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Descrizione fisica	1 online resource (177 p.)
Collana	Directions in cultural history
Disciplina	686.209
Soggetti	Printing - History Printing - Social aspects - History Graphic design (Typography) - History Communication and technology Digital media Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Marked surfaces -- Steam intellects -- Lithography and "improper" printing -- Grey scale : half tone printing and the age of photomechanical reproduction -- Found objects : copyshop culture -- Conclusion : post-print culture.
Sommario/riassunto	With the advent of new digital communication technologies, the end of print culture once again appears to be as inevitable to some recent commentators as it did to Marshall McLuhan. And just as print culture has so often been linked with the rise of modern industrial society, so the alleged demise of print under the onslaught of new media is often also correlated with the demise of modernity. This book charts the elements involved in such claims-print, culture, technology, history-through a method that examines the iconography of materials, marks and processes of print, and in this s