

From Orality to E-Book
Draft Syllabus
Ben Alexander

Week 1

Framing the Book: From Palimpsest to Tsespmilap

- Introduction and Introductions.

Week 2:

What is Book History: Conceptualizing the Field

- Lecture:
 - What's a Book?
- Readings:
 - From: The Book History Reader
 - Robert Darnton, *What is the History of Books?*
 - Robert Chartier, *Labourers and Voyagers: From the Text to the Reader*
 - Adrian Johns, *The Book of Nature and the Nature of the Book*
 - Pierre Bourdieu, *The Field of Cultural Production*

Week 3

"From Memory to Written Record"

- Lecture:
 - From Variance to Fixity
- Readings
 - From M.T. Clanchy, From Memory to Written Record: England 1066 – 1307
 - Walter Ong, *Orality and Literacy: Writing Restructures Consciousness*, from The Book History Reader.
- Viewing:
 - How Parchment is Made – Doomsday:
 - <https://www.youtube.com/watch?v=2-SpLPFaRd0&t=7s>
 - Making Medieval Parchment:
 - <https://www.youtube.com/watch?v=hnirEPT9nH0>
- Case Studies
 - The Doomsday Book:
 - <https://opendomesday.org/map/>

Week 4

Manuscript Culture

- Lecture:
 - The Pencia System
- Readings:
 - Micahel Johnston and Micahel Van Dussen, Introduction: Manuscripts and Cultural History, from *The Medieval Manuscript Book: Cultural Approaches*, pp. 1-15
 - Eugene Rice and Anthony Grafton, *The Foundations of Early Modern Europe*
- Viewings:
 - From, The Name of the Rose:
 - <https://www.youtube.com/watch?v=jUUB96c6EpY&t=80s>
 - <https://www.youtube.com/watch?v=qC9EG9Vh9CA>
- Case Studies:
 - The Hengwrt Chaucer:
 - <https://www.library.wales/discover/digital-gallery/manuscripts/the-middle-ages/the-hengwrt-chaucer/#?c=&m=&s=&cv=&xywh=-611%2C0%2C4436%2C4814>
 - The Ellesmere Chaucer:
 - https://en.wikipedia.org/wiki/Ellesmere_Chaucer
 - Digital Scriptorium:
 - <https://digital-scriptorium.org>

Week 5

The Advent of Printing

- Lecture
 - Understanding What Guttenberg Invented
- Readings:
 - Anthony Grafton, *The Importance of Being Printed*, in Journal of Interdisciplinary History 11 (1980): 265-286
 - Adrian Johns, *How to Acknowledge a Revolution*, in American Historical Review 107:1 (Feb. 2002): 106-125.
 - From Adrian Johns, The Nature of the Book
- Viewings:
 - Casting Metal Type:

- <https://www.youtube.com/watch?v=Q-Pk KMRaAA>
 - “The Art of Manuel Type Setting”:
 - https://www.youtube.com/watch?v=CP_Q4NquVTE
 - “Hand Composing”:
 - <https://www.youtube.com/watch?v=0iGqHlqBzis>
 - The Printing Process:
 - <https://www.youtube.com/watch?v=0iGqHlqBzis>
- Case Study
 - The Morgan Guttenberg Bible Online
 - <https://www.themorgan.org/collection/Gutenberg-Bible>

Week 6

The Strange Case of William Shakespeare

- Lecture:
 - Finding Shakespeare’s Ghost
- Readings:
 - David Kastan from, Shakespeare and the Book
- Case Studies:
 - The Bodleian First Folio
 - <https://firstfolio.bodleian.ox.ac.uk>
 - Digital Facsimiles of the Variant Texts of Shakespeare’s Hamlet
 - <http://howlandresearch.com/digital-facsimiles-of-the-variant-texts-of-shakespeares-hamlet/>

Week 7

Into the 18th Century: What’s An Author?

- Lecture:
 - We Got the Technology – Now We Need Authors and Readers
- Readings:
 - From The Book History Reader:
 - Roland Barthes, *The Death of the Author*
 - Michel Foucault, *What’s an Author*
 - Mark Rose, *Literary Property Determined*
 - John Brewer, *Authors, Publishers and Making of Literary Culture*

Week 8

English Gets a Dictionary

Lecture:

- Making (a “First”) Dictionary

Readings:

- From Alexander Chalmers ed., Samuel Johnson’s Dictionary of the English Language

Viewings:

- *Samuel Johnson “Dictionary Man”* (BBC 4)
 - <https://www.youtube.com/watch?v=LYcPjCxH-Pc>
- *Blackadder Johnson’s Dictionary:*
 - <https://www.youtube.com/watch?v=PuDquo76490>

Case Studies:

- <https://johnsonsdictionaryonline.com>

Week 9

Steam Power, Hot Metal: A Second Printing Revolution?

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Who is Etaoin Shrdlu?

- Lecture:
 - What Happens when you attach a Tea Kettle to a Printing Press?
- Readings:
 - Solveign Robinson, from The Book in Society, Printing in the Industrial Age, pp. 104-124.
 - S. H. Steinberg and Beatrice Ward, from Five Hundred Years of Printing, The Nineteenth Century and After: Technical Progress, pp. 189-198.
- Viewings:
 - Doug Wilson, Linotype: The Film
 - *Preparing and Printing the New York Times*, 1942:
 - https://www.youtube.com/watch?v=_sZfZZMeGfE
 - *Letter Press Printing Vocational Film* (1947):
 - <https://www.youtube.com/watch?v=bPCiWiLu-W4>

Week 10

New Exchanges: Author, Press and the Reading Public & Considering Text and Typography

- Lecture:
 - Libraries, Serials and a New Industry of Readership
 - “It’s like air”: What Helvetica Teaches us about Font

- Readings:
 - Megan Benton, from Illuminating Letters: Typography and Literary Interpretation, *Typography and Gender: Remasculating the Modern Book*.
 - Martyn Lyons, from A History of Reading and Writing, pp. 137-152.
 - Robert I. Patten, from Palgrave Advances in Charles Dickens Studies, *Publishing in Parts*, pp. 11-47.
 - Solveign Robinson, from, The Book in Society, Printing in the Industrial Age, *Type Design*.

- Viewings:
 - Gary Hustwit, Helvetica

- Case Studies:
 - Review Charles Dickens’ Our Mutual Friend in serial form:
 - <http://www.qub.ac.uk/our-mutual-friend/witnesses/monthly-parts/monthly-parts.htm>

Week 11

William Morris and the Kelmscott Press

- Lecture:
 - William Morris and the Arts and Crafts Movement

- Readings:
 - William S. Peterson, from The Kelmscott Press: A History of William Morris’s Typographical Adventure, PP. 9 – 105.

- Case Studies:
 - The British Library, The Kelmscott Chaucer:
 - <https://www.bl.uk/collection-items/the-kelmscott-chaucer>

Week 12

Artists Books & Zines

- Lecture:
 - Introduction to Artists Books and Zines

- Readings
 - Stephen Duncombe, from Notes From Under Underground: Zines & the Politics of Alternative Culture. Chapter 1 *Zines*, pp. 6 – 22.
 - Alice Piepmeier, from Girl Zines: Making Media, Doing Feminism. *Why Zines Matter: Materiality and the Creation of Embodied Community*, pp 56 – 86.
 - *From, Krystyna Wassermam, The Book as Art*
 - *Audrey Niffenegger, What Does It Mean to Make a Book?*
 - *Johanna Drucker, Intimate Authority*
 - *Krystyna Wasserman, The Brightest Heaven of Invention*
- Viewings:
 - Trip to the Long Beach Zine Fair
 - https://www.youtube.com/watch?v=Us_3FIQdoFI
- Case Studies
 - Review the Artist Book Holdings from Printed Matter:
 - <https://www.printedmatter.org/catalog/category/1-books>
 - Review Caralogue from Zamp & Tramp Booksellers:
 - <http://www.vampandtramp.com/finepress/index.html>
 - Review Zines from Open Culture:
 - <https://www.openculture.com/2016/04/download-834-radical-zines-from-a-new-online-archive.html>

Week 13

Introduction to E-Books

- Lecture
 - E-Ink: Why Print History Remains “Technically” Conservative
- Readings:
 - Eva Siegenenthaler et al Eds., LCD vs E-Ink: An Alaysis of Reding Behavior
- Viewings:
 - How E-Ink Works?
 - <https://www.youtube.com/watch?v=6NRT8E5-reM>

Week 14

From Material to Digital

- Lecture
 - Exploring Liminal Spaces
- Readings:

- No readings this week
- Viewings:
 - Robert Baca and Josh Rizzo, Welcome to Macintosh

Week 15

- Final Projects Due