, its words only explainable through other words"

"Poems can only be made out of poems" -- N. Frye

Corporate identity only in the Old Wave?

Software

Ken Thompson & the individual author

Orbitem Free Software Survey

Author	% of total
free software foundation	11.231
sun microsystems	1.848
regents of the university of california	1.359
gordon matzigkeit	1.216

An overview of rights in copy

- 1450: Gutenberg
- 1469: Venice: John of Speyer's printing privilege
- 1502: Venice: Aldus's privilege
- 1511: Various cities: Durer's trademark
- 1553: England: Patent for legal printing
- 1557: Stationers' Company, restricting competition
- 1586: Stationers licensing privilege
- 1603: Development of 'English stock' (Bibles to ballads)
- 1641: Revolution; end of Court of Star Chamber
- 1689: Revolution, Bill of Rights
- 1694: End of Licensing Act
- 1710: Statute of Anne
- 1741: Pope v. Curl
- 1774: Donaldson v. Becket
- 1808, 1814, 1842: Extension of Copyright
- 1891: US joins international conventions

Of the making of books ...

Allgemeines Oeconomisches Lexicon (1753)

Book,

either numerous sheets of white paper that have been stitched together in such a way that they can be filled with writing;

or, a highly useful and convenient instrument constructed of printed sheets variously bound in cardboard, paper, vellum, leather, etc. for presenting the truth to another in such a way that it can be conveniently read and recognized. Many people work on this ware before it is complete and becomes an actual book in this sense. The scholar and the writer, the papermaker, the type founder, the typesetter and the printer, the proofreader, the publisher, the book binder, sometimes even the gilder and the brass-worker, etc. Thus many mouths are fed by this branch of manufacture

Cultural supply chains

Books

booksellers--publishers--printers--editors--authors

"somebody to answer ... the last seller ... unless the Name of the Author, Printer, or Bookseller be affix'd to the Book" --Defoe, 1704

Movies

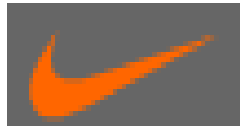
theatres--producer--director-- actors--screenwriter

Plays

theatres--producer--director--actors--playwrights

Dictionaries, encyclopaedias, romances, software

Brands & chains

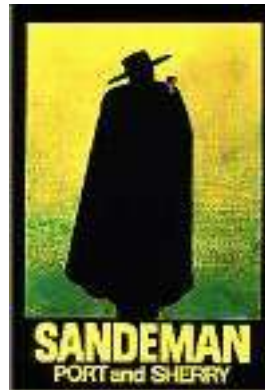


Brands & chains



Brands & chains

Hedges & Butler



Forging the common law of brands before 1862

Medical Preparation	46
Spirits	25
Publications	23
Toiletries	22
Tobacco	16
Newspapers	15
Sauces	13
Iron	12
Bottles	10
Beer	9
Sewing Machine	8
Wine	8
Soap	7
Oil	6
Pens	6
Mineral Water	5

[Booze:

42] Quality of Information 6, 10/7- 20

[Publishing:

38]

Quality, uncertainty, and struggles in the chain

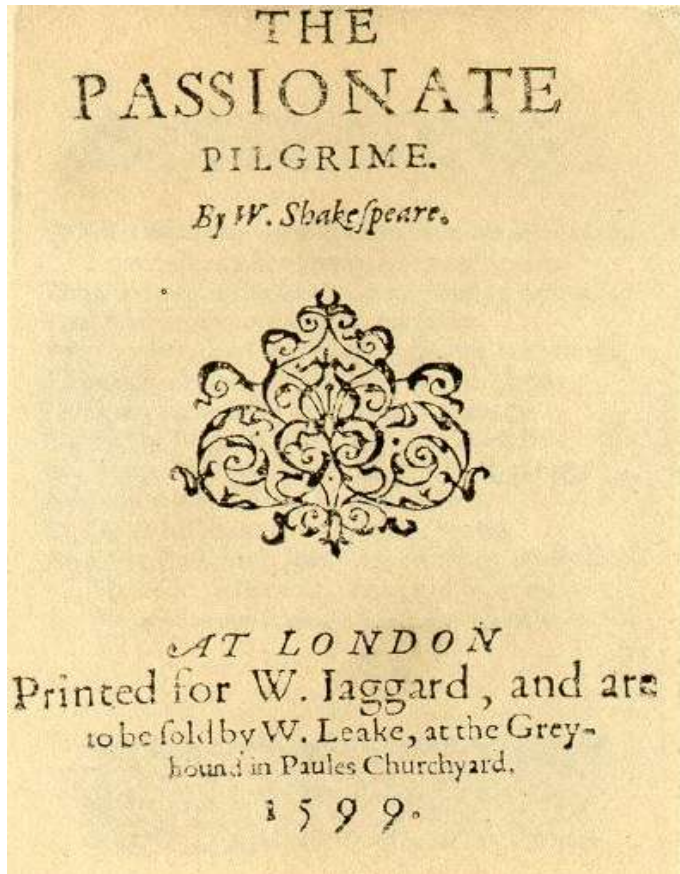
Of 60 alcohol cases, only 7 were between "brand rivals".

The rest involved suits along the "supply chain", between brewers and bottlers, bottlers and labellers, importers and distributors, distributors and retailers, etc.

Retailers, the old "branders" sought a name more reliable than their own.

The claim of "Sandeman inside" ultimately ceded power to Sandeman

My name becomes a brand



"The Stationers made 'Shakespeare'" -- Lukas Erne

Author as brand

"That the Author of very Manuscript or Copy hath ... as good right thereunto, as any Man ... Those who purchased such Copies ... having the Authors right thereby transferred".

--The Case of the Booksellers and Printers Stated (1666)

"The author is an instrumental convenience in regulatory struggles being carried on within the book trade"

-- Joseph Loewenstein

"Print made Johnson a writer"

-- Alvin Kernan

What can the author tell us about quality or authenticity?

Will/can/should the author survive?

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