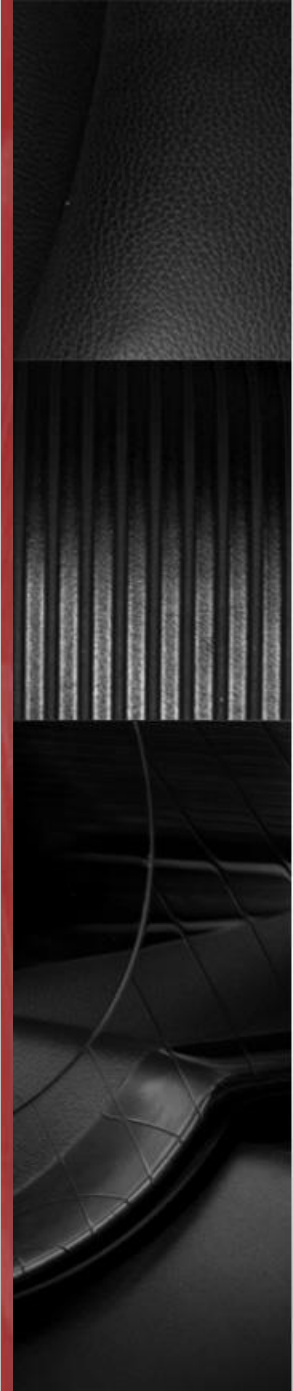
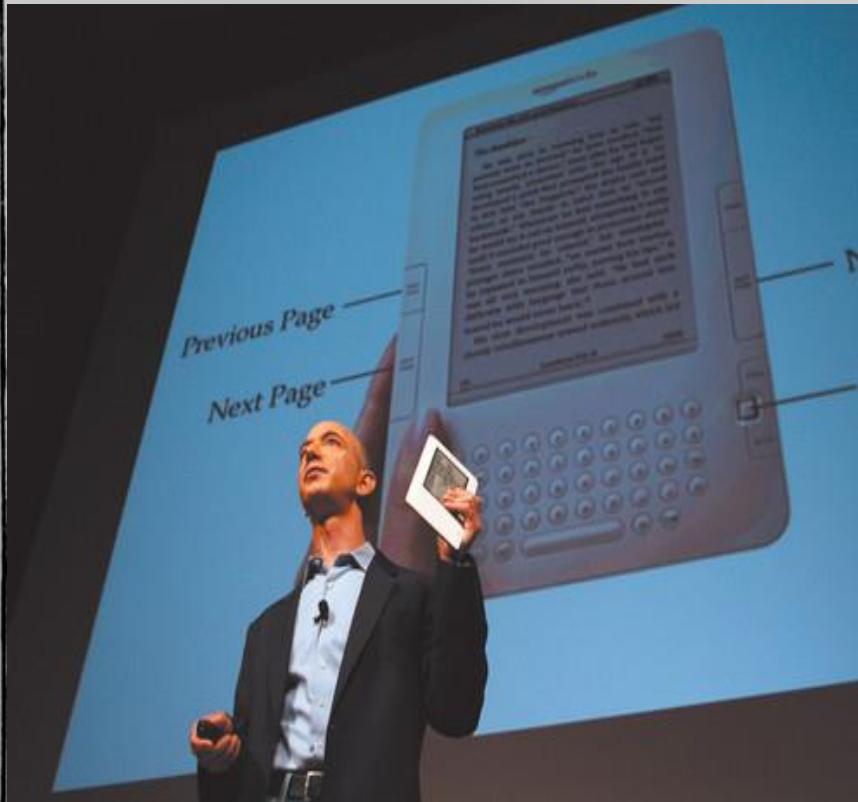
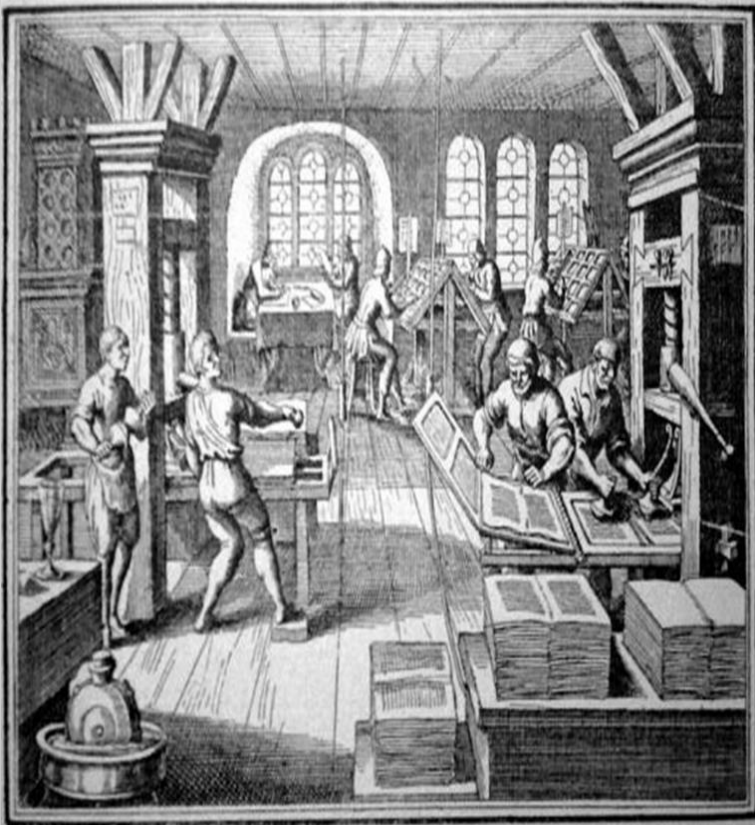


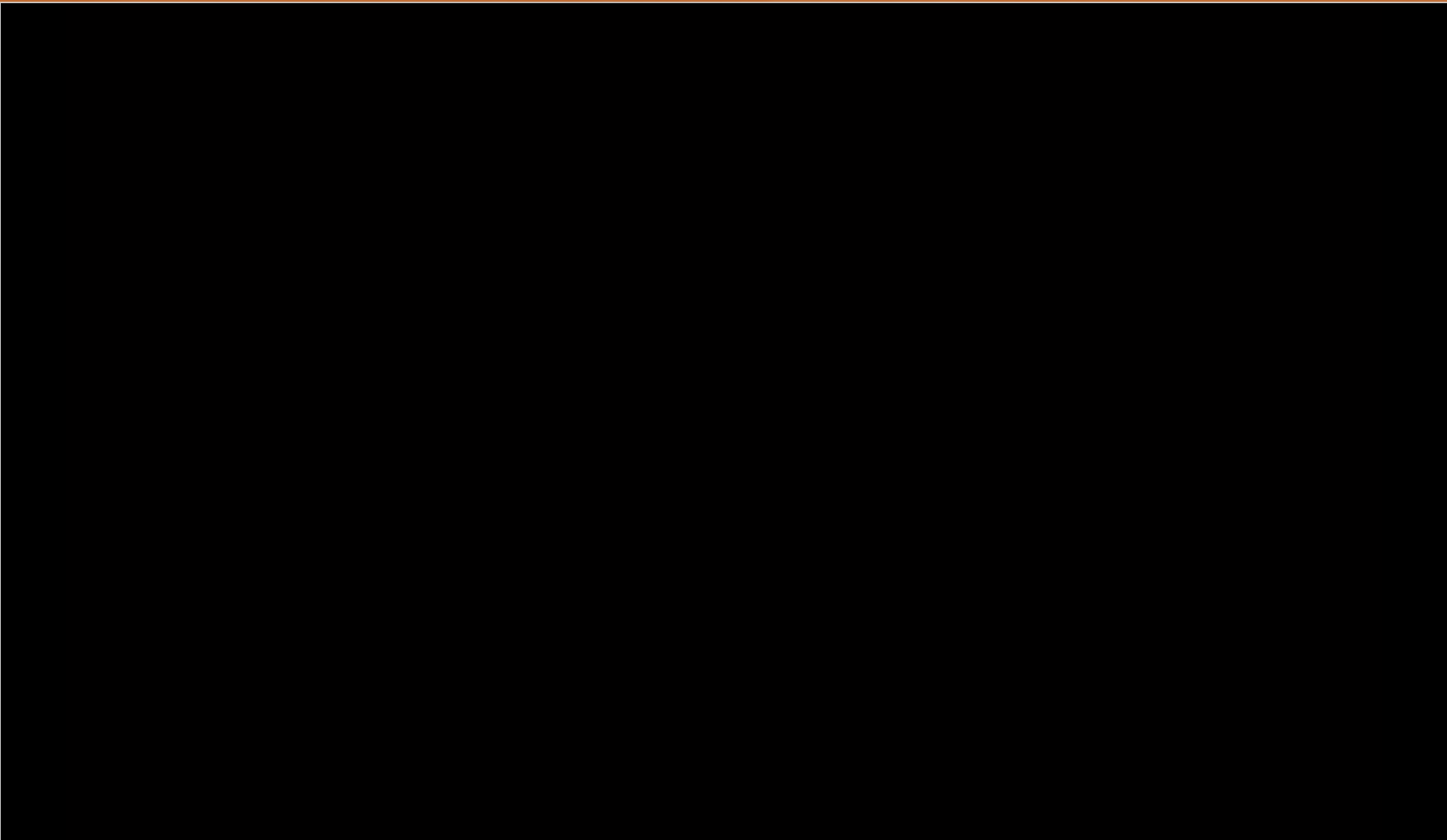
# Chapter 10: Books and the Power of Print





# BOOKS

- Our oldest mass medium is still our most influential and our most diverse.
- The portability and compactness of books make them a preferred medium in many situations, including relaxing at the beach or in the park, resting in bed, and traveling to work on buses or commuter trains.
- Most important, books and print culture enable individuals and nations to store knowledge from the past.
- In their key social role, books are still the main repository of history and everyday experience, passing along stories, knowledge, and wisdom from generation to generation.



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# Manuscript Culture

- manuscript culture - period during the Middle Ages when priests and monks advanced the art of bookmaking.
- illuminated manuscripts - books from the Middle Ages that featured decorative, colorful designs and illustrations on each page.





## ■ Pre-Gutenberg Revolution

### ■ block printing

- a printing technique developed by early Chinese printers, who hand-carved characters and illustrations into a block of wood, applied ink to the block, and then printed copies on multiple sheets of paper.

### ■ Movable type

- Invented in China around 1000
- Made creating block pages faster
- Developed independently in Europe in the 1400s






# The Gutenberg Revolution

- between 1453 and 1456, Johannes Gutenberg used movable type to develop a printing press
- printing press - a fifteenth-century invention whose movable metallic type technology spawned modern mass communication by creating the first method for mass production;
- it reduced the size and cost of books, made them the first mass medium affordable to less affluent people, and provided the impetus for the Industrial Revolution, assembly-line production, modern capitalism, and the rise of consumer culture.



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- 
- The social and cultural transformations ushered in by the spread of printing presses and books.



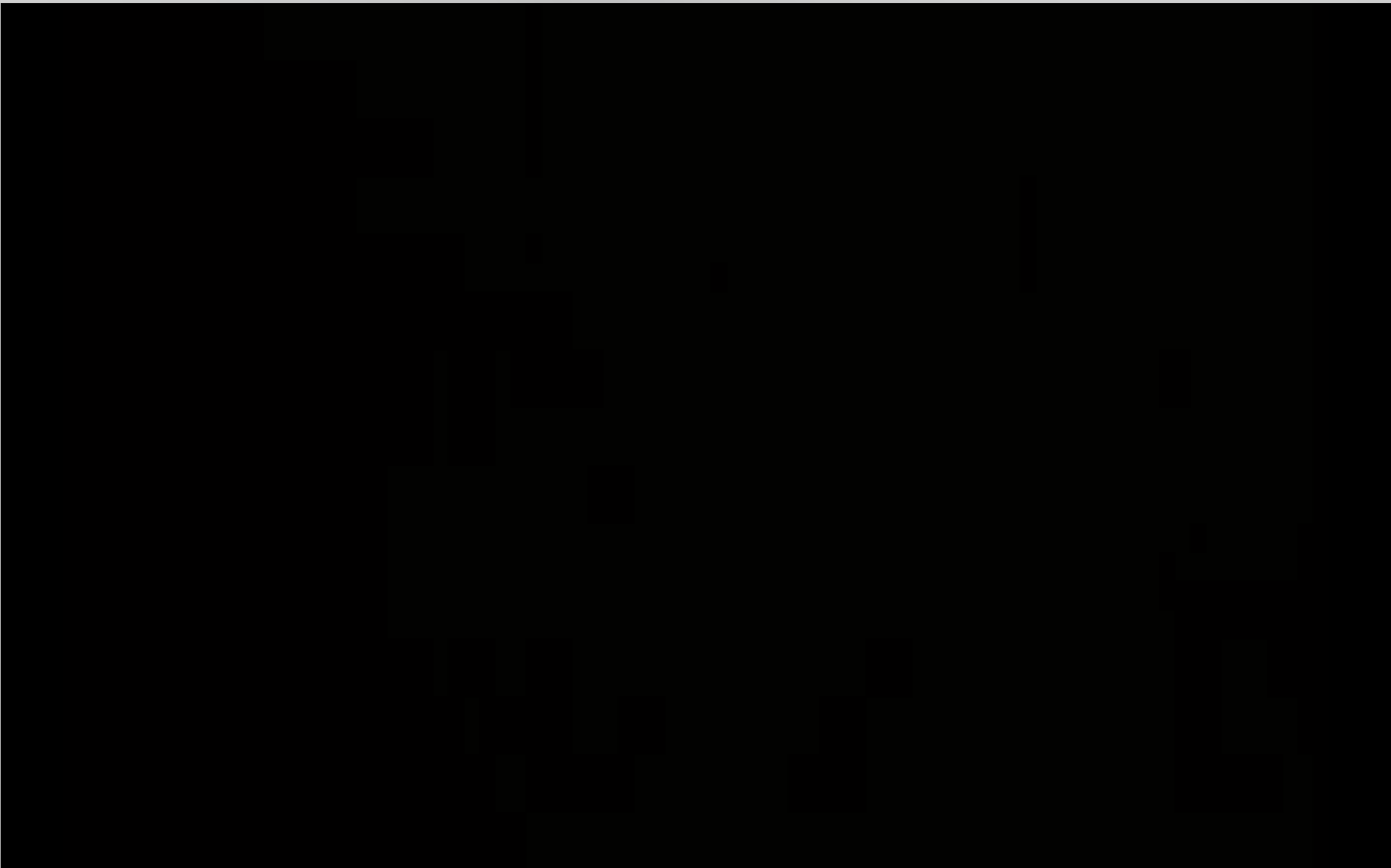
this permitted them to challenge the traditional wisdom and customs of their tribes and leaders





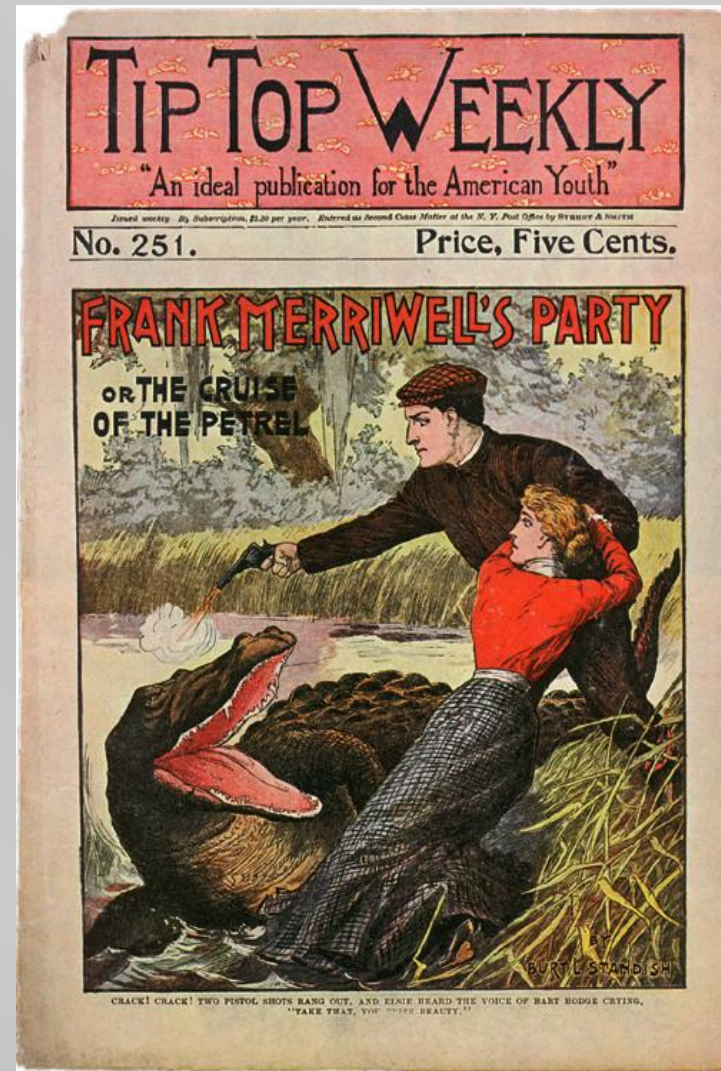
# The Gutenberg revolution

- **Inestimable influence on Western culture**
- **Permitted information and knowledge to spread outside local jurisdictions**
- **Permitted individuals to challenge traditional wisdom and customs**
- **when people could learn for themselves by using maps, dictionaries, Bibles, and the writings of others, they could differentiate themselves as individuals;**
- **their social identities were no longer solely dependent on what their leaders told them or on the habits of their families, communities, or social class.**



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- **paperback books** - books made with cheap paper covers, introduced in the United States in the mid-1800s.
- **dime novels** - sometimes identified as pulp fiction, these cheaply produced and low-priced novels were popular in the United States beginning in the 1860s.
- **pulp fiction** - a term used to describe many late nineteenth-century popular paperbacks and dime novels, which were constructed of cheap machinemade pulp material.

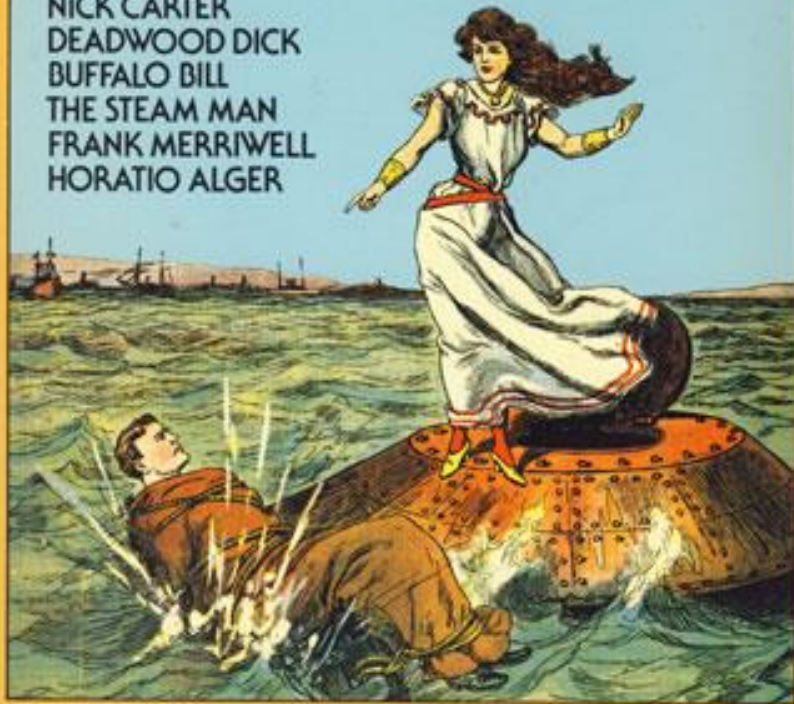




# EIGHT DIME NOVELS

EDITED BY E.F. BLEILER

OLD KING BRADY  
FRANK JAMES  
NICK CARTER  
DEADWOOD DICK  
BUFFALO BILL  
THE STEAM MAN  
FRANK MERRIWELL  
HORATIO ALGER



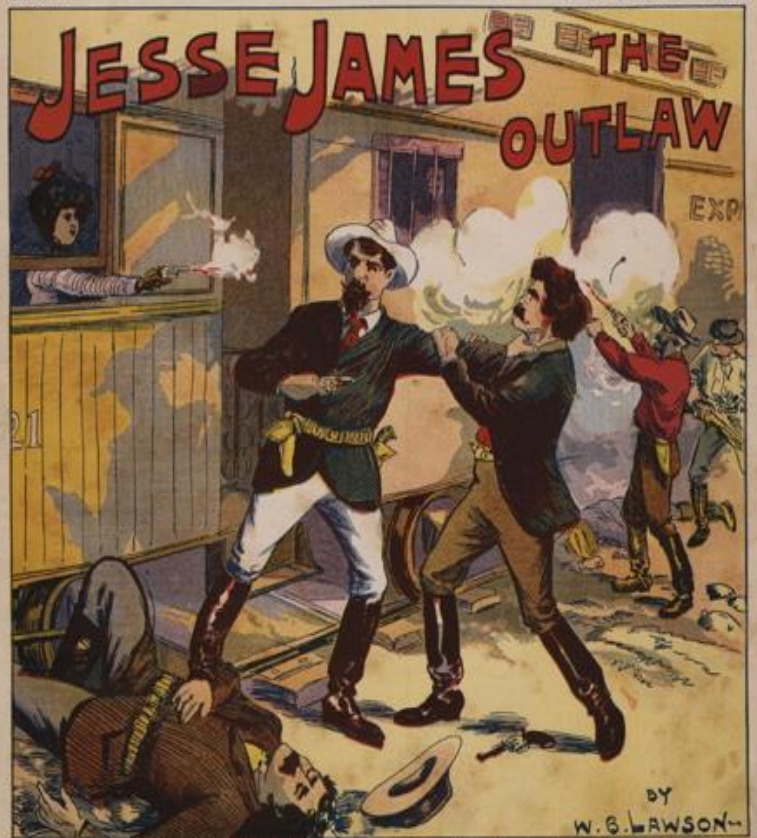
# THE JESSE JAMES STORIES

ORIGINAL NARRATIVES OF THE JAMES BOYS

*Bound Weekly. By Subscription \$2.50 per year. Entered as Second Class Matter at New York Post Office by NEWBERRY & SMITH, 437 William St., N. Y.*

No. 1.

Price, Ten Cents.



"BAI BAI!" LAUGHED A SILVERY VOICE AS THE TINKLY LITTLE WEAPON FLASHED AND BARKED IN THE OUTLAW'S FACE.  
"OWE YOU AN OLD SCORE, JESSE JAMES!"

Reprinted Detweiler, 1933.

- The printing process also became quicker and more mechanized.
- **linotype** - a technology introduced in the nineteenth century that enabled printers to set type mechanically using a typewriter-style keyboard.
- **offset lithography** - a technology that enabled books to be printed from photographic plates rather than metal casts, reducing the cost of color and illustrations and eventually permitting computers to perform typesetting.





Excerpt from Print History  
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# Trends in Book Publishing

- A number of technological changes in the publishing industry demonstrate the blurring of print and electronic cultures.
- The book industry has adapted successfully in the digital age by using computer technology to effectively lower costs: Everything from an author's word-processing program to printing and distribution is digitized.
  - e-books - electronic books that can be downloaded to portable e-book reading devices.



# Convergence: Books in the Digital Age

- E-books

- **Project Gutenberg**

  - Offers more than 40,000 public domain books for free

- **Print books move online**

  - First e-readers were too heavy, expensive, and/or difficult to read

  - Amazon produced the first popular device (Kindle) and e-book store

  - Best-selling adult fiction book format in the United States by 2012



## Convergence: Books in the Digital Age (cont.)

- **The future of e-books**

- **Printing books on demand**

- Reviving books that would otherwise go out of print**

- Avoiding the inconvenience of carrying unsold books**

- **Reimagining what a book can be**

- Hosting embedded video, hyperlinks, and dynamic content**

- Tailoring books to specific readers**



## Books and the Future of Democracy

- A 2004 National Endowment for the Arts (NEA) study, *Reading at Risk*,
- reading literature had declined 10 percent among all age groups over the past decade, especially among eighteen to twenty-four year olds.
- Nineteen percent of seventeen year olds said they never or hardly ever read—up from just 9 percent in 1992.
- Four of ten college-aged people reported they read literature on a regular basis, compared to six of ten in 1982.
- Of seventeen thousand adults surveyed, nearly two-thirds of the men said they did not read literature at all (the study did not ask about biography and nonfiction).
- Among all adults surveyed, 96 percent favored watching TV, 60 percent preferred attending a movie, and 55 percent liked exercising—all activities ranking higher than reading literature.