

## **INDUSTRIAL REVOLUTION**

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- 1833 1st penny press in NYC, begins the newspaper as mass media  
progressive on economic and literary levels
- 1837 Victoria begins reign
- 1839 photographic methods of Daguerre and Niépce presented to  
French academy
- 1840 1st American Chromolithograph printed in Boston  
NY stockexchange born to support the railroads
- 1844 wood pulp paper developed  
telegraph first used between Washington and Baltimore
- 1845 high speed steam press increased volume of printed matter  
advertising boom.
- 1848 Marx + Engels issued Communist Manifesto
- 1869 1st postcard introduced in Austria
- 1881 Photogravure invented by Frederick Ives (commercially viable in 1893)
- 1888 Kodak Box camera perfected
- 1892 Ford builds his 1st auto

### ENLIGHTENMENT

one of the master concepts which emerged was PROGRESS supporting the belief that the world is increasingly controllable by human will and by reason. during the colonial periods and beyond, the europeans tapped much of the world's resources; the second was IMPROVEMENT in the treatment of the poor, the criminal, and others

### THE INDUSTRIAL REVOLUTION

#### AGRICULTURE

advance in agricultural development between 1500 – 1800 revolutionized human development more than anything since the invention of agriculture itself  
what was grown and ways of growing more varied  
specialization  
increasing urbanization = trade of agricultural products

#### TECHNOLOGY

transformation of society, the production of manufactured goods in larger quantities and on a larger scale than ever before; gathering together of a large group of workers; and coming of industry changes the whole pattern of people's lives

#### ECONOMIC, POLITICAL, SOCIAL CONSIDERATIONS

radical process of social change  
massive rural—urban migration

because of increase in production all people desired a better way of life and that meant, in many circumstances, more. this increase meant few aesthetic standards (= building of the ugly). governments overall maintained a laissez faire attitude

#### THE VICTORIAN ERA {1820s – 1900}

turned to past for inspiration  
borrowed elements were detached from origin (ornament)  
found parallels in gothic art and architecture to the present period  
ex: christian virtues  
whereas medieval work was made for spiritual means  
Victorian design celebrated progress and social/economic advancement

british sense of social, civic and artistic responsibility declined  
wealth became motivating factor

more wealth = more ornament = + social status  
offered status and pleasure, proclaimed the innocent and masked human nature  
belief that ornamentation and design were the same  
spread this influence through all countries through the printed  
mass media