

# Print Culture and the Modern World

## Introduction

Importance of Print in today's World

↓  
was it always like this only?

↓  
Print do have its own history

- What is this history
- When did printed literature begin to circulate?
- How has it helped create the modern world?

## The First Printed Books

### China

↓  
System of hand printing

(Rubbing the paper against the inked surface of woodblocks)

} Limitation

Accordion Book

Use of Books in China



- Huge Bureaucratic System → CSE
- Increasing urban culture. (New readership)
- Merchant use profits to record trade information.

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Japan



- Buddhist missionaries introduced hand printing technology in Japan.
- Oldest Japanese book Diamond Sutra, printing on textiles, playing cards & paper money.
- Printing of visual material grew.

Ukiyo by Kitagawa Utamaro

Print Comes to Europe

How

- Where in Europe → • Silk route → Paper
- • Marco Polo → technology of woodblock printing

Reached Italy

Increasing reading public ↑ (Book fairs, scribes)

↓  
excellent writers

- The production could not satisfy the ever increasing demand for books.

- Limitations of Manuscripts.

Woodblock printing gradually became popular.

### Gutenberg and the Printing Press

- In Germany, Johan Gutenberg developed first known printing press in 1430s.

- Son of merchant, saw wine and olive presses

- knew art of polishing stones, master goldsmith

In 1438, invented printing press working on this knowledge.

The new technology did not entirely displaced the existing art of producing books by hand.

## The Print Revolution & its Impact

How print created a revolution

### Earlier

Reading was restricted to the elites. Common people lived in a world of oral culture.

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### After Print Revolution

Before the age of print, books were not only expensive but they could not be produced in sufficient numbers. Now books could reach out to wider sections of people.

### Hearing Public x Reading Public

(Sacred texts read out, ballads were recited that they reach out the wider section of people).

Orality Culture thus entered print and printed material was orally transmitted. The line that separated oral & reading cultures became blurred. And the hearing public & reading public became intermingled.

### Religious Debate and the Fear of Prints

Print → Possibility of wide circulation of ideas.  
↓  
{Impact?}

Even those who disagreed with established authorities could now print and circulate their ideas.

#### Apprehension (ॐ)

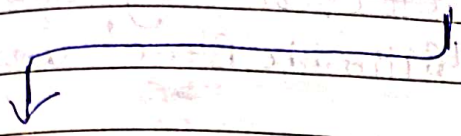
- Many thought that if there was no control over what was printed and read then rebellious & irreligious thoughts might spread.
- Authority of 'valuable' literature would be destroyed.
- Criticism of new printed literature by religious authorities & monarchs.

#### Revolution (ॐ)

- In 1517, Martin Luther wrote ninety five theses.
- Criticise many of the practices & ritual of Roman catholic church.
- led to the beginning of the protestant reformation.
- "Printing is the ultimate gift of God."

the greatest one"

Print and Dissent → नारायणी



- Individual interpretation of faith.
- Menocchio, A miller in Italy
- Reinterpreted the message of Bible.

When the Roman Church began its inquisition to repress heretical ideas, hauled up twice and ultimately executed.



Booksellers and began to maintain an index of Prohibited Books from 1558

The reading Mania → 3रंनर

Setting up of Schools by Churches of different denominations.

- Literacy rate went up
- virtual reading mania was created

New form of popular literature appeared in form of

↑  
↑

- Almanacs, Ballads and folk tales were published.
- Penny chapbooks were <sup>sold</sup> selected by <sup>Chapman</sup> in England. In France 'Bibliothec Bleue' were sold.
- Periodical press were developed which produced the information of current affairs with entertainment, was ← trade. (Newspapers & Journals)
- The ideas of scientist and philosopher now became more accessible to common people. [Discovery of Isaac Newton began to publish]
- The writing of thinkers such as Thomas Paine, Voltaire & Jean Jacques Rousseau widely printed & read

Tremble, therefore, tyrants of the world

Tremble → Involuntary shaking or movement

Tyrants → Cruel and oppressive rulers

Books → Means of spreading progress and enlightenment, could change the world & liberate society from despotism & tyranny.

Louis Sebastian Mercier → 'the printing press is the most powerful engine of progress, and public opinion is the force that will sweep despotism away.'

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Print Culture & the French Revolution

Print culture created the conditions within which French revolution occurred.

1) Books popularised the ideas of enlightened thinkers. Their ideas argued to judge everything through the application of reason & rationality. (writing of Voltaire & Rousseau were read widely)

2) Print created a new culture of dialogues & debates. Values, norms & institutions were re-evaluated & discussed by a public. They need to question existing ideas & beliefs came into public sphere.

3) Outpouring of literature mocked the royalty & criticised their morality - cartoons & caricatures showing the pleasure of monarchy & sufferings & hardship common people.

we must remember that people didn't read just one kind of literature.



Point did not directly shape their minds, but <sup>it did</sup> open up the possibility of thinking differently.

## The nineteenth Century

### Children

↓

- Children press in France, 1857.
- Grimm brothers in Germany spent years compiling traditional folktales gathered from peasants.
- Censorship

### Women

↓

- Women became an important readers as well as writers.
- Penny magazines teaching proper behaviour and housekeeping.
- Novelists like Jane Austen, the Brontë sisters & George Eliot.
- Romantic A person with will, strength of personality, determination and power to think.

## Workers



- lending libraries
- self educated working class people wrote for themselves.
- Time for self improvement & self-expression
- wrote political tracts & autobiographies

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## Further Innovation

There were a series of innovation in printing technologies,

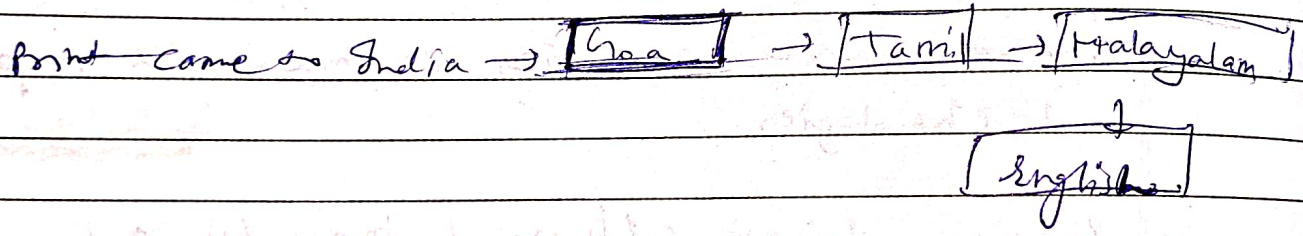
- Power-driven cylindrical press by Richard M. Hoe
- offset press was developed which could print up to six colours at a time
- Electrically operated presses accelerated printing operation
- Methods of feeding paper were improved, paper quality became better, automatic paper & photo electronic controls of the colour register were introduced.

- Periodical serialised important novels.
- Dust covers or the jackets were invented.
- Changes during great depression → Cheap paperback editions.

## India and the world of Print

Manuscripts were used before the age of print.

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Limitation



James Augustus Hickey's Bengal Gazette (A commercial paper open to all, but ~~was~~ influenced by

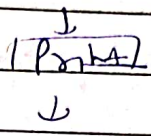
↓

Govt controversy with British East India Company (Governor general Warren Hastings)

Indians who published Indian newspapers → Bengal Gazette by Ramchandra Bha + Chattopadhyay

Religious reforms & Public Debates

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Reform & Counter Reforms

Reformers vs Hindu orthodoxy

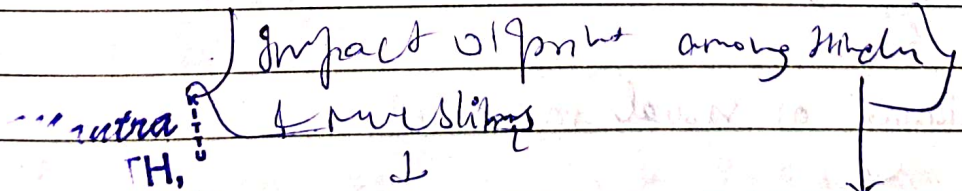
• over Issues like widow immolation, monothey, Brahmanical priesthood & idolatry.

• Sambad Kaumudi → Ram Mohan Roy

• Samachar Chandrika → Hindu orthodoxy

• From 1822, two Persian newspaper Jan-i-Jahan & Shamsul Nama & Shamsul Akbar

• A Gujarati newspaper → Bombay Samachar appeared in same year



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issued fatwa

In 1810, first time Ramchaitmaras was printed in Kolkata.

Shri Venkateswar Press

↓  
In Bombay

Since, before these were manuscripts

## New Form of Publication

### Novels

↓

- Europe to India (Acquired distinctively Indian form)
- People could now read what they wanted to see in their own lives experiences, emotions & relationships

### New literary forms

- Other new literary material also entered the world at readily - lyrics, short stories, essays about social & political matters.

### Painting

- Publishing of visual material.
- Raja Ravi varma
- Diversified use of painting
- Shaped ideas of about modernity and traditions, religion & politics and society & culture.

# Caricatures & Cartoons

Commenting on social & political issues.

Women & Print     KD Study Mantra  
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## Women Education

\* Liberal husbands and fathers

- began educating their women folk at home.

- At times they were sent to school

\* Conservatives & orthodox families.

- Hindu Conservatives believes that literate girls would be widowed.

- Muslims feared that educated women would be corrupted.

Rebel women defied such prohibition

- Rash Sundari Devi → 'Amas Jiban' (1876) → Full length autobiography in Bengali language.

- Kailashbaskini Devi → another experiences.

• Tarabai Shinde & Pandita Ramabai wrote with passion about the miserable life of caste Hindu women.

Vernacular press were devoted to the education of women



They discussed issues like women's education, widowhood, widow remarriage & the national movements.

(Punjab)

\* Ram Chaddha → Sri Dharma Vichar

The Khalsa tract society published cheap booklets with message to teach women how to be obedient wives.

(Bengal)

\* The Battala → known for publishing cheap editions of religious tracts and script as well as literature that was considered obscene & scandalous.



Pedlars took the Battala publication to homes

## Print and the Poor People

very cheap small books were sold at cross roads.

Public libraries → expanding to access to books



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For rich local patrons, setting up a library was a way of acquiring prestige.

Issues of Caste discrimination began to be written.

Jyotiba Phule → 'Ghramgiri' (1871)

Bs. Ambedkar, L.V. Ranaswamy Naicker also wrote on these issues.

Involvement of people from working class in writing

Kashi Babu (MTU workers from Kanpur) published 'Chote or bade ka sawal'

Poems of Kanpur mill workers under the name 'Sudashan Chakra'



## Print and Censorship

Earlier censorship <sup>was</sup> restricted to English men in India. → Why

→ By 1820's Calcutta Supreme Court passed certain regulation to control press freedom.

→ In 1835, Governor-General Bentinck revised press law on request of editors of English and vernacular newspapers.

\* But after the report of 1857 censorship became strict.

- 'Native' press were clamp down.
- vernacular press act, 1878 was passed. (local language)

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