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THE EVOLUTION OF PRINTING: A JOURNEY OF TECHNOLOGICAL AND SOCIAL PROGRESS

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Abstract: The history of printing is a captivating narrative that has significantly influenced the dissemination of knowledge and the development of human society. This article explores the prehistory of literacy, the emergence of writing systems, the tools used before the invention of printing, and the profound impact of Johannes Gutenberg's movable type printing press. It also discusses the challenges faced by printing technology over the centuries, the role of digitalization, and the enduring value of traditional printing.

keywords: *ancient writing, papyrus, Guttenberg, stencils, hieroglyphs, primitive methods, printing presses, modern printing technologies*

1. INTRODUCTION

The history of printing is a fascinating journey that has had a profound impact on the spread of knowledge and the development of human society. From its earliest beginnings in ancient times, the art of reproducing written materials has undergone remarkable transformations, paving the way for the information age we live in today (Britannica Encyclopedia, 1974).

The origins of printing can be traced back to the human desire to preserve and share information. In ancient civilizations, various methods were employed to reproduce texts and images, although on a smaller scale compared to the advancements that would come later. These early techniques laid the foundation for the revolutionary innovations that would shape the future of printing (Mayor, 1980).

One such method was the use of seals and stamps to create impressions on different surfaces. In ancient societies, individuals would carve intricate designs or symbols onto stone, clay, or other materials. These seals could then be pressed onto wet clay,

wax, or other soft substances, leaving behind an impression that replicated the original design. This technique allowed for the duplication of important documents and messages.

Another method that emerged in the ancient world was the use of stencils. By cutting or perforating patterns or characters into materials such as leaves or bark, individuals could create templates for reproducing texts or images. Ink or dye could be applied over the stencil, resulting in the transfer of the design onto another surface.

Additionally, some ancient cultures explored the use of relief techniques. For instance, in ancient Egypt, artisans would carve hieroglyphs or pictorial representations onto stone or clay tablets. These tablets could then be used to create moulds, into which molten metal or other materials were poured. Once cooled, these moulds would yield replicas of the original inscriptions. While these early printing techniques were limited in terms of scale and complexity, they marked the beginnings of a journey that would ultimately revolutionize the dissemination of information.

In effect by examining the early stages of printing history, we gain a deeper understanding of the remarkable progress that has shaped the world of printed communication. From the primitive methods of seals, stencils, and relief techniques to the transformative innovations that have driven the print industry forward, the history of printing is a testament to human creativity, curiosity, and the enduring quest to share knowledge with others. The subsequent chapters will delve into the advancements that followed, exploring the development of movable type, the impact of printing presses, and the emergence of modern printing technologies (Britannica Encyclopedia, 1974).

2. PREHISTORY OF LITERACY AND SPREAD OF WRITING

In the early stages of human history, literacy did not exist as we know it today. The earliest forms of written communication date back over 5,000 years ago with the invention of cuneiform writing in Mesopotamia (Figure 1., a) and hieroglyphic writing (Figure 2., b) in Egypt. These early forms of writing were primarily used for administrative, religious, and commercial purposes.

Humanity abandoned the nomadic lifestyle and settled down. Ancient civilizations were formed. They were formed in trade using money as means of exchange. In order to operate the social system, it was necessary to have some means by which expenses and income could be tracked. This tool became writing (not only letters but also numbers) (Wright, 2015).

These writing systems were engraved on clay tablets using a wedge-shaped stylus and was mainly used for administrative and commercial purposes. In those old days,

the direction of writing and reading was not yet accepted. We find mixed writing from right to left, from left to right, and even from top to bottom. Even today it is not completely uniform (Arabic and Hebrew write from right to left). The language of the old days was often forgotten and deciphering them posed/remains great challenges for today. Many times, a finding that does not seem very significant at first provides give us the solution to deciphering the language, like in the case of Rosetta stone.

a) b)

Figure 1. *a) Sumerian writing b) Egyptian hieroglyphs*

a) https://hu.wikipedia.org/wiki/%C3%89k%C3%ADr%C3%A1s
b) https://en.wikipedia.org/wiki/Punchcutting

During prehistory, the earliest forms of written communication consisted of symbols and images that represented specific objects and concepts. Over the centuries, writing has developed in different parts of the world. In Egypt, for example, the hieroglyphic writing system developed, which used symbols and images to represent words and concepts. The alphabet, as we know it today, was developed by the ancient Phoenicians around 1200 BC and later adopted by other cultures, including the Greeks and Romans (Robinson, 2009).

2. 1. Support documents and tools before printing

Before the invention of printing, written documents were made on a variety of materials, such as papyrus in Egypt, parchments made of animal skin in the Roman Empire, and scrolls of silk or paper in China. These materials required a specific preparation process before they could be written. For example, animal skin had to be treated and smoothed to create a surface suitable for writing (Fig. 2.).

a) b)

Figure 2. *a) Parchment Preparation (a goat skin stretched and dried on a frame) b) Detail from the book of the dead of Taruma, 3rd to 2nd century BC*

a) https://blogs.cornell.edu/culconservation/2015/04/03/parchment-making/
b) https://it.wikipedia.org/wiki/Papiro

a) b) c)

Figure 3. *a) Phoenician alphabet b) Greek alphabet c) The Old Turkic alphabet*

a) and b) https://it.wikipedia.org/wiki/Alfabeto_fenicio
c) (Scharlipp, 2000)

2. 2. Beginning of literacy and the reason for it

The beginning of literacy, as we know it today, can be attributed to the ancient Phoenician civilization around 1200 BC. The Phoenicians developed a writing system (Figure 3. a)) based on an alphabet composed of 22 consonants. This alphabet later influenced the development of other writing systems, such as the Greek

(Figure 3. b)) and Latin (Figure 3. c)) alphabets. Literacy had a significant impact on the spread of knowledge, as the alphabet made learning to write easier than previous writing systems based on complex symbols (https://en.wikipedia.org/wiki/Literacy).

2. 3. Egypt, Roman Empire, China, medieval codices, codex copyists (monks)

Egypt is known for its hieroglyphic writing system used to record history, religion and administration. In the Roman Empire, parchments were used for official documents and literature. In China, woodblock printing was an early form of printing that enabled the production of religious and literary texts (Dixon, 2006).

a) b)

Figure 4. *a) Facsimile of the Dresden Codex 13th or 14th century made in the Yucatan Peninsula, Mexico, b) Early Medieval Art*

a) https://blogs.getty.edu/iris/explore-a-global-middle-ages-through-the-pages-of-decorated-books/
b) https://it.wikipedia.org/wiki/Cassiodoro

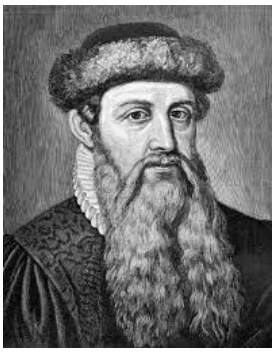
During the Middle Ages, Christian monks played a crucial role in manually copying sacred and literary texts (Figure 4.), thus preserving knowledge during a period of political and economic instability. In fact, the production of written documents before the invention of the printing press required a large amount of time and resources. Texts were copied by hand by scribes or copyists, the production of books therefore required considerable effort and the volumes were generally reserved for a few privileged people (Britannica Encyclopedia, 1974).

3. COMBINATION OF TECHNOLOGIES NEEDED FOR GUTENBERG

The invention of movable type printing, attributed to Johannes Gutenberg (Figure 5) in the 15th century, marked a turning point in the history of the diffusion of ideas. Birth date of Gutenberg is not known, he was born around 1400 in Mainz. He started

his carrier as metal worker, goldsmith and mirror maker. Mirror-making did not go well, so he looked for something new to help him get out of financial problems. Gutenberg combined several existing technologies to create an efficient movable type printing press. The metal industry was needed to produce movable metal type, metalworking to create sturdy and precise printing machines, and the paper industry to provide a suitable printing medium.

In Guttenberg's time, printing presses and printing clichés already existed. These contained images of the text of an entire page at the same time, so changing the text or creating a new text was very difficult. Starting from this problem, Guttenberg broke the text of the page into letters. From these, any text could easily be put together quickly. Printing clichés that can be assembled letter by letter have been in use for centuries in the Chinese Empire, but they were made of wood. In contrast, Gutenberg already used metal letters. Gutenberg experimented with the so-called type of metal (lead 50–86%, antimony 11–30% and tin 3–20%.), which was quite soft, and the paint adhered to its surface properly. Additionally, Gutenberg developed an oil-based ink that adhered to movable type and allowed for crisp, consistent printing. For each letter, he developed a "master" piece made of steel.



a)

b)

Figure 5. a) Johannes Gutenberg
b) Johannes Gutenberg with his printing press

a) (Britannica Encyclopedia, 1974)
b) https://commons.wikimedia.org/wiki/File:Gr.diana_Johannes_Gutenberg.png

This master letter was punched into a metal plate, and the type of metal was casted into the depression that appeared in the metal plate. Thus, the ruined letters could be reconstructed. Since the letters were made of metal, they could be manufactured more precisely, thus the distance between the letters and the distance between the

lines of text could be kept very precisely. It can be concluded that Gutenberg's genius lay in the fact that he combined existing technological elements into a new technology, for which we are known today as the "father of book printing" (Britannica Encyclopedia, 1974).

The invention of movable type printing, attributed to Johannes Gutenberg in the 15th century, marked a turning point in the history of the diffusion of ideas. His movable type printing press allowed texts to be quickly composed and multiple copies of the same document to be produced in much shorter times than manual copying. This invention has indeed had a revolutionary impact on the diffusion of knowledge. Books and other documents could be produced in larger quantities and at lower costs, making reading and literacy accessible to a wider audience. The press contributed to the Renaissance and the Protestant Reformation, spread ideas and favoured the spread of scientific and philosophical knowledge.

4. CHARACTERISTIC OF PRINTING PRESSES AND EMERGING PROBLEMS

Gutenberg's first movable type printing presses consisted of a manually operated wooden press. These machines allowed composing texts quicky by composing and positioning movable type. However, there were still some technical challenges, such as the need for a complete set of characters for each page and the difficulty of maintaining uniform pressure when printing.

Johannes Gutenberg's most famous and influential work was the printing of the Bible, commonly known as the Gutenberg Bible. This monumental achievement marked the beginning of the mass production of books through movable type printing. However, it's worth noting that during that time, the ink and paper used in printing were not always healthy. The ink contained high levels of lead, which posed a risk to the health of the printers and readers. Additionally, the paper used in early printed books was often made from linen rags, which were treated with various chemicals to achieve a smoother surface for printing. These chemicals, such as alum, could be toxic. As a result, some of these early books are now considered hazardous and require special handling. In old libraries, you may find books where pages can only be turned with gloves to protect against the toxic substances present (Moran, 1971).

Throughout the centuries, various improvements were made to overcome technical challenges in printing presses. Mechanical printing increased production speed and ensured more uniform pressure. Innovations like cylinders, inclined planes, and water-based inks further enhanced the printing surface, ease of cleaning, and allowed for a greater variety of colours. Modern printing techniques, including screen

printing and microincision coating, continue to advance the production of high-quality and complex printed materials.

In modern printing machines, speed control is a crucial aspect to ensure smooth and precise printing. The speed of the printing machine's rollers, which feed the paper through the press, needs to be carefully regulated. If the speed is not controlled properly, various issues can occur. For example, if the rollers have different diameters and rotate at inconsistent speeds, the paper may tear or buckle. Additionally, if the axles of the rollers are not parallel, the paper may slip off the rollers, leading to misalignment and poor print quality. To address these challenges, sophisticated systems have been developed. Safety chucks, pneumatic shafts, and compensator parts are examples of solutions used in the industry. Companies like Montalvo and IBD Wickel Technik specialize in providing advanced technologies for speed control and tension control in printing processes, ensuring smooth and reliable operation (Hanson).

The invention of the printing press had a transformative impact on human society. Books and printed materials became faster and cheaper to produce, leading to greater dissemination of knowledge, democratization of information, and increased literacy. The printing press played a crucial role in the spread of ideas during the Enlightenment and the Protestant Reformation (around 15th century) (https://courses.lumenlearning.com/suny-massmedia/chapter/4-2-history-of-newspapers/).

Printing technology has continuously evolved from Gutenberg's movable type printing to lithographic printing, rotary printing, and digital printing. Digital printing has introduced new possibilities, such as on-demand production, personalization, and rapid dissemination through digital means. Printing technology has overcome challenges related to precision, speed, and quality of the final product. Today, printing encompasses a wide range of materials, from traditional books and newspapers to metal surfaces, plastics, fabrics, and even printed circuit boards.

5. THE IMPACT OF DIGITALIZATION ON PRINTING

With the appearance of digitalization, traditional printing has faced new challenges. The accessibility of digital content and online dissemination has reduced the demand for traditional printed materials like newspapers and magazines. However, printing continues to play a vital role in academic publishing, the production of promotional materials, and fine art printing. Traditional printing retains its charm and value, offering a tangible and authentic experience that differs from digital devices. Books and printed materials provide a unique reading experience, fostering emotional connections with the content.

6. SUMMARY, CONCLUSION

The evolution of printing from its early beginnings to modern times has had a profound impact on human society. From the prehistory of literacy to the invention of Gutenberg's printing press, the spread of knowledge, literacy, and ideas has been accelerated and democratized. Printing technology has constantly overcome technical challenges, adapting to new materials, inks, and processes to produce high-quality printed materials. While digitalization has brought new opportunities and challenges to the printing industry, traditional printing continues to hold its value, offering a tangible and authentic experience that resonates with readers and consumers. As technology continues to advance, the printing industry will undoubtedly adapt and innovate, ensuring its continued relevance in the ever-changing landscape of communication and knowledge dissemination.

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