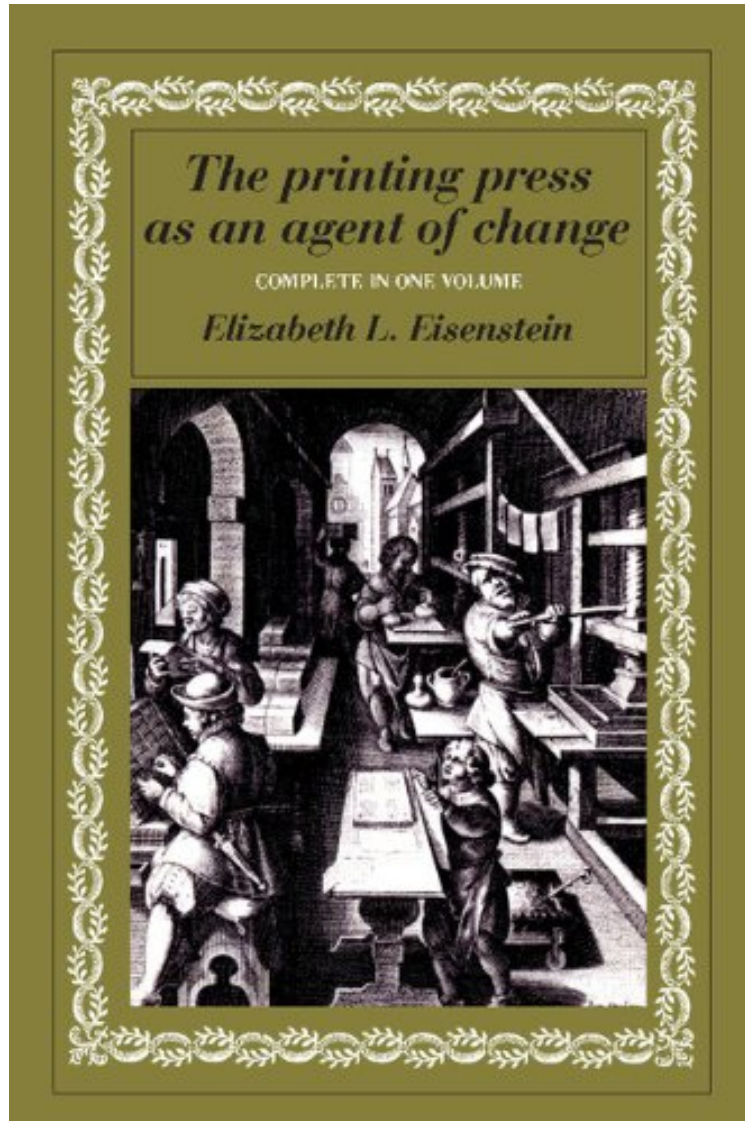


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## The Printing Press as an Agent of Change

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**Elizabeth L. Eisenstein : The Printing Press as an Agent of Change** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Printing Press as an Agent of Change:

2 of 4 people found the following review helpful. incredibleBy Janet W. Bajanif i were in charge of educational curriculums in the country this would be required reading.this amazing book not only showed me the impact of print culture human learning, it, perhaps more importantly, showed me what human learning was like BEFORE the ability to standardize texts through printing.be warned: it's dull as dirt.42 of 43 people found the following review helpful. A superb introduction to the effect the printing press has hBy Ari DavidowWe have come to forget that the introduction

of the printing press by Gutenberg mattered, or we have come to assume that it directly led to the Protestant Reformation. Eisenstein wondered how true that was, and what other changes the press wrought in European society in the couple of hundred years after the press was introduced. Start with the concept of authorship--once books could be reproduced in quantity, authorship mattered. Then consider the question of alphabetization and indexing. Then think of what happens when travel writers describe native dress--people start believing the books and variations become more extreme to meet the printed word. That's just the beginning. Eisenstein's book is not just an incredible work, well written, about the effect on our culture of the printing press. It is also the sort of book that makes one realize how unimaginable and vast the influence of any invention can have on a society. This book is critical for media studies, history, printing, typography, just to better understand our own society, or for the pleasure of a good, thorough, read. 2 of 4 people found the following review helpful. An authentic historical account of role of printing presses in early-modern Europe By Dr Anup K Das In book "The Printing Press as an Agent of Change" author Elizabeth L. Eisenstein narrates theoretical and practical dimensions of communications and cultural transformations in early-modern Europe. This book is divided into three parts: (p.1) Introduction to an elusive transformation, (p.2) Classical and Christian traditions reoriented; Renaissance and reformation reappraised, (p.3) The book of nature transformed. This book contains specific chapters on aspects of history of printing technologies in early-modern Europe. Printing presses helped the European Christian missionaries to spread Christianity, biblical thoughts and philosophies in continents across Asia, Africa and Latin America. This book also narrates anecdotes of formation of scientific societies and royal academies across the European countries for strengthening scientific research.

Originally published in two volumes in 1980, *The Printing Press as an Agent of Change* is now issued in a paperback edition containing both volumes. The work is a full-scale historical treatment of the advent of printing and its importance as an agent of change. Professor Eisenstein begins by examining the general implications of the shift from script to print, and goes on to examine its part in three of the major movements of early modern times - the Renaissance, the Reformation, and the rise of modern science.

'For fifteen years we have been waiting for a deep level-headed examination of the ways in which print transformed Europe. Elizabeth Eisenstein has written that book ... Eisenstein has an intimate familiarity with the great narrative of modern history since the 15th century. She boasts an unsurpassed feeling for the strengths and weaknesses of the ways in which historians have explained great changes. No mania to find laws or principles of universal validity drives her. She is not afraid of detail. Her eye for the telling oddity, the crucial contradiction, is enviable.' *Commonweal* 'This is a good and important book ... the author's clear and forceful style makes it a pleasure to read ... Eisenstein is particularly illuminating and discriminating on the part played by the great sixteenth-century scholar-printers, such as the Estiennes, Oporinus, Plantin, in the emergence of ideals of religious tolerance and intellectual brotherhood ... She does give us a remarkably complete and highly critical survey of modern historical writing on humanism, the Reformation and science up to the eighteenth century.' *The New York of Books* 'Her two volumes represent an extensive survey of the recent literature on the three intellectual and social movements of the period 1400-1700: the Italian Renaissance, the Protestant Reformation and the Scientific Revolution. Ms. Eisenstein examines the major hypotheses as to their causes and progress, and reassesses them in terms of the impact of printing and its products.' *The New Republic*