



## 7. Print Culture and The Modern World

### Check Point 01

#### 1. Question

How were books in China printed in its earlier days?

#### Answer

The earliest kind of print was done in China in 594 AD. The printing was done by pressing the inked woodblock on the paper, and as the paper of that time could not be printed on both sides so, the craftsmen did a peculiar thing; they folded the paper on one side and then printed on both the sides, these were the Accordion books. The printing was sponsored by the imperial state.

#### 2. Question

Which factors caused the diversification of the printing system in China?

#### Answer

Many factors played a huge role in diversifying the print system;

- The civil services examination was taken by the state, and the print was done for the examination. Also, the books for the same were printed and sponsored by the state.
- As the candidates increased so did the volume of print, and it led to a boom in printing.
- The culture of reading spread among merchants, officials and it became an activity which people did in their leisure time.
- The printed material was also imported, and rich women also started to read.

#### 3. Question

Who introduced the hand printing technology in Japan?

#### Answer

The Buddhist missionaries of China were the ones who introduced hand printing in Japan. Handprinting meant that using blocks and other material with the help of hand. It was introduced during the time span of AD 776-780. The first printed book of Japan was printed in AD 868 and was known as Diamond Sutra.



#### 4. Question

Name the person who invented movable type printing in Europe.

##### Answer

Johannes Gutenberg who was born in Mainz in Germany. He was the one who invented the first movable type printing in Europe. He and his father were a goldsmith, so they were aware of how to cut punches for making moulds. Thus, he used the same technique in the press that he invented.

#### Check Point 02

##### 1. Question

What was the change brought about by the innovation of printing culture?

##### Answer

Numerous changes were brought by the different innovations of print culture. People started becoming aware of everything and every issue around them. It led to widespread reading. Because of the printing press, people started using books on a large scale, and printed books became very cheap. Calligraphists lost their job. People began to be aware of the government and its deeds.

##### 2. Question

Name some important thinkers of Europe?

##### Answer

There were many thinkers of Europe who wrote their thoughts and affected and changed the mentality of people in the 18<sup>th</sup> century Europe, Thomas Paine, Jean Jacques Rousseau

And Voltaire was the important thinkers of Europe and also Albert Einstein.

##### 3. Question

Who is the author of Ninety Five Theses?

##### Answer

In the year of 1517, Martin Luther wrote the novel The Ninety Five These. He wrote it against the contemporary practice of the church with respect to indulgences. He was a social activist and Baptist minister who played a key role in the American civil rights movement from the mid-1950s until his assassination in 1968.

##### 4. Question

What is 'Chapbook'?



## Answer

It is a popular literature book, which is small in size. It was used earlier by people in the middle ages of Europe. It is a small pamphlet type book which contains, poems, stories and ballads. It was carried by petty peddlers and sold by them in the city. It was also known as 'penny chapbook' as it was sold for a penny.

## Check Point 03

### 1. Question

What was the nature of the manuscripts in India?

#### Answer

Manuscripts in India had a very rich tradition, and it was written in Arabic, Persian and Sanskrit. It was copied on Palm Leaves or handmade paper. It was beautifully illustrated by artists and written in beautiful handwriting by scribes after this it was pressed between two wooden covers or sealed at the end of one side.

### 2. Question

In which year did the first Malayalam book print?

#### Answer

Jesuit priests learnt Konkani and Kannada languages and then printed the first Malayalam book in 1713. The first printing press was introduced by Portuguese missionaries in the 16<sup>th</sup> century in Goa.

### 3. Question

Where was the children's press set up and when?

#### Answer

Children's press was set in the year 1857 in France. It published old and new fairy tales, folk tales and other material that kids liked to read.

### 4. Question

Who was the editor of English weekly magazine 'Bengal Gazette'?

#### Answer

James Augustus Hickey was the author of Bengal Gazette. He was a British officer who was against the people of his own country for the idea of ruling India and torturing Indians.

## Check Point 04



## 1. Question

Why did conservative Hindu and Muslim not allow their girls to study?

### Answer

Conservative Hindu and Muslim did not allow their girls to study because they thought that allowing all the girls to study can corrupt their mind, change their thoughts and mindsets. They thought that educating women would turn them rebellious and would start questioning their role in the society. Hindus thought that educated women would break traditional practices and Muslims thought they would get swayed away by reading Urdu romances.

## 2. Question

On which law, the Vernacular Press Act of 1878 was based?

### Answer

The Vernacular Press Act of 1878 was based on the Irish Law which gave the government the power to censor the reports of the press if they found it disturbing or against themselves (the government).

## 3. Question

Name the Governor-General who agreed to revise press laws.

### Answer

The Calcutta supreme court passed some regulations to control the press and what it. In 1835 many publications started protesting for their demand regarding the revision of the press and then Governor – General Bentinck agreed to revise the press Laws.

## 4. Question

Who is the author of the autobiography by 'Amar Jiban'?

### Answer

Rashundari Devi learnt and read secretly in her kitchen. She faced many problems and was suppressed by her family and in-Laws. But she fought and was determined to learn and later wrote a book Amar Jiban.

## Self Assessment

### 1. Question

What do you mean by woodblock in the context of print technology?

### Answer



Woodblocks were made by cutting out different shapes from wooden blocks. These blocks and shapes were dipped in ink, and then were pressed against a paper to print the required design and syllable. This kind of print was done in China in 594 AD. The craftsmen did a peculiar thing - they folded the paper on one side and then printed on both the sides. These were the Accordion books. The printing was sponsored by the imperial state.

## 2. Question

What is the name of the oldest printed book in Japan?

### Answer

The first printed book of Japan was printed in AD 868. It was also known as Diamond Sutra. The Buddhist missionaries of China were the one who introduced hand printing in Japan. Hand-printing meant using blocks and other material with the help of hand. It was introduced during the time span of AD 776-780.

## 3. Question

Who brought the printing press in India and where?

### Answer

The first printing press came to India in Goa with the Portuguese. By the end of the 17<sup>th</sup> century, the Jesuit priest learnt Konkani and Kanara Language and wrote books in these languages.

## 4. Question

Who was Menocchio?

### Answer

Menocchio was a miller in Italy. He read many books that were available in his locality. After reading these books, he wrote his notion in his reinterpretation which enraged all the priests and the Church.

## 5. Question

What was the role of cartoons and caricatures in the French Revolution?

### Answer

The cartoons and caricatures in the newspaper were spread on a large scale, and they formed and changed the opinions of the people who read the printed material. Cartoons and caricatures were spread on a large scale. It spread a message that the government was interested in sensual pleasures and desires.

## 6. Question



Name the religion reformer who was responsible for the Protestant Reformation.

### Answer

In the year of 1517, Martin Luther wrote the novel The Ninety Five Theses. He wrote it against the contemporary practice of the church with respect to indulgences. He was a social activist and Baptist minister who was responsible for the Protestant Reformation and played a key role in the American civil rights movement from the mid-1950s until his assassination in 1968.

### 7. Question

Why was a cheap paperback edition of the book printed after the Great Depression?

### Answer

After the Great Depression people went without work and had no money. To popularize the printed books and make it sustainable in the market, the Cheap paperback was used, so that people could afford and buy these books for themselves.

### 8. Question

When was the Vernacular Press Act passed and why?

### Answer

The Vernacular Press Act of 1878 was based on the Irish Law which gave the government the power to censor the reports of the press if they found it disturbing or against themselves (the government).

### 9. Question

Describe in brief how the print revolution affected the lifestyle of people.

### Answer

Print revolution affected the lifestyle of people in many ways:

- Because of print revolution, books could reach a wider population and were easily available.
- Many people who disagreed with the established authority, and were not able to express their thoughts, could now easily publish what they felt.
- What many thinkers wrote was now available to a wider population, so the thought process and opinions of many people changed.
- Novels created an interest in women's lives and their thoughts and aspirations.



- Reading became common, as a result, literacy rates of the population increased. Books were printed for primary schools, service exams and other institutions. A children's press was established in France in 1857 which published folk tales, fairy tales and other fables for children.

### 10. Question

Who was Johannes Gutenberg?

#### Answer

Johannes Gutenberg who was born in Mainz in Germany was the one who invented the first movable type printing in Europe. He and his father were goldsmiths, so they were aware of how to cut punches for making moulds thus he used the same technique in the press that he invented.

### 11. Question

'Access to book created a new culture of reading'. Support the statement by giving three examples.

#### Answer

- Because of print, now books could reach a wider population and were easily available.
- Many people who disagreed with the established authority, and were not able to express their thoughts, they could now easily publish what they wrote.
- What many thinkers wrote was now available to a wider population so, the thought process and opinions of many people changed.
- Novels created an interest in women lives and their thoughts and aspirations, in fact, they created an interest in their own lives.
- Access to books led to an increase in the literacy rates of many parts of Europe, and books began to be printed on a large scale.
- There was experimentation with the different themes of the books and the genres. Books started to cover themes like poetry, romance, war, women and even spiritual thoughts.
- Novels were printed, and even stories for children were printed which included folk tales, fairy tales and even moral stories.
- A children's press was established in France in 1857 which performed the function of printing for children.

### 12. Question

Describe the progress of print in Japan?



## Answer

Print in Japan was introduced by Buddhist missionaries in 768-780 AD. These Buddhist missionaries influenced the Japanese print culture on a large scale .

The Buddhist missionaries wrote a book called THE DIAMOND SUTRA. It was the first book to be written and printed in Japan in 868 AD .

Books were printed on such a large scale that libraries and bookstores in Tokyo were flocked with printed books and written material .

Tokyo had the largest reading population and the literacy rates increased there .

Books started to be written on topics like Musical , tea ceremony , calculations , proper etiquettes , cooking , flower arrangement and on famous places .

### 13. Question

How and why did woodblock printing become popular?

#### Answer

Woodblocks were made by cutting out different shapes from wooden blocks. These blocks and shapes were dipped in ink and then were pressed against a paper to print the required design and syllable. This kind of print was done in China in 594 AD. The craftsmen did a peculiar thing - they folded the paper on one side and then printed on both the sides. These were the Accordion books. The printing was sponsored by the imperial state. It became popular due to the full reasons:

1. The demand for books could not be met by handwritten manuscripts.
2. Circulation of manuscripts was difficult as they were difficult to handle and fragile.
3. Due to the demand for books, woodblock printing became cheaper.

### 14. Question

How did 'print' opened the possibility of thinking differently?

#### Answer

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What many thinkers wrote was now available to a wider population so, the thought process and opinions of many people changed. All this affected the thought and thinking process of the population at large.

The dimension of thinking of many people widened, they started thinking differently because they were exposed to a large number of ideas and information.

Women started to express their thoughts and opinions because of the exposure to print and the awareness. Even after so many restrictions and taboos some rebel women fought and read what they wanted to.

There is story of a north Indian girl who was not allowed to read and was told to read only Arabic quran , but she learnt the language she wanted and later wrote a book. Then there is an example of a women named Rashsundari Devi who learnt and read secretly in her kitchen and later wrote a book Amar Jiban .

### 15. Question

Which new strategies were opted by the printers and publishers to sell their products?

**Answer**



The publishers and printers started publishing new series , genres and even explored new themes , this gave people the interest and excitement to buy the books and read them . One of the serialised novel was: The shilling series .

To make the books more popular the publishers started The shilling series in England in the 1920's which was known to be so cheap that people from all walks of life could buy them.

The publishers started to advertise about the books so that they could attract a large section of the audience . The greatest innovation was the cheap book back covers during the great depression in the 1930's so that the people could afford it and don't have to compromise with their reading .

The publishers and printers started advertising about the books on the building , the railways , the streets and other public locations .

## 16. Question

Explain how print culture affected women in the 19<sup>th</sup> century in India.

## Answer

The print culture that surfaced the world on a large scale affected the population in a very large scale . Because of print , now books could reach a wider population and were easily available to everyone .

What many thinkers wrote was now available to a wider population so , the thought process and opinions of many people changed . Novels created an interest in women lives and their thoughts and aspirations , in fact they created an interest in their own lives .

Women started to express their thoughts and opinions because of the exposure to print and the awareness . Even after so many restrictions and taboos some rebel women fought and read what they wanted to .

The hindu's thought that a literate girl would be widowed and Muslims feared that mind of women would be corrupted by reading urdu romances . Even after so many restrictions and taboos some rebel women fought and read what they wanted to .

There is story of a north Indian girl who was not allowed to read and was told to read only Arabic quran , but she learnt the language she wanted and later wrote a book. Then there is an example of a women named Rashsundari Devi who learnt and read secretly in her kitchen and later wrote a book Amar Jiban .



## 17. Question

How did a new reading culture bloom in China?

### Answer

1. The earliest kind of print was introduced in China in 594 AD.
2. The printing was done by pressing the inked woodblock on the paper, and as the paper of that time could not be printed on both sides so, the craftsmen did a peculiar thing they folded the paper on one side and then printed on both the sides, these were the Accordion books.
3. The printing was sponsored by the imperial state in China.
4. The Civil Services Examination was conducted by the state, and the print was done for the examination also the books for the same were printed and sponsored by the state.
5. As the candidates increased so did the volume of print, and it led to a boom in printing.
6. The culture of reading spread among merchants, officials and it became an activity which people did in their leisure time.
7. The printed material was also imported, and rich women also started to read.
8. By the seventeenth century, not only the officials but the merchants also used the print technology in their lives for their professional and other needs.
9. Women who were rich also started reading books and started printing and publishing their own books. Many scholar official's wives were involved in doing this work.
10. The print was now not just a leisure activity.

## 18. Question

Trace the History of print revolution in India.

### Answer

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The first printing press came in India in Goa with the Portuguese missionaries as they ruled there and still have some affect to this date . By the end of the 17th Century the Jesuit priest learnt Konkani and kanara Language and wrote books with these languages

Jesuit priests learnt Konkani and kanara languages and then printed the First Malayalam book in 1713.

A British officer who was against the people of his own country for the idea of ruling India and torturing Indians was the Author of Bengal Gazette . His name was James Augustus Hickey.

In the 17th century , Dutch missionaries belonging to Protestant sect of Christianity, printed 32 texts in Tamil which were all older works .

## 19. Question

In what way did print culture affect the reformers? Explain with examples.

### Answer

1. At the end of the 20<sup>th</sup> century (1920) many newspapers were published apart from James Augustus Hickey's Bengal Gazette.
2. These newspapers contained articles of many nationalist leaders who moved and inspired the population of India.
3. All the diverse communities of India got connected through the print media, thus the print carried people and their identity from one place to another creating pan-Indian identities.
4. The views of reformers like Gangadhar Tilak and Raja Ram Mohan Roy were now read by public.
5. The newspapers highlighted the misrule and the cruelties of the British rule.
6. The newspaper wrote in different languages so people from all the regions in India could understand. This led to the awareness regarding the British Rule, and resulted in widespread movement in India in 1857.

## 20. Question



Explain the role of women writer in designing the structure of the subsequent society of the contemporary period.

### Answer

- The print culture that surfaced in the world affected the population on a very large scale. The women writers helped in making big changes in the contemporary period of India.
- Because of print, now books could reach a wider population and were easily available to everyone. Many women started writing their thoughts.
- Women started to express their thoughts and opinions because of the exposure to print and awareness. Even after so many restrictions and taboos some rebel women fought and read what they wanted to.
- Even after a lot of restrictions and taboos, some rebel women fought and read what they wanted to read.
- There is a story of a North-Indian girl who was forbidden by her family to read. She was only allowed to read in Arabic-Quran as a result of which she read secretly. She also wrote a book which was published by herself. Astonishingly it was found that the language she wrote was not what her family permitted, but she wrote in the language she was interested in.
- Then there is the story of a woman named Rashsundari Devi who was brutally suppressed by her family. She was never allowed to read and write, so she secretly read in her and later wrote a book AMAR JIBAN and published it.

Thus, these great women by letting their thoughts out got involved in changing society and affecting it by giving their contribution.

### 21. Question

In what way the print culture promoted social values?

### Answer

1. Print culture promoted many social values; it inculcated values like reading.
2. It also allowed people to widen their thinking and their minds to liberate.
3. Their thinking was rationalised, and they got involved in reasoning.
4. As information flooded the minds of people, they started putting forward their opinions which led to discussions and debates.
5. People thought differently after reading books and different ideas of other humans.



6. The print culture promoted democracy, libertarianism and a society which involved in free speech.



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