

# PRINT CULTURE AND THE MODERN WORLD

## The first Printed book.

### \* China.

- The traditional Chinese 'Accordion Book' was folded and stitched at the side because both sides of the thin, porous sheet could not be printed. The skilled craftsmen could copy the beauty of calligraphy with remarkable accuracy.
- system of handpr, woodblock printing.
- the Imperial state in China was the major producer of printed material

↓ why?

China possessed a huge bureaucratic system, which recruited its personnel through civil services examinations. So the vast number of text books were printed in China under the sponsorship of the Imperial state.

- The diversification led to some changes: 17<sup>th</sup> century
  - i] new readership preferred fictional, poetry, romance.
  - ii] Rich woman began reading and writing.
  - iii] elites of scholars began to read and publish abt their life.
  - iv] western printing techniques imported China.
  - v] Shanghai became the hub of their new printing culture.
  - vi] hand → mechanical printing.
  - vii] merchants used for keeping record.

### \* Japan

- the oldest Japanese book is the Buddhist Diamond Sutra.
  - poems and proses were regularly published.
  - Edo → Tokyo
- in 868
- printed on textile & playing cards.

## Japan.

- Kitagawa Utamaro.

★  
↓  
ukyo

↳ depiction of ordinary human experiences, especially urban ones.

- influenced Van Eyck.
- the og painting could not survive as skilled woodblock carver pasted the drawing and carved it on a printing block.

## Korea.

- Tripitaka Koreana.

↓  
collection of Buddhist scriptures

- about 80,000 blocks are carved.
- kept in UNESCO.

⇒ Ji-hji → national library of France.

## PRINT COMES TO EUROPE

China  $\xrightarrow{\text{Marco Polo}}$  Italy  
↓  
Europe

- In 1295

Marco Polo a great explorer, returned to Italy after many years of exploration in China.

→ Marco Polo brought this knowledge back with him. Now Italians began producing books with woodblock and soon this technology spread to other parts of Europe.

- Paper was transported by China via silk routes.
- Merchants & students → cheap books (printed).
- rich people → handwritten (vellum).

### \* limitations of manuscripts :

- i] expensive
- ii] awkward to handle
- iii] fragile
- iv] could not be read easily.
- v] labourious
- vi] time consuming.

### Gutenberg and the printing press: marked onset of print revolution

- Gutenberg was a son of a merchant.
- From his childhood he had seen wine and olive press.
- His knowledge for the olive press provided the model for new printing books and moulds were used for casting the metal type for the first casting metal type for the letter of the alphabet.
- knew art of polishing stones, master goldsmith.

- The first book was printed by Gutenberg → Bible.
  - ↓
  - 180 copies took 3 years.
- The printed books at first were closely resembled by written manuscripts and layouts.
- Later presses were set up in most countries of Europe.
- In the years between 1450 and 1550.
  - ⊙ the no. of printing press grew and book production boomed.
  - ⊙ 20 million copies of printed books flooding the market in Europe. The no. went upto 200 million.
- \* This shift from hand printing to mechanical printing led to print revolution.

### IMPACTS OF PRINT REVOLUTION {Hearing revolution}

- A new reading Public: {reading revolution}
  - i] With the printing press, a new reading section emerged, as printing reduced cost of books.
  - ii] There was a large gap no. of people who could not read, but could enjoy listening to books being read out.
  - iii] The rate of literacy in most European countries were low
  - iv] To satisfy their needs people began to publish ballads and folk tales with many pictures
  - v] These were sung and recited in gatherings & parties.

### religious debates and fears

- print culture created a wide possibility of circulation of ideas.
- Hence it was feared that if there was no control over what was printing and read, then rebellious ideas might spread.
- If this happens the 'valuable' literature will be destroyed.

**MARTIN LUTHER**: "Printing is the ultimate gift of God and the greatest one!"

→ In 1517, Martin Luther wrote **Ninety Five theses** criticising many of the practices and rituals of the Roman Catholic Church.

- His writings were immediately reproduced in vast number and read widely. It led to the beginning of the **Protestant Reformation**.

## Print and Dissent

- Print and popular religious literature stimulated many distinctive individual interpretations of faith even among little-educated working people.

• In the 16<sup>th</sup> century, **Menocchio** (a miller in Italy), reinterpreted made the Roman Catholic Church angry.

• When the Roman Church began its inquisition to repress heretical ideas, Menocchio was executed. Then, the Roman Church imposed severe controls over publishers and book sellers and began to maintain an **Index of Prohibited Books** from 1558.

- Erasmus, a Latin scholar and a Catholic reformer, expressed a deep anxiety.

## THE READING MANIA.

• In the 17<sup>th</sup> and 18<sup>th</sup> century, the literacy rates increased in most parts of Europe.

• Churches of different denominations set up schools.

• By end of 18<sup>th</sup> century people wanted more books; demand ↑

## Different kinds of books printed in 17<sup>th</sup>-18<sup>th</sup> century

① There were almanacs or ritual calendar, along with ballads and folktales.

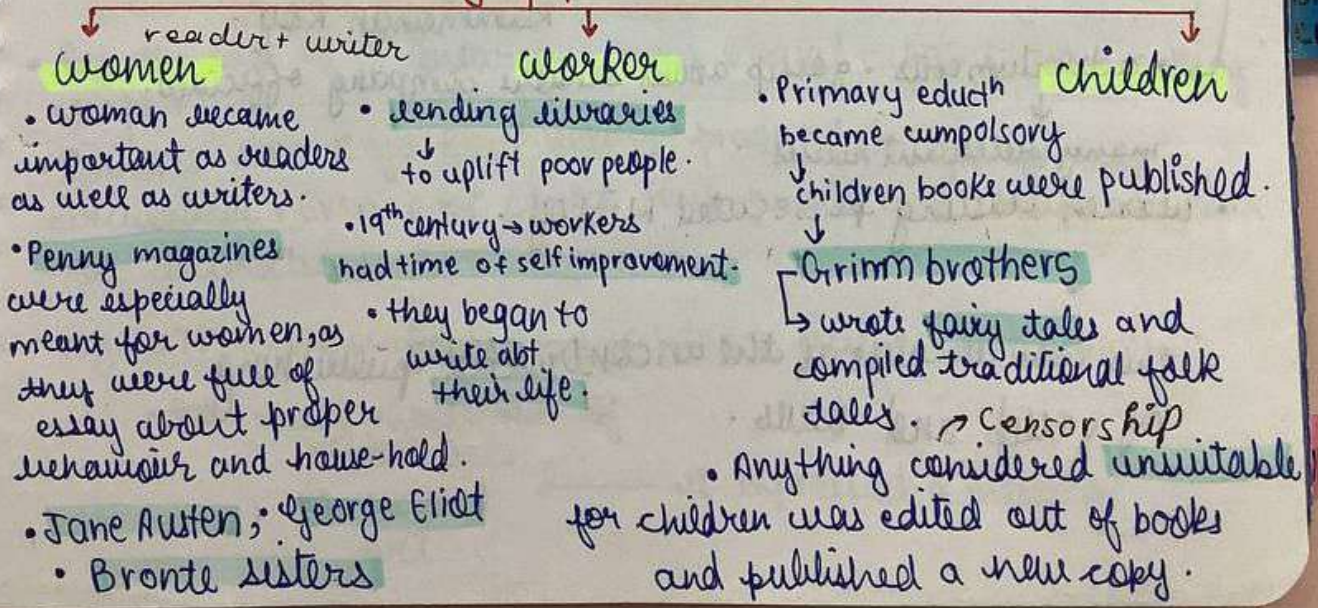
② In England, penny chapbook were sold in a penny to make it affordable for poor people.

- ③ In France, Bibliothèque Bleue were low priced blue colour cover page books of low quality papers.
- ④ The discovery of Isaac Newton and the writing of thinkers like Thomas Paine, Voltaire and Jean Jacques Rousseau were widely printed. Thus their idea about science spread.
- ⑤ Book sellers employed pedlars to roam around and sell books.
- ⑥ There was romance printed from 6-7 pages.
- ⑦ The periodical press developed from the 18<sup>th</sup> century, combination of current affairs and entertainment was published.

How print culture created condition for French Revolution

- ① Print popularised the idea of the enlightened thinkers. Their writing provided a critical commentary on traditional, superstitions and despotism.
  - alpha dinag laga kar question & debate kar rahi thi.
- ② Print created a new culture of dialogue and debate. All value, norms and institutions were re-evaluated and discussed by public.
- ③ By the 1780's there was a flow literature, especially cartoon and caricatures that mocked or insulted the royalty and criticised their morality.

\* The 19<sup>th</sup> century impact on:





## Religious Reformers and Reformers:

- more connection = more ideas.
- new ideas = clashes of opinion.

© Distance counterweights between social and religious reformers and Hindu orthodox people over matter like widow remarriage and monasticism.

1. Raja Ram Mohun Roy published **Sambad Kaumudi** and Hindu orthodox people published **Sambhar Chandrika** to oppose his views.

2. The **Udava** were anxious about the collapse of Muslim dynasties. They feared that's why published Persian and Urdu translation of holy books.

3. **Sambard Samity** was founded which published 1000 fatwas, telling Muslim how to conduct daily life.

4. The first printed edition of **Ramchishikharas** of Tulidas was published in 1810 from Calcutta.

5. **Naval Kisse Press** in **UK** and **Sri Venkateshwar Press** in **Bombay** was set up.

6. The **Bombay Samachar** was started to publish → **Shikharati** newspaper.

## New forms of Publication :-

- By the end of 19<sup>th</sup> century, a new visual culture was taking shape.
- Printers like **Raja Ravi Varma** produced images for mass circulation. Even poor could buy prints and cheap calendars for decoration.

• By 1870s, caricature and cartoons gained popularity

• ~~even~~ even made fun of **nationalists** → it expressed a message via visual art.

## Women and Print :-

(शांति)

- ① Rathi Sundari Devi: in east Bengal, a young married girl of a very orthodox family went secretly in her kitchen. she wrote an autobiography → Amor Tiben.
- ② Kailashashini Devi: highlighted oppression they go through.
- ③ Tarabai Shinde and Parvati Ramkhar: wrote about miserable life of upper caste Hindu women, especially widows.
- ④ Begum Roquia Sakhawat Hussain: disapproved men for withholding education from women in the name of Religion.

An Furgab, Ram Chandra published 'Arvi Dharmacharya' the teach women how to be educated wife.

In Bengal → Batala.

### Print and Casteism :-

- ① Tyotiba Phule → Gyulangi.
- ② BR Ambedkar and EV Ramaswamy Naicker wrote abt casteism.
- ③ Kashimulla → Kanpur mill worker → Chote aur Bade Ka Masala.
- ④ Sunderbhan Chakr → Kanpur mill worker → Sacchi Kauriyangar.

### Print & Censorship :-

By 1920s the censors supreme court passed certain regulations to control press freedom.

In 1935, governor general Buxitch revised the press laws. Liberal colonial officer Thomas Macaulay formulated new rules that restored the earlier freedom.

Press : after Rowlett of 1857.

vernacular newspapers became dominantly nationalist the colonial government began delimiting measures of strict control.

In 1878, the Vernacular Press Act was passed.

↓  
provided grant extensive rights to  
censor reports and editorials  
in vernacular press.

- Despite regressive measures many nationalist newspaper grew.
- Balgandhar Tilak wrote about Punjab revolutionaries who were depicted in his news paper ('Kasari') which led to his imprisonment.

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