

# Print Culture and the Modern World

## *The first printed books- Printing in China*

1. The earliest kind of printing technology was developed in china, japan and Korea.
2. The earliest books in china were printed using the Rubbing paper printing.
3. In rubbing paper method paper is pressed against the inked surface, engraved with writing. Printing was done only on one side. Calligraphy was duplicated by skilled people.
4. These hand printed books were extensively used for civil service examination in ancient China.
5. By 17th century urban culture bloomed and reading became a leisure activity. The readers preferred fiction, autobiography, poetry etc. Especially rich women started reading variety of books
6. During 19th century mechanical printing was introduced in China and Sanghai emerged as the hub of new printing culture.
7. Courtesians started writing about their life and court.
8. Along with this print material was also used by merchants to keep the daily record of things.

**Note- Point 1,2 and 3 explain the print technology in china. Point 4,5,6,7 and 8 tells why china remained major print material. Point 5 talks about the urban culture and change in print requirement.**

## *Print culture of Japan-*

1. Printing in Japan was introduced by Buddhist Missionaries around 768-770AD.
2. The oldest Japanese book Diamond Sutra was printed in 868AD.
3. Pictures were printed on textiles, playing cards and paper money.
4. In Medieval Japan books were cheap and Poem and prose were regularly printed.
5. With the flourishing of urban culture in Edo(Tokyo) books were printed on a variety of topics like famous places, cooking, calculations etc.

Note-Kitagawa Utamaro introduced art form called Ukiyo in which she depicted the urban ordinary human life.

## *History of Print in Europe-*

1. Chinese paper reached Europe from china through silk route. Early manuscripts were written on paper.
2. In 1295 Marco Polo, an Italian traveler returned from China. He brought woodblock print technique to Italy.
3. From Italy woodblock print technique reached to other parts of Europe. Merchants and students brought these cheaper printed copies.

4. Luxury editions were still handwritten, meant for aristocratic class and rich people.
5. Woodblock printing was mainly used for printing textile , playing cards and religious pictures with brief texts.
6. Johann Gutenberg developed the first known printing press in 1430s. First book he printed was Bible.

### *Gutenberg and the Printing press-*

Gutenberg- He was a German Goldsmith and inventor, he invented the first mechanical press with movable type printing.

1. Since his childhood he had good experience of working with wine and olive press.
2. Using his experience from olive press he invented the first printing press.
3. In 1448 fully functional mechanical press made by Gutenberg was ready for printing.
4. In 1455, the first book he printed was a Bible. About 180 copies were printed in 3 hours.

Similarities between new and old style-

1. Printed books resembled the written manuscripts in appearance and layout.
2. Manuscript writing was copied in early printed copies.
3. Border, illustration and other pattern were painted, not printed.
4. In the books printed for rich. Space for decoration and illustration was kept blank so that purchaser can get it designed anywhere he wanted.

### *Reasons why Printing became popular in Europe-*

1. The production of book using printing was much cheaper than manuscripts.
2. Copying manuscripts was time consuming and laborious.
3. Manuscripts were fragile and hard to carry, as vellum was used instead of paper( vellum was prepared from the skin of dead animals).
4. Demand for books were increasing very fast and this demand could not be met by manuscripts.

### *Print revolution-*

1. Print revolution was the time in Europe when cheap printed books led to the emergence of new reading public.
2. Oral and print culture became complimentary to each other. The stories or knowledge that were transmitted orally were printed and these written materials were read in groups.
3. Before the introduction of printing, reading was restricted to the elite people only.
4. As the literacy rate was low, publishers started publishing ballads and stories with illustrations so that even illiterate people can understand the stories.
5. These printed materials were sung at gatherings, they were recited in public gatherings.
6. The lines that separated oral and reading cultures became blurred.

## Notes for class X by Arushi

### Fear of Print and religious debate.

1. Fear of thoughts- those who disagree with authorities can persuade people.
2. They were of the opinion that rebellious and irreligious thought might spread.
3. Ancient texts will lose their importance.

4. Conservatives were of the opinion that print culture will disturb cultural and social setup.
5. Roman catholic church punished people who criticised church in their writing, church even prohibited the publication of certain books.

6. Martin Luthur criticised church and demanded reformation.
7. Martin Luthur writing were widely circulated. He even translated the old testament.
8. Luthur described printing as the greatest gift of god to men.

### *Factors responsible for rise of reading mania in Europe during 18<sup>th</sup> century-*

We know that mechanical printing press invented by Johann Gutenberg revolutionized the printing in Europe but apart from this there were also other reasons that led to the growth of new reading public.

1. Increase in literacy rate- 17<sup>th</sup> and 18<sup>th</sup> century saw the rise of literacy rate. Churches established school in remotest areas, literacy rate was as high as 60-80%.
2. Introduction of new form of literature like ritual calendars, Penny chapbooks( these were the pocket sized book available for a penny, these were sold by pedlars called Chapmen. It included poetry, folktales, religious text, politics etc).
3. Periodicals press like current affairs, newspapers, entertainment also revolutionized the reading.
4. Pedlars roamed around the villages and cities, this made the circulation of printed material easy.

**People in Europe also believed that print culture would bring enlightenment and end despotism.**

1. People started believing that books are a means of promoting reasoning and intellect.
2. Increase in literacy rate also promoted the read culture.
3. Young scientists like Newton started publishing their discoveries.
4. Famous novels and books showed heroes transforming after reading books.
5. Famous novelist Lousie- Sebastian declared that printing press will bring an end to despotism.
6. Print culture also played an important role in building base for French revolution, existing social order were challenged and reasoning was promoted. Popular ideas were read in public, enlightened writers published their ideas openly, nobles and ruling class were criticized, chapbooks especially played a very important role in bringing enlightenment ideas to the

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### *Status of printculture in 19<sup>th</sup> century and various reading groups.*

#### **Children**

- As primary education became compulsory. Children became important reader.
- Textbooks were published.
- Children literature like folk tales and fairy tales became popular.
- Children's press were developed. These press printed books only for children.
- Grim brothers of Germany collected folk tales from peasants.
- Unsuitable content and content that appear vulgar to elites was not included.

#### **Women**

- With rise in education and urbanisation women became important readers.
- Penny magazine were specially printed for women.
- content related to behaviour and housekeeping was popular among women.
- Not only readers women also emerged as important writers such as Jane Austen, the Bronte Sisters etc.
- In novels women were shown as person with will, strength, determination and power to think.

#### **Workers**

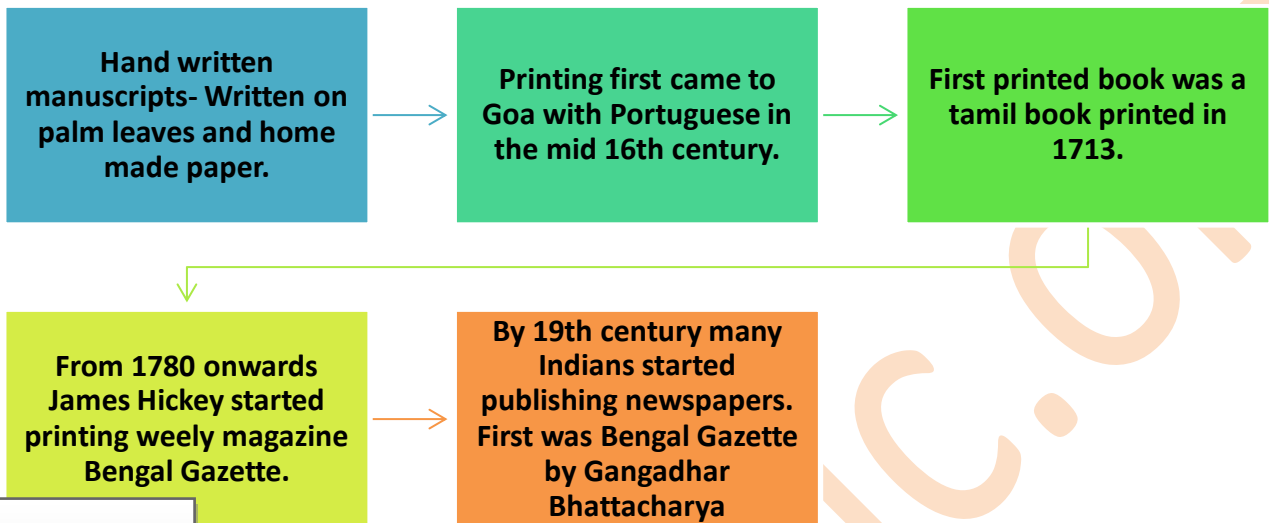
- Lending libraries played important role in education white collar workers.
- White collar workers, artisans and lower middle class people were some of the groups that were interested in reading.
- Some self educated working people wrote for themselves.
- Reading and writing was seen as a tool of self improvement and self expression.
- They wrote political tracts and autobiographies in large numbers.

### *Innovations in Printing*

1. By late 19<sup>th</sup> century press came to be made out of metal.
2. By mid 19<sup>th</sup> century Richard M. Hoe perfected the power driven cylindrical system. This system was capable of printing 8000 sheets per hour.
3. In Late 19<sup>th</sup> century offset press was developed which could print six colors at a time.
4. Electrical and photoelectric printing is new invention.
5. Cheap Paperback edition was developed during the years of great depression.
6. To increase sales popular novels were printed in series.

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### Growth of print technology in India-



Famous tag line associated with Bengal Gazette 'open to all but influenced by none'.

### Printing press and Indian society.

Society	Hindus	Muslims
<ol style="list-style-type: none"><li>1. Opinions regarding religious, social and economic issues were openly discussed and printed.</li><li>2. News papers were printed on a daily basis.</li><li>3. Social reforms were carried using the printe technology, so that wider audience can be reached easily</li><li>4. Raja Ram mohan roy was champion of social reforms. He started printing Sambad Kaumudi from 1921.</li><li>5. Vernacular laguages were more preferred.</li></ol>	<ol style="list-style-type: none"><li>1. First edition of Ramcharitmanas was printed in 1810.</li><li>2. Printing press like Naval Kishore press started printing religious texts in vernacular.</li><li>3. These newly printed religious books were easy to carry and read.</li><li>4. Religious texts reached wider audience and religious ideas were discussed in open.</li><li>5. Introduction of lithographic printing made the printing easy and cheap.</li></ol>	<ol style="list-style-type: none"><li>1. Ulamas used cheap lithographic press to publish islamic ideas and philosophy.</li><li>2. These publications were in persian and urdu language.</li><li>3. Deoband published many Fatwas to make muslims aware of code of conduct in their daily life.</li><li>4. number of muslim sects printed their own ideas of faith to enlarge their following.</li><li>5. Printing in Urdu helped muslim scholars to connect to masses.</li></ol>

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### *New forms of publications in India-*

1. Novels from Europe reached India and became popular.
2. Novels were given Indian from through Indian emotions, relationships and diversity.
3. Short stories and essays on political and social issue also became popular.
4. Visual images were copied in large number. Raja Ravi Verma produced images of mass circulation. These images were cheap and could be brought by poors as well.
5. By 1870s caricature and cartoon became famous in newspapers and journals.

### *Women and printing in India-*

1. Rise in number of educated women in middle class. Middle class women were sent to schools in cities and towns. This group of educated women formed an important reading group.
2. Many Journals advocating women education were published.
3. Condition of girl education was poor in conservative Hindu and Muslim families.
4. Writers like Rashsundari Debi from conservative family learnt reading secretly in kitchen and wrote her own biography Amar Jiban.
5. Another writers like Kailashbashini Debi explained how women are imprisoned at home and kept at ignorance.
6. Tarabai Shinde and Pandita Rambai raised the issue of widows.
7. At the end of 19<sup>th</sup> century publications in Hindi became popular, they discussed issues like women's education, widow remarriage and national movement.
8. Battala in Calcutta was famous for printing books that challenged the existing social ideas.

Hence it can be said that printing impacted **women education, many women turned writers, Social evils were challenged, these writings made women confident to accept new roles in society, and reading kept women updated even at home.**

### *Issue to caste and class-*

#### *Workers*

1. Cheap small books were published that could be easily brought by poor.
2. Public libraries were set up in cities and towns. This encouraged reading.
3. Workers in various areas like Bangalore established libraries to educate workers.
4. Many works like chotte aur bade ka sawal and Sacchi Kavitate described the condition of workers in society.
5. Books were also used to keep workers away from drinking and promote nationalism.

#### *Caste*

1. From late 19<sup>th</sup> century issues of caste discrimination were discussed in open.

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2. Social reformers like Jyotiba Phul, B.R Ambedkar and Periyar wrote about the injustice of caste system.
3. Local protest and movements also published journals criticizing ancient texts and caste system.
4. They mostly published issues related to equality and hope for better future.

### ***Print and Censorship-***

1. Earlier measures- Before 1798 company was not concerned about censorship. The company was more concerned about criticism by English newspaper. They used to criticize company for monopoly and corruption.
2. Regulations by supreme court- court passed certain regulation to control press freedom. Company start favoring newspapers that supported British rule.
3. After revolt of 1857 attitude of British towards freedom of press changed, as the newspapers became aggressively nationalist.
4. In 1878 vernacular press act was passed. It gave powers to government to censor the printing of Vernacular newspapers.
5. Despite repressive measures from government, nationalist newspapers grew in number. They played a very important role in awakening nationalism among masses.
6. Incidents like arrest of Balgangadhar Tilak for publishing in favor of Punjab revolutionaries turned into widespread protests. (Balgangadhar Tilak Published Kesari newspaper).