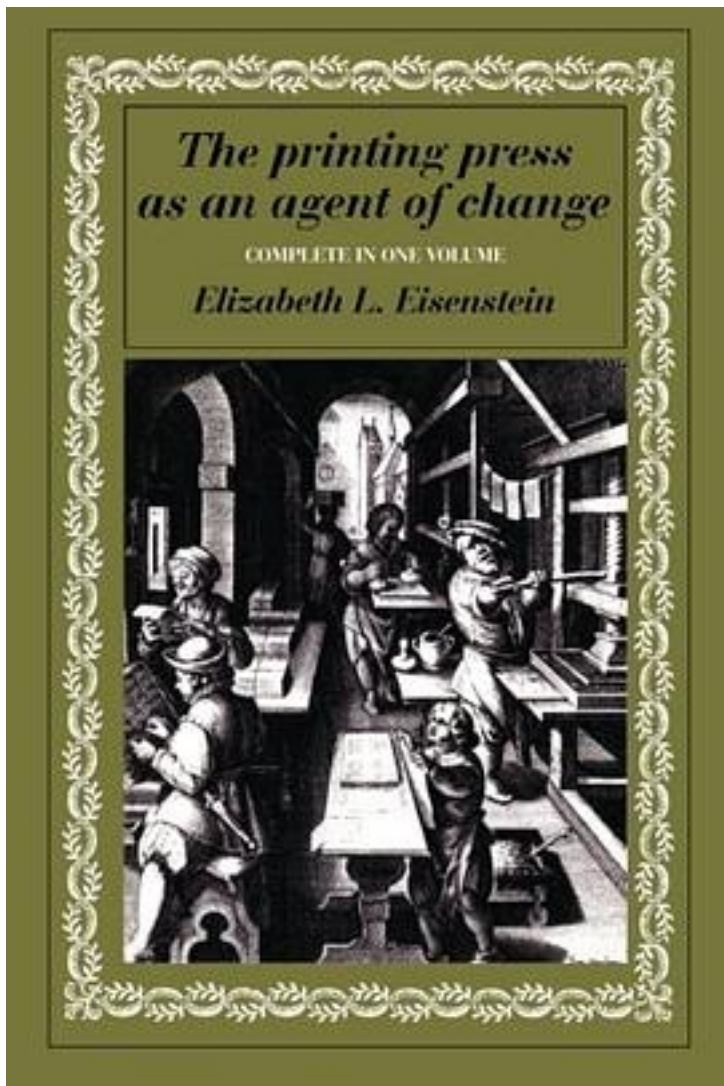


The Printing Press as an Agent of Change



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著者:Elizabeth L. Eisenstein

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Eisenstein's best-known work is *The Printing Press as an Agent of Change*, a two-volume, 750-page exploration of the effects of movable type printing on the literate elite of post-Gutenberg Western Europe. In this work she focuses on the printing press's functions of dissemination, standardization, and preservation and the way these functions aided the progress of the Protestant Reformation, the Renaissance, and the Scientific Revolution. Eisenstein's work brought historical method, rigor, and clarity to earlier ideas of Marshall McLuhan and others, about the general social effects of such media transitions.

This work provoked debate in the academic community from the moment it was published^[4] and is still inspiring conversation and new research today.^[5] Her work also influenced later thinking about the subsequent development of digital media. Her work on the transition from manuscript to print influenced thought about new transitions of print text to digital formats, including multimedia and new ideas about the definition of text.^[6]

作者介绍:

Elizabeth Lewisohn Eisenstein is an American historian of the French Revolution and early 19th century France. She is well-known for her work on the history of early printing, writing on the transition in media between the era of 'manuscript culture' and that of 'print culture', as well as the role of the printing press in effecting broad cultural change in Western civilization.

目录:

[The Printing Press as an Agent of Change 下载链接1](#)

标签

印刷术

书籍史

印刷文化

历史

print-culture

文化研究

媒介史

社会学

评论

杰作

读了intro和conclusion。读了05版的afterword

change of generation :)

Groundbreaking, although a little wordy. A must-read for printing and book history.

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书评

《作为变革动力的印刷机——早期近代欧洲的传播与文化变革》不仅深刻挖掘了自古登堡发明金属活字印刷术以后，近代欧洲的文化发展和变革，更是爱森斯坦对自己学术观念的表达。爱森斯坦主张印刷机是导致变革产生最为根本的动因，但是在书中具体的论述过程中，其恰恰证明了...

印刷机改变了世界，虽然它不是改变世界的唯一动力。
以地图为例，在印刷术出现之前，很难绘制准确的地图。为了绘制地图，需要汇集大量的测绘信息。由于不能印刷，这些图案在不断的重绘过程中早就走了样，难以反映真实的地理信息。因为有了印刷术，才能让文章准确复制并传播...

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