

major technological advance is a process that wrecks
the society in which it occurs

— alfred north whitehead

moveable type

Mcluhan asks

Does the interiorization of media such as letters alter the ratio among our
senses and change mental processes?

the invention of printing, more than any other single achievement marks the
line of division between medieval and modern technology... we see here the
same transfer to the field of the imagination that is clearly evident in all the
work of leonardo da vinci. from now on "imagination" will tend more and
more to reflect the powers of visualization.

the mechanization of the scribal art was probably the first reduction of any
handicraft to mechanical terms. that is, it was the first transaltion of move-
ment into a series of static shots or frames. typography bears much resem-
blance to cinema, just as the reading of print puts the reader in the role of
the movie projector.

the reader of print stands in an utterly different relation to the writer from
the reader of manuscript. print gradually made reading aloud pointless.

just as print was the first mass produced thing, so it was the first uniform
and repeatable commodity. the assembly line of movable types made pos-
sible a product that was uniform and as repeatable as a scientific experi-
ment.

writing — type — digital

15th + 16th c

- type = pivotal role in social, economic and political life
- led to reformation, revolution
- how? why?

vehicle to spread information + ideas

martin luther

- 95 thesis

enlightenment

rights of man

writing — then printing

- stabilized + unified language

- increased learning

- language became dominant

- still latin

- fr/german/eng became dominant

- why? plethora of presses

- spread throughout world b/c of colonization