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2.History / Chapter 5 Print Culture and the Modern World

3.a.Core Concept : The Nineteenth Century .Page 117

3. b.Expected Learning outcome :Analyses the techniques applied by the producers to fetch markets for their commodity.

3.c. Typology :Assertion -Reason

Q.1

3.d. There are two statements marked as Assertion(A) and Reason(R). Read both the statements and choose the correct option as your answer:

Assertion(A): In the 1920s in England, popular works were sold in cheap series, called the Shilling Series.

Reason(R): Printers and publishers continuously developed new strategies to sell their product.

Options:

- (a) Assertion (A) is true , but Reason (R) is false
- (b) Assertion (A) is false , but Reason (R) is true
- (c) Both Assertion (A)and Reason (R) are true and Reason (R) is the correct explanation for A.
- (d) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation for A.

Answer :-

3.e. (c)

3.a. Core Concept: New Forms of Publication Page 124

3.b. Expected Learning outcome :Identify the authors who raised their voice against the 19th Century Indian society .

3.c. Typology :Identification

Q.2

3.d. Identify the writer with the help of the following information:

- A young married girl in a very orthodox household lived in East Bengal.
- She learnt to read in the secrecy of her kitchen.

- She wrote her autobiography Amar Jiban which was published in 1876.

Options:

- (a) Kailashbashini Devi
- (b) Tarabai Shinde
- (c) Pandita Remabai
- (d) Rashsundari Debi

Answer :-

3.e. (d)

3.a. Core Concept: The First Printed Books Page :106

3.b. Expected Learning outcome :Examines the early kind of Print technology in the world

3.c. Typology :Find out the correctly Matched pair

Q.3

3.d. Match column A to column B

Column A	Column B
A. Buddhist Diamond Sutra	i. Poets and prose writers were published their works .
B. Print diversified in China	ii. Pictures of floating world
C. Interesting publishing practices at Edo	iii. Courtesans wrote about their lives.
D. Books were cheap and abundant in Japan	iv. wood cut illustrations.

- a. (A-iv) (B-ii) (C-i) (D-iii)
- b. (A-iv) (B-i) (C-ii) (D-iii)
- c. (A-iv) (B-iii) (C-ii) (D-i)
- d. (A-iv) (B-iii) (C-i) (D-ii)

Answer :-

3.e . (c.) (A-iv) (B-iii) (C-ii) (D-i)

3.a. Core Concept: The Reading Mania Page :114

3.b. Expected Learning outcome :Critically examines the reading mania in Europe .

3.c. Typology : Choose the appropriate statement .

Q.4

3.d. Book sellers in Europe devised ways to target new audiences for printed books . Which among the following options are correct reflection to the above statement.

Options:

- I. In England, penny chapbooks were carried by petty pedlars known as chapmen, and sold for a penny, so that even the poor could buy them.
- II. There were almanacs or ritual calendars, along with ballads and folktales.
- III. As literacy and schools spread in European countries, there was a virtual reading mania.
- IV. In France, were the “Biliotheque Bleue”, which were low-priced small books printed on poor quality paper, and bound in cheap blue covers.

- (a) I , II and III
- (b) I , III and IV
- (c) I , II and IV
- (d) II , III and IV

Answer :-

3.e. (c) I , II and IV

3.a Core Concept :Print Comes to Europe. Page 108

3.b. Expected Learning outcome :Comprehend the development of hand printing to mechanical printing and led to the print revolution.

3.c. Typology : Source based

Q.5

3.d. Read the given extract and answer the questions that follow:

For centuries, silk and spices from China flowed into Europe through the silk route. In the eleventh century, Chinese paper reached Europe via the same route. Paper made possible the production of manuscripts, carefully

written by scribes. As you read above, China already had the technology of woodblock printing.

Now Italians began producing books with woodblocks, and soon the technology spread to other parts of Europe. Luxury editions were still handwritten on very expensive vellum. Merchants and students in the university towns bought the cheaper printed copies.

As the demand for books increased, booksellers all over Europe began exporting books to many different countries. Book fairs were held at different places. Production of handwritten manuscripts was also organised in new ways to meet the expanded demand.

There was clearly a great need for even quicker and cheaper reproduction of texts. This could only be with the invention of a new print technology. The breakthrough occurred at Strasbourg, Germany, where Johann Gutenberg developed the first-known printing press in the 1430s.

In fact, printed books at first closely resembled the written manuscripts in appearance and layout.

In the hundred years between 1450 and 1550, printing presses were set up in most countries of Europe. Printers from Germany travelled to other countries, seeking work and helping start new presses. As the number of printing presses grew, book production boomed .

(3.d.1) How did the great explorer Marco Polo help to develop printing in Italy (1)

(3.d.2) Why did aristocratic circles demand vellum ? (1)

(3.d.3) “The new technology did not entirely displace the existing art of producing books by hand.”

Justify the statement .(2)

Answers

3.e.1. In 1295, Marco Polo, a great explorer, returned to Italy after many years of exploration in China. China already had the technology of woodblock printing. Marco Polo brought this knowledge back with him. Now Italians began producing books with woodblocks, and soon the technology spread to other parts of Europe

3.e.2 Aristocratic circles and rich monastic libraries which scoffed at printed books as cheap vulgarities and demanded expensive handwritten vellum .

3.e.3. In fact, printed books at first closely resembled the written manuscripts in appearance and layout.

The metal letters imitated the ornamental handwritten styles.

Borders were illuminated by hand with foliage and other patterns, and illustrations were painted.

In the books printed for the rich, space for decoration was kept blank on the printed page.

Each purchaser could choose the design and decide on the painting school that would do the illustrations.

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1. Name of the Teacher: Purnima Vaidya

2. Subject : Social Science - History

3. Name of the Lesson : Chapter: 5 - Print Culture and the Modern World

Q.1

3.a. Core Concept : The Nineteenth Century (Page-117)

3.b. Expected Learning outcome :Analyse the reasons for growing literacy rate amongst women in 19th century Europe

3.c. Typology :Assertion-Reason

**3.d. There are two statements marked as Assertion(A) and Reason(R).
Read both the statements and choose the correct option as your answer:**

Assertion(A): Penny magazines were especially meant for women, as were manuals teaching proper behaviour and housekeeping.

Reason(R): Women became important as readers as well as writers.

Options:

- (a) Both Assertion (A) and Reason (R) are true and R is the correct explanation for A.
- (b) Both Assertion (A) and Reason (R) are true, but R is not the correct explanation for A.
- (c) Assertion (A) is true , but Reason is false
- (d) Assertion (A) is false , but Reason (R) is true

Answer :-

3.e. (a) Both Assertion (A) and Reason (R) are true and R is the correct explanation for A

Q.2

3.a. Core Concept: The Reading Mania (page-114)

3.b. Expected Learning outcome : To evaluate the reason as to how new forms of popular literature in print targeted new audience.

3.c. Typology : Comprehend and Analyse the Correct Reason.

3.d. Why were 'Biliotheque Bleue' popular in France?

Options:

- (a) They were low priced small books bound in cheap blue covers.
- (b) They were authorized by the government.
- (c) They were bulky, expensive and colourful.
- (d) They were printed on good quality of paper.

Answer :-

3.e.(a) They were low priced small books bound in cheap blue covers.

Q.3

3.a. Core Concept: Further Innovations (Nineteenth and twentieth centuries)) (page-118)

3.b. Expected Learning outcome :Examine the further innovations in print technology and strategies used by printers and publishers to sell their product.

3.c. Typology :Find out the correctly matched pair.

3.d. Match column A to column B

Column A	Column B
A. Richard M. Hoe of New York	i. Accelerated printing operations
B. The offset press	ii. Perfected the power driven cylindrical press
C. Electrically operated process	iii. Was a strategy to sell the product
D. The book jacket or dust cover	iv. It could print six colours at a time

a. (A-iv) (B-ii) (C-ii) (D-iii)

b. (A-ii) (B-iv) (C-i) (D-iii)

c. (A-iv) (B-iii) (C-ii) (D-i)

d. (A-iv) (B-iii) (C-i) (D-ii)

Answer :-

3.e. (b) (A-ii) (B-iv) (C-i) (D-iii)

Q.4

3.a. Core Concept: New Forms of Publication(page-123)

3.b. Expected Learning outcome :Critically analyse the new visual culture taking shape in India.

3.c. Typology : Select the correct Statement/Statements.

3.d.” By the end of the 19th century a new visual culture was taking shape in India” Which among the following options are significant to the above statement.

Options:

- I. James Augustus Hickey began to edit the Bengal Gazette, a weekly magazine that described itself ‘a commercial paper open to all but influenced by none’.
- II. Painters like Raja Ravi Varma produced images for mass circulation.
- III. Poor wood engravers who made wood blocks setup shop near the letterpresses, and were employed by print shops.
- IV. Cheap prints and calendars, easily available in the Bazaar could be bought even by the poor to decorate the walls of their homes or places of work.

(a) I , II and III

(b) I , III and IV

(c) I , II and IV

(d) II , III and IV

Answer :-

3.e. (d) II , III and

IV

Q.5.

3.a Core Concept :Print Comes to Europe(page-108)

3.b. Expected Learning outcome : Analyse the significance of manuscripts and its shortcomings.

3.c. Typology : Case based

3.d. Read the given extract and answer the questions that follow:

India had a very rich and old tradition of handwritten manuscripts- in Sanskrit, Arabic, Persian, as well as in various vernacular languages. Manuscripts were copied on palm leaves or on handmade paper. Pages were sometimes beautifully illustrated. They would be either pressed between wooden covers or sewn together to ensure preservation. Manuscripts continued to be produced till well after the introduction of print, down to the late nineteenth century.

(3.d.1) How were ideas and information written before the age of print in India?(1)

(3.d.2) Illustrate as to how manuscripts were organised in India? (1)

(3.d.3) “Manuscripts were not widely used in everyday life”

Justify the statement by critically analyzing the shortcomings of manuscripts.(2)

Answers

3.e.1. India had a very rich and old tradition of handwritten manuscripts in Sanskrit Arabic Persian as well as in various vernacular languages.

3.e.2

- i. Manuscripts were copied on palm leaves or on handmade papers.
- ii. Pages with sometimes beautiful illustrated
- iii. They would be either pressed between wooden covers or sewn together to ensure preservation. (Any one)

3.e.3.

- i. Manuscripts were highly expensive and fragile.
- ii. They had to be handled carefully and they could not be ready easily as the scripts were written in different styles.
- iii. Copying was an expensive laborious and time consuming business.

(Any two)