

Print Culture and The Modern World

Case Study Based Questions

Source 1

Read the source given below and answer the questions that follow by choosing the most appropriate option:

With the printing press, a new reading public emerged. Printing reduced the cost of books. The time and labour required to produce each book came down and multiple copies could be produced with greater ease. Books flooded the market, reaching out to an every-growing readership. Access to books created a new culture of reading. Earlier, reading was restricted to the elites. Common people lived in a world of oral culture. They heard sacred texts read out, ballads recited and folktales narrated. Knowledge was transferred orally. People collectively heard a story or saw a performance. They did not read a book individually and silently. Before the age of print, books were not only expensive but they could not be produced in sufficient numbers. Now, books could reach out to wider sections of people. If earlier there were a hearing public, now a reading public came into being. But the transition was not so simple. Books could be read only by the literate and the rates of literacy in most European countries were very low till the twentieth century.

Q1. Which of the following correctly describes about ballad?

- a. An art of beautiful and stylised writing.
- b. A historical account or folktale in verse, poem or song usually sung or recited.
- c. A small pamphlet containing tales.
- d. A picture or description of a person in order to create comic effect.

Q 2. How did printing reduce the cost of books?

- a. The time required to produce each book decreased.
- b. Less labour was needed to produce each book.
- c. Multiple copies of books could be produced easily.
- d. All of the above

Q3. Which of the following statement shows that knowledge was transferred orally at that time?

- a. Common people lived in a world of oral culture.



- b. Common people heard sacred texts read out, ballads recited and folktales narrated.
- c. People collectively heard a story or saw a performance.
- d. Reading was restricted to the elites.

Q4. Which of the following examples does not state that books create new culture of reading?

- a. Books reached a large section of people so reading public increased instead of hearing public.
- b. Printers began publishing popular ballads and folktales with beautiful illustrations.
- c. Printing popularised the idea of enlightened thinkers.
- d. With the expansion of printing technology, the line between oral and reading cultures became blurred.

Q5. How can you say that the printed books closely resemble the handwritten manuscripts?

- a. The appearance and layout resembled the written manuscripts.
- b. Metal letters initiated the ornamental handwritten styles.
- c. Borders were illuminated.
- d. All of the above

Q6. Two statements are marked as Assertion (A) and Reason (R). Read the statements and select the correct option.

Assertion (A): Publishers persuaded common people to welcome printed books in Europe.

Reason (R): Publishers blurred the line that separated the oral and reading cultures and so, the hearing and reading public became intermingled.

- a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
- b. Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A).
- c. Assertion (A) is true, but Reason (R) is false.
- d. Assertion (A) is false, but Reason (R) is true.

Answers

1. (b)
2. (d)
3. (c)
4. (c)
5. (d)
6. (a)

Source 2

Read the sources given below and answer the questions that follow:

Source A: Religious Reforms and Public Debates There were intense controversies between social and religious reformers and the Hindu orthodoxy over matters like widow immolation, monotheism, brahmanical priesthood and idolatry. In Bengal, as the debate developed, tracts and newspapers proliferated, circulating a variety of arguments. Source B: New Forms of Publication New literary forms also entered the world of reading lyrics, short stories, essays about social and political matters. In different ways, they reinforced the new emphasis on human lives and intimate feelings about the political and social rules that shaped such things.

Source C: Women and Print

Since social reforms and novels had already created a great interest in women's lives and emotions, there was also an interest in what women would have to say about their own lives. (CBSE 2020)

Source A: Religious Reforms and Public Debates

Q1. Evaluate how did the print shape the nature of the debate in the early nineteenth century in India.

Ans. Print helped in providing more information and diverse views on religious and social topics. So, it helped in shaping the nature of the debate in the early nineteenth century in India.

Source B: New Forms of Publication

Q2. To what extent do you agree that print opened up new worlds of experience and gave a vivid sense of diversity of human lives?

Ans. Print opened up new worlds of experience and gave a vivid sense of diversity of



human lives to a large extent in the following ways.

(i) People could get to know about people from other parts of the country and the world because of flow of information facilitated by print.

(ii) This helped a person from North India to understand about the culture of a person from South India.

Source C: Women and Print

Q3. To what extent did the print culture reflect a great interest in women's lives and emotions? Explain.

Ans. In the early days, a woman's world was limited to the confines of her kitchen and home. Women had no means to share their lives and emotions. Print helped in developing many women authors. Even some male authors started to write about women's lives. In this way, it can be said that the print culture reflected a great interest in women's lives and emotions.

Source 3

Read the source given below and answer the questions that follow:

WHY NEWSPAPERS?

'Krishnaji Trimbuck Ranade inhabitant of Poona intends to publish a newspaper in the Marathi language with a view of affording useful information on every topic of local interest. It will be open for free discussion on subjects of general utility, scientific investigation and the speculations connected with the antiquities, statistics, curiosities, history and geography of the country and of the Deccan especially... the patronage and support of all interested in the diffusion of knowledge and welfare of the people is earnestly solicited.' Bombay Telegraph and Courier, 6 January, 1849 'The task of the native newspapers and political associations is identical to the role of the Opposition in the House of Commons in Parliament in England. That is of critically examining government policy to suggest improvements, by removing those parts that will not be to the benefit of the people, and also by ensuring speedy implementation. These associations ought to carefully study the particular issues, gather diverse relevant information on the nation as well as on what are the possible and desirable improvements, and this will surely earn it considerable influence.' Native Opinion, 3 April, 1870 (CBSE 2023)



Q1. Explain the main reason of publishing newspaper by Krishnaji?

Ans. The main reason for Krishnaji Trimbuck Ranade to publish a newspaper in Marathi language was to provide useful information on every topic of local interest to the people.

Q2. How was the task of native newspaper and political association seen identical to the role of opposition?

Ans. The role of native newspaper, like the opposition in the House of Commons should critically examine the government policies, suggest improvements by remove those parts which would not benefit people and should ensure and speedy implementation of the approved policy.

Q3. Analyse the reasons of popularity of newspapers during 19th century.

Ans. The popularity of newspapers during the 19th century are:

- (i) Newspapers were issued as a national service and as a means of spreading and generating public opinion.
- (ii) A vernacular newspaper was frequently regarded as a political work and an agitator at great personal cost.