

The earliest kind of print technology was developed in China, Japan and Korea; it was a system of hand printing. From AD 594 onwards, books in China were printed by rubbing paper against the inked surface of woodblocks. China possessed a huge bureaucratic system which recruited its personnel through civil service examinations. Textbooks for this examination were printed in vast numbers under the sponsorship of the imperial state. From the sixteenth century, the number of examination candidates went up and that increased the volume of print. From hand printing there was now a steady shift to mechanical printing. Buddhist missionaries from China introduced hand printing technology into Japan around AD 768–770.

The reading culture was accompanied by a new technologies Western printing techniques and mechanical presses. In the late nineteenth century as Western powers established their outposts in China and Shanghai became the hub of the new print culture, catering to the Western style schools.

Note

- In AD 868 printed the oldest Japanese book is the Buddhist Diamond Sutra, containing six sheets of text and woodcut illustrations. Pictures were printed on textiles, playing cards and paper money.
- In medieval Japan, poets and prose writers were regularly published and books were cheap and abundant. Printing of visual material led to interesting publishing practices.
- In the late eighteenth century; Urban circles at Edo (later to be known as Tokyo) flourished; Illustrated collections of paintings depicted an elegant urban culture involving artists, courtesans, and teahouse gatherings.

Print Comes to Europe: After many years of exploration in China in 1295 Marco Polo a great explorer, returned to Italy. He brought the knowledge of printing technology with him. Then Italians began producing books with woodblocks, and soon the technology spread to other parts of Europe.

The breakthrough occurred at Strasbourg, Germany, where Johann Gutenberg developed the first known printing press in the 1430s.

Print Revolution and its Impact: The time and labour required to produce each book came down, and multiple copies could be produced with greater ease. Books flooded the market, reaching out to an ever growing readership. Access to books created a new culture of reading. But the transition was not so simple. Books could be read only by the literate and the rates of literacy in most European countries were very low till the twentieth century. To encourage reading the printers began publishing popular ballads and folk tales profusely illustrated with pictures.

Effect on Religion: The religious reformer Martin Luther wrote 95 theses criticising many of the practices and rituals of the Roman Catholic Church in 1517. A printed copy of this was posted on a church door in Wittenberg. It challenged the Church to debate his ideas. Several scholars, in fact, think that print brought about a new intellectual atmosphere and helped spread the new ideas that led to the Reformation.

The Roman Church, troubled by such effects of popular readings and questionings of faith, imposed severe controls over publishers and booksellers and began to maintain an Index of Prohibited Books from 1558.

The Reading Mania: As literacy and schools spread, there was a virtual reading mania in European countries. People wanted books to read and printers produced books in ever increasing numbers. There were almanacs or ritual calendars, along with ballads and folktales. The reading entertainment material began to reach ordinary readers as well. Books were of various sizes, serving many different purposes and interests. The periodical press developed from the early eighteenth century, combining information about current affairs with entertainment. Newspapers and journals carried information about wars and trade, as well as news of developments in other places.

Print Culture and the French Revolution: The writings of Voltaire and Rousseau were read widely. Those who read these books saw the world through new eyes that were questioning, critical and rational. A new culture of dialogue and debate created by print only. This literature circulated underground and led to the growth of hostile sentiments against the monarchy.

From the late nineteenth century the primary education became compulsory then children became an important category of readers. Production of school textbooks became critical for the publishing industry. In France in 1857 children's press, devoted to literature for children alone, was set up. Lending libraries had been in existence from the seventeenth century onwards. In the nineteenth century, lending libraries in England became instruments for educating white collar workers, artisans and lower middle class people. Sometimes, self-educated working class people wrote for themselves. After the working day was gradually shortened from the mid-nineteenth century, workers had some time for self-improvement and self-expression.

In the late nineteenth century, the offset press was developed which could print up to six colours at a time. From the turn of the twentieth century, electrically operated presses accelerated printing operations. In the 1920s in England, popular works were sold in cheap series, called the Shilling Series. The dust cover or the book jacket is also a twentieth century innovation. With the onset of the Great Depression in the 1930s, publishers feared a decline in book purchases.

Note

- Gutenberg was the son of a merchant and grew up on a large agricultural estate. From his childhood he had seen wine and olive presses. He learnt the art of polishing stones, became a master goldsmith, and also acquired the expertise to create lead moulds used for making trinkets. Drawing on this knowledge, Gutenberg adapted existing technology to design his innovation. The olive press provided the model for the printing press.
- The first book Bible was printed by him; about 180 copies were printed in 3 years. The new technology did not entirely displace the existing art of producing books by hand.
- The metal letters imitated the ornamental handwritten styles. In the 100 years between 1450 and 1550, printing presses were set up in most countries of Europe. Printers from Germany traveled to other countries, seeking work and helping start new presses.
- The second half of the fifteenth century saw 20 million copies of printed books flooding the markets in Europe.

India and the World of Printing: India had a very rich and old tradition of handwritten manuscripts – in Sanskrit, Arabic, and Persian also in various vernacular languages. Manuscripts were copied on palm leaves or on handmade paper. Pages were sometimes beautifully illustrated; they would be either

pressed between wooden covers to ensure preservation. In the mid-sixteenth century the printing press came to Goa with Portuguese missionaries.

New ideas emerged through these clashes of opinions. This was a time of intense controversies between social and religious reformers and the Hindu orthodoxy over matters like widow immolation, monotheism, Brahmanical priesthood and idolatry.

In Bengal, as the debate developed, tracts and newspapers proliferated, circulating a variety of arguments. In the same year, a Gujarati newspaper, the Bombay Samachar, made its appearance. In North India, the ulama were deeply anxious about the collapse of Muslim dynasties.

In different ways, they reinforced the new emphasis on human lives and intimate feelings, about the political and social rules that shaped such things. By the end of the nineteenth century, a new visual culture was taking shape.

Note

- In East Bengal, in the early nineteenth century, Rashsundari Debi, a young married girl in a very orthodox household, learnt to read in the secrecy of her kitchen.
- Later, she wrote her autobiography Aamar Jiban which was published in 1876. It was the first full length autobiography published in the Bengali language.

Women and Printing: Lives and feelings of women began to be written in particularly vivid and intense ways. Women's reading, therefore, increased enormously in middleclass homes. Liberal husbands and fathers began educating their womenfolk at home, and sent them to schools when women's schools were set up in the cities and towns after the mid nineteenth century. Conservative Hindus believed that a literate girl would be widowed and Muslims feared that educated women would be corrupted by reading Urdu romances. Since social reforms and novels had already created a great interest in women's lives and emotions, there was also an interest in what women would have to say about their own lives. By the late nineteenth century, a lot of these books were being profusely illustrated with woodcuts and coloured lithographs.

Printing and the Poor People: In nineteenth century very cheap small books were brought to markets of Madras towns and sold at crossroads, allowing poor people traveling to markets to buy them. Public libraries were set up from the early twentieth century, expanding the access to books.

By the 1930s, Bangalore cotton millworkers set up libraries to educate themselves, following the example of Bombay workers. These were sponsored by social reformers who tried to restrict excessive drinking among them, to bring literacy and, sometimes, to propagate the message of nationalism.

- From the 1860s, a few Bengali women like Kailashbhashini Debi wrote books highlighting the experiences of women about how women were imprisoned at home, kept in ignorance, forced to do hard domestic labour and treated unjustly by the very people they served. In the 1880s, in present day Maharashtra, Tarabai Shinde and Pandita Ramabai wrote with passionate anger about the miserable lives of upper caste Hindu women, especially widows.
- In Punjab, too, a similar folk literature was widely printed from the early twentieth century. Ram Chaddha published the fast selling *Istri Dharm Vichar* to teach women how to be obedient wives.

- Printing and Censorship:** After the revolt of 1857, the attitude to freedom of the press changed. Enraged Englishmen demanded a clamp down on the ‘native’ press. As vernacular newspapers became assertively nationalist, the colonial government began debating measures of stringent control. When Punjab revolutionaries were deported in 1907, Balgangadhar Tilak wrote with great sympathy about them in his *Kesari*. This led to his imprisonment in 1908, provoking in turn widespread protests all over India.

- Where was the earliest kind of print technology developed?
 - England
 - Germany
 - China
 - Russia
- For what purpose, the earliest textbooks were printed in China?
 - To recruit the Civil servants through written examination
 - To teach the religious priests
 - To train the factory workers
 - All of these
- What was the oldest Japanese book printed in Japan round about 868 AD?
 - The Buddhist Diamond Sutra
 - The Jain Diamond Sutra
 - The Manusmriti
 - The Jatakas
- Who was Gutenberg?
 - A great inventor of France
 - A great inventor of Germany
 - A great Russian inventor
 - A great British inventor
- For which invention Gutenberg is so famous?
 - For the invention of Printing Press
 - For the invention of Gunpowder
 - For the invention of Flying Shuttle
 - For the invention of Aeroplane
- During which period printing presses were set up in most countries of Europe?
 - 1250–1350 AD
 - 1350–1450 AD
 - 1450–1550 AD
 - 1550–1650 AD
- Who was Martin Luther?
 - Religious reformer of Germany
 - Religious reformer of France
 - Religious reformer of Austria
 - Religious reformer of Holland
- What is meant by Reformation?
 - It was a reform movement to reform the Catholic Church
 - It was a reform movement to reform the Protestant Church
 - It was a reform movement to reform the religion of Jews
 - It was a reform movement to reform the Hindu religion

9. Who were scribes?
 a. They were factory workers
 b. They were the clergymen
 c. They wrote the manuscripts by hand
 d. They were the farmers
10. What were the cheap books known in England and France?
 a. Chapbooks
 b. Bibliotheque Bleue
 c. Handbooks
 d. Textbooks
11. When did the first printing press come to India?
 a. In the middle of the 16th Century
 b. In the middle of the 17th Century
 c. In the middle of the 18th Century
 d. In the middle of the 19th Century
12. Raja Rammohan Roy began to publish which weekly?
 a. Sambad Kaumudi
 b. The Bengal Gazette
 c. The Hindu Patrika
 d. The Kesari
13. Name two Persian newspapers which began to be published in India in the early 19th century.
 a. Jam-i-Jahan Numa
 b. The Hindustan
 c. The Persian Chronicle
 d. Shamsul Akbar
14. Name two Muslim writers who extensively debated for the education of Muslim women.
 a. Altaf Hassan Ali
 b. Shaukat Ali
 c. Muhammad Ali
 d. Begum Rokeya Sakhawat Hossain
15. The first printing press came to India with which one of the following:
 a. Portuguese Missionaries
 b. Catholic Priests
 c. Dutch Protestants
 d. East India Company
16. Who among the following developed the first known printing press in the 1430s?
 a. Johann Gutenberg
 b. James Watt
 c. New Comon
 d. Marconi
17. What is 'calligraphy'?
 a. Stylised writing
 b. Poetry
 c. Textbooks
 d. Flower arrangement
18. What was the 'Edo'?
 a. Flourishing urban circles
 b. Illustrated collection of paintings
 c. Libraries
 d. Old name of Tokyo
19. Who got the printing technology of China to Italy?
 a. Van Gogh
 b. Marco Polo
 c. Manet
 d. None of these
20. What was Gutenberg's first printed book?
 a. Ballads
 b. Dictionary
 c. Bible
 d. None of these
21. Who was Martin Luther?
 a. Painter
 b. Poet
 c. Religious reformer
 d. All of these
22. Which scholar expressed a deep anxiety about printing?
 a. Martin Luther
 b. Erasmus
 c. Johann Gutenberg
 d. None of these
23. What were 'Penny Chabboks'?
 a. Ritual calendars
 b. Journals
 c. Newspaper
 d. Pocket-sized books
24. What did Menocchio, the miller do?
 a. Commissioned artists
 b. Enraged the Roman Catholic Church
 c. Wrote the Adages
 d. None of these
25. Who was James Lackington?
 a. Publisher
 b. Painter
 c. Scholar
 d. Reformer

ANSWERS

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
c	a	a	b	a	c	a	a	c	a
11.	12.	13.	14.	15.	16.	17.	18.	19.	20.
a	a	a	a	a	a	a	d	b	c
21.	22.	23.	24.	25.					
c	b	d	b	a					