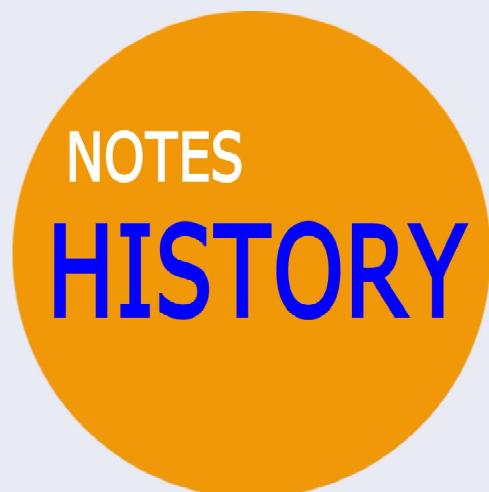


GRAVITY CLASSES

"Come Gravity Feel Success"

11th & 12th BOARD
(NEET & JEE)

5th - 10th (All Subject)



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PRINT CULTURE & THE MODERN WORLD

- **Introduction:-** Importance of print in today's world.



- Was it always like this only → No



Print do have its own history.



We will study that now.

↓
Spread

↓
Impact

The First Printed Books

| China | Japan |
|--|---|
| System of handprinting:- [Rubbing the paper against the inked surface of wood blocks] → Limitation | Buddhist missionaries introduced hand printing technology in Japan. |
| Accordion book | Oldest Japanese book Diamond Sutra. |
| Use of books in China. | Printing on textiles, playing cards and paper money. |
| Huge Bureaucratic System (Civil Services Examination) | Printing of Visual Material green. (Ukiyo by Kitagawa Utamano) |
| Increasing urban culture (New Readership). | Prints and its content material from society. |

Print Comes to Europe

| | |
|-----------------------------------|--|
| How | Increased reading public [Book fair, scribes who wrote book.] |
| Silk Route | The production could not satisfy the ever increasing demand for books. |
| Paper | Limitation of Manuscripts. |
| Mexico Polo (Italian) | Woodblock printing gradually became popular. |
| Technology of woodblock printing. | Need is the mother of Invention. |
| Italy | Gutenberg's printing press. |

- Luxury editions were still hand written on every expensive vellum, meant for aristocratic circles and rich monastic libraries which scoffed at printed books as cheap vulgarities, merchants and students in the university towns bought the cheaper print copies.



Gutenberg & The Printing Press

- **Background:** In Germany, Johann Gutenberg developed first known printing press in 1430s.
- Son of merchant, Saw wire and Olive press.
- Knew art of polishing stones, master goldsmith.
- The new technology did not entirely displaced the existing art of producing books by hand.
- Similarity to manuscripts.
- Expansions.



The Print Revolution and Its Impact

- A new reading public.
- Books flooded the market. Oral culture → Hearing public [sacred texts read out ballads were written in books, so that they reach out the wider section of people.]
- Content to include common people into reading group.
- Popular ballads were included.
- Folk tales.
- Books were illustrated with pictures.
- These were then sung and recited at gatherings in villages and towns in taverns in town.

Religious Debates and The Fear of Prints

- Print → Possibility of wide circulation of ideas.



What was the impact of this

| Apprehension | Revolution |
|---|---|
| Many thought that if there was no control over what was printed and read then rebellious and irreligious thoughts might spread. | In 1517, Martin Luther wrote ninety five (95) theses. |
| Authority of 'valuable' literature would be destroyed. | Criticise many of the practices and rituals of Roman Catholic Church. |
| Criticism of new printed literature. | Printing is the ultimate gift of God and the greatest one. |

Print and Dissent

- Print → Individual interpretation of faith who work in mill.



Menocchio, A miller in Italy.



Reinterpreted the message of Bible.

- When the Roman Church began its inquisition to repress heretical ideas, Menocchio was hauled up twice and ultimately executed.
- Booksellers began to maintain an index of prohibited books from 1558.

The Reading Mania

- Setting up of schools by churches of different denominations.



- Literary rate went up.
- Virtual reading mania was created.
- New form of popular literature appeared in print.

- Almanacs, ballads and folk tales were published.
- Penny chopbooks were sold by Chapman in England.
- In France 'Biliothic Bleve' were sold.
- Periodical press were developed which produced the information of current affairs, entertainments, wars and trade. [Newspaper and Journals].
- The ideas of scientists and philosopher now become more accessible to the common people.
- Discovery of Isaac Newton began to publish.
- The writing of thinkers such as Thomas Paine, Voltaire and Jean Jacques Rousseau were also widely printed and read.

Tremble, Therefore, Tyrants of the World Meaning

Tremble → Involuntary shaking or movement.

Tyrants → Cruel and oppressive ruler.

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

Louis – Sébastien Mercier → The printing press is the most powerful engine of progress and public opinion is the force that will sweep despotism away.

Print Culture and The French Revolution

- Print Culture created the conditions within which French Revolution occurred.
- 1. **Print popularised the ideas of Enlightened thinkers**: Their idea argued to judge everything through the application of reason and nationality. [Writing of Voltaire and Rousseau were read widely.]
- 2. **Print created a new culture of dialogues and debates**: Values, norms and institutions were re-evaluated and discussed by a public. The need to question existing ideas and beliefs came into public sphere.
- 3. **Outpouring of literature mocked the royalty and criticised their morality**: Cartoons and caricatures showed the pleasure of monarchy and sufferings and hardships of common people.
- We must remember that people did not read just one kind of literature.
- ↓
- Print did not directly shape their minds, but it did open up the possibility of thinking differently.

The Nineteenth Century

| Children | Women | Workers |
|---|--|--|
| Children press in France 1857. | Women became an important readers as well as writers. | Lending libraries. |
| Grimm brothers in Germany spent years compiling traditional folktales gathered from peasants. | Penny magazines teaching proper behavior and housekeeping. | Self-educated working class people wrote for themselves. |
| Censorship there should be vulgar image (photo in the book). | Novelist like Jane Austen, The Bronte Sisters and George Eliot. | Time for self improvement and self expression. |
| | Women: A person with will strength of personality, determination and power to think. | Wrote political tracts and autobiographies. |

Further Innovation

- There were a series of innovation in printing technologies.
- Power-driven cylindrical press by Rich and 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 equality became better automatic paper reels and photoelectric controls of the colour register were introduced.
- Periodical serialised important novels.
- Dust cover or the jacket were invented (1929-1939).
- Changes during great depression cheap paper book edition.

India and The World of Prints

- Manuscripts were used before the age of print same as Europe Limitation.
- Print came to India:-
Goa (Konkani Languages) → Tamil → Malayam → English
- **James Augustin Hickey**:- Bengal Gazette (A commercial paper open to all but influenced by none) controversy with British East I.C. [Governors General Warren Hastings]
- Indians who published Indian Newspaper.



Bengal Gazette by 'Gangadhar Bhattacharya'.

Religious Reforms and Public Debates

- Print → Reforms and counter Reforms
 - ↓
 - In this course print not only spread the new ideas but they shaped the nature of debate.
[Reformers] Vs [Hindu Orthodoxy]
- Over issues like widow, immolation, monotheism, brahmanical priesthood and idolatry (Idol Worship).
- Sambad Kaumudi → Rammohan Ray.
- Samachar Chandrika → Hindu Orthodox.
- From 1821, two persian newspaper Jam-I-Johan Nama and Shamsul Akbar.
- A Gujrati Newspaper → Bombay Samachar appeared in the same year.

Religious Reforms and Public Debates

- Impact of print among Hindus and Muslims.

| Muslim | Hindu |
|---------------------------------------|---|
| Concern of Ulama, use print for that. | Print encourage the reading of religious texts. |
| Deoband Seminary 1867 | Ramacharitmas 1810 (first printed edition.) |
| Published Fatwas. | Naval Kishore press, Lucknow. |
| | Shri Venkateshwar Press, Bombay. |

- Religious texts therefore reached a very wide circle of people, encourage discussion, debates and controversies with and among different religions.
- Print → Pan Indian identities. (distributing 1 Holy to whole India.)

New Form of Publication

| Novel | Caricatures & Cartoons |
|---|---|
| Europe to India (Acquired distinctively Indian form). | Commenting on social and political issues. |
| Painting | New Literary Forms |
| Publishing of visual material. | Other law literacy material also entered the world reading lyrics, short videos, essays about social & political matters. |
| Raja Ravi Verma. | |
| Diversified use of paintings. | |
| Shaped ideas about modernity and traditions, religions and politics, society and culture. | |

Women and Print

Women Education

| Liberal Husbands and Fathers | Conservatives and Orthodox Families |
|---|--|
| Began educating their women folk at home. | Hindu conservatives believes that a literal girl would be widowed. |
| At times they were sent to school. | Muslim feared that educated women would be corrupted. |

- Rebel women defied such prohibition.
- Rashsundari Debi → Amarjiban (1876) Full length autobiography in Bengali language.
- Kailasbashiri Debi and her experiences.
- Tarabai Shinde and Pandita Ramabai wrote with passion about the miserable lives of upper caste Hindu Women.
- Vernacular press were devoted for education of woman.

Women and Print

- They discussed issue like women's education, widowhood, widow remarriage and the national movement.
- **Ram Chaddha** → Istri Dharam Vichar.
- The Khalsa tract society published cheap booklets with message to teach women how to be obedient wives.
- **The Battala** → Known for publishing cheap editions of religious tracts and scripture as well as literature that was considered obscene and scandalous.



Pedlars took the Battala publication to homes.



Print and The Poor People

- Very cheap small books were sold at crossroads.
- Public libraries → Expanding to access to books.



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

- Issues of caste discrimination began to be written.
- Jyotiba Phule → Gulamigiri (1871)
- B.R. Ambedkar, E.V. Ramaswamy Naicker also wrote on these issues.
- Involvement of people from working class in writing.
- Kashi baba [Mill workers from Kanpur] → Published (chote aur bade ka sawal) 1938.
- Poems of Kanpur mill worker under the name of sudarshan chakra → Sacchi Kavitayen.

Print and Censorship

- Earlier censorship was 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 newspaper.



- But after the revolt of 1857, censorship became strict. Why?
- 'Native' press were clamp down.
- Vernacular press act, 1878 was passed.
- Despite all this Nationalist print grew in numbers.
- Kesari → Bal Gangadhar Tilak.

The Making of a Global World

Introduction:- Pre Modern v/s Modern

- **Factors for transition:-** Trade, food, disease and technology.

Economic Development

War

Rebuilding the world



Challenges

The Pre-Modern World

- Globalisation not a new phenomena.



From ancient times travellers, traders and priests travelled. They carried goods, money, values, skills, ideas, inventions, gems, diseases and food.

- Traces - Indus Valley civilisation.
- Silk Route links the world. Meaning
- Example of vibrant pre-modern trade and cultural link.
- Historians have identified several silk routes [Land and Sea].
- Chinese pottery, textile and spices from India and South Asia.
- Trade and culture exchange always went has in hand.
- Christian missionaries, Muslims preachers and Buddhism.

Food Travels:- Spaghetti and Potato

- Traders and travellers introduces new crops to the land they travelled.
Eg: Noodles to spaghetti [China-West], Pasta (Italian Dish), [Arab traders took them to Sicily in 5th Century].
- Christopher Columbus- Discovered Americas (North and South Both).



- Introduction of Potatoes, Soya, Groundnut, Maize, Tomatoes, Chillies, Sweet Potatoes etc. to the Asia and Europe.
- Ex. of long distance culture exchange.
- Crops could make difference between farmer was eating potato life and death.
- Irish Potato famine.

Conquest, Disease and Trade

- Discovery of sea routes → European sailors to different parts → Pre Modern World Shrunk
- America's → Vast opportunities for crops and minerals. (Europe) No Red Carpet Entry.
- The portuguese and Spanish conquest and colonisation of America.



Not only with the help of weapons but with the help of disease.

Eg: No Immunity against the smallpox among the native Americans. (2 Bund Zindagi Ki).

- Problems in Europe.
- Population, Disease and Conflicts among religion.



Migration from Europe to America.

- Plantation family increased.
- Solid in European Market.
- Rise of America (North and South America).
- China and India.
- Isolation and Colonisation.

The Nineteenth Century (1815-1914)

- Due to political, social, cultural and technological factors → world changed a lot.
- Economics identify three types of movement or 'flow'.

Flow of Trade Flow of Labour Flow of Capital Long and short term investment.

- Interrelationship among all three flows.



Impact on people's life.

- This interconnection could sometimes be broken.
- Eg. Restriction on the movement of labour.



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