



CBSE • CLASS 10 • SOCIAL SCIENCE

HISTORY

CHAPTER 05

Print Culture and the Modern World



CHAPTER NOTES

PRINT IN EVERYDAY LIFE

A world of print

- Printed material includes books, journals, newspapers, posters, advertisements, circulars and calendars.
- Print culture means the ways printed material is produced, shared, read and used in society.
- Printed words and pictures carry information, ideas, stories and feelings to many people.
- They affect how people think about society, religion, politics and everyday life.

Why it matters

- Printing changed the making of books and people's relationships with knowledge and authority.
- Its history began in East Asia, spread through Europe and developed in India in different ways.
- Handwritten books did not disappear immediately after printing arrived.
- A royal book workshop pictured in 1595 shows different tasks: dictating, writing and illustrating manuscripts.
- Manuscript: a text written by hand.

EARLY PRINTING IN CHINA

Woodblock printing

- The earliest printing methods developed in China, Japan and Korea. Books were printed by hand.
- From AD 594, Chinese printers rubbed paper against inked woodblocks.
- The block carried the text or image that had to be copied.
- Thin, porous paper could not be printed on both sides.
- The traditional accordion book was folded and stitched at the side.

Calligraphy and the state

- Skilled calligraphers copied writing beautifully and accurately.
- Calligraphy: the art of beautiful, stylised writing.
- China's imperial state was a major producer of printed material.
- It recruited officials through civil service examinations and sponsored many examination textbooks.
- From the sixteenth century, more examination candidates meant a larger demand for books.

NEW READERS IN CHINA

Commerce and leisure

- By the seventeenth century, urban culture created new uses for print in China.
- Merchants used printed information to help them trade.
- Reading became a leisure activity, not only a way to prepare for examinations.
- Readers enjoyed fiction, poetry, autobiographies, collections of literary works and plays.

New writers and machines

- Wealthy women read widely, Some women began publishing poetry and plays.
- Wives of scholar-officials and courtesans wrote about their lives.
- Print reached groups beyond the officials and students who had earlier dominated reading.
- In the late nineteenth century, Western powers brought mechanical printing equipment to China.
- Shanghai became a centre of the new print culture and Western-style schools.
- Hand printing gradually gave way to more mechanical production.

PRINT CULTURE IN JAPAN

Readers and urban life

- Buddhist missionaries from China introduced hand-printing technology into Japan around AD 768–770.
- Pictures appeared on textiles, playing cards and paper money. Poetry and prose were printed widely.
- In late-eighteenth-century Edo, later called Tokyo, illustrated books showed everyday urban life.
- Bookshops and libraries offered books on music, calculations, tea ceremonies, flower arrangement, etiquette, cooking and famous places.
- Women, artists, courtesans and tea-house gatherings appeared in this reading culture.

The art of woodblock prints

- Kitagawa Utamaro, born in 1753, created ukiyo prints showing ordinary urban experiences.
- Ukiyo means pictures of the floating world.
- A publisher commissioned an artist's outline. A woodcarver pasted it on a block and carved the design.
- Carving destroyed the original drawing, but printed copies survived.
- Japanese prints influenced artists such as Manet, Monet and Van Gogh.

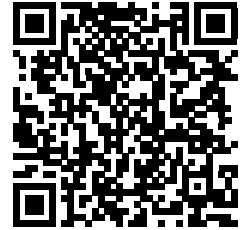


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