

Books

The Birth of the Mass Media

chapter

4



In 2011, fantasy writer Amanda Hocking became youngest author to sell a million copies of her books for Amazon's Kindle e-book readers



Author Amanda Hocking is in her late twenties, she lives in southern Minnesota, and she is the youngest member of Amazon's Kindle million-seller author club.

Hocking became the involuntary leader of the independent (or indie) publishing movement when she posted her *Trylle Trilogy* through Amazon as a Kindle e-book in 2011, after she was unable to get a traditional (or legacy) publisher to take on her books. After a year on the market, Hocking has sold more than 1 million e-books, brought home more than \$2 million, and landed a contract with a major publishing house.

As of November of 2011, she was also one of eleven authors to have sold more than 1 million paid copies of her books as Kindle downloads. She joins such mainstream authors as *The Hunger Games*' Suzanne Collins, vampire romance phenom Stephenie Meyer, and *Game of Thrones*' George R. R. Martin. Collins, Meyer, and Martin are all bestselling authors of traditional paper books as well. But Hocking is also joined on the list by thriller author John Locke, who has also sold most of his books as an independent author without a legacy publisher.¹

While self-publishing has obviously been very good to Hocking, she's looking forward to working with a traditional publisher. She told the *New York Times*:

I've done as much with self-publishing as any person can do. People have bad things to say about publishers, but I think they still have services, and I want to see what they are. And if they end up not being any good, I don't have to keep using them. But I do think they have something to offer.²

Hocking signed in March of 2011 with St. Martin's Press for her "Watersong" four-book young-adult paranormal series. The rights were reportedly sold for more than \$2 million, with Random House, Simon & Schuster, and HarperCollins participating in the bidding.³

Matthew Shear of St. Martin's Press told the *New York Times* that legacy publishing is not going away. "A publisher provides an extraordinary amount of knowledge in the whole publishing process," he said. "We have the editors, we have the marketers, we have the art directors, we have the publicists, we have the sales force."⁴

LEARNING OBJECTIVES

After studying this chapter, you will be able to:

- Identify Johannes Gutenberg and describe his contribution to the development of printing.
- Name three cultural changes that took place with the development of the typeset and printing press.
- Explain why the development of the publishing industry in the New World and the United States was so important.
- Explain the functions of each of the three major players in the book publishing and distribution business.
- List where the income from textbook sales goes.
- Explain how "popular" books differ from "great" books.
- Discuss how the e-book market is transforming book publishing.
- Explain three reasons why some books are banned in the United States. Explain why books are objected to elsewhere in the world.
- Explain three ways in which the long tail is affecting the book business.
- Explain how e-book readers and publish-on-demand are changing the book business.



Watch more about Amanda Hocking.

In her blog, Hocking describes her own feelings about traditional and indie publishing:

Everybody seems really excited about what I'm doing and how I've been so successful, and from what I've been able to understand, it's because a lot of people think that they can replicate my success. . . . And while I do think I will not be the only one to do this—others will be as successful as I've been, some even more so—I don't think it will happen that often.

Traditional publishing and indie publishing aren't all that different, and I don't think people realize that. Some books and authors are best sellers, but most aren't. It may be easier to self-publish than it is to traditionally publish, but in all honesty, it's harder to be a best seller self-publishing than it is with a [publishing] house. . . .

The amount of time and energy I put into marketing is exhausting. I am continuously overwhelmed by the amount of work I have to do that *isn't writing a book*. I hardly have time to write anymore, which sucks and terrifies me.⁵

Hocking says she wants to see her books more widely available in a way that only a publisher can make them. "I want to be a household name," she writes in her blog. "I want to be the impulse buy that people make when they're waiting in an airport because they know my name."⁶

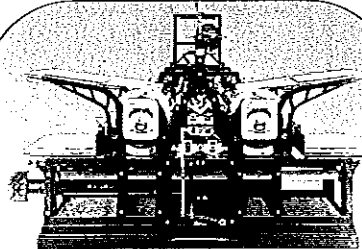
Hocking tells Huffington Post that she loves writing young-adult (YA) fiction:

It's more fun. Teenagers get to do everything for the first time: falling in love, learning to drive, graduating—all these big exciting moments. At the same time there is none of the

Timeline

1800	1900	1910	1920	1930	1940
<p>1812 War of 1812 breaks out.</p> <p>1835 Alexis de Tocqueville publishes <i>Democracy in America</i>.</p> <p>1859 Charles Darwin publishes <i>On the Origin of Species</i>.</p> <p>1861 U.S. Civil War begins.</p> <p>1869 Transcontinental railroad is completed.</p> <p>1879 Thomas Edison invents electric light bulb.</p> <p>1898 Spanish-American War breaks out.</p>	<p>1903 Orville and Wilbur Wright fly first airplane.</p> <p>1905 Albert Einstein proposes his theory of relativity.</p>	<p>1912 <i>Titanic</i> sinks.</p> <p>1914 World War I begins.</p> <p>1918 Worldwide influenza epidemic strikes.</p>	<p>1920 Nineteenth Amendment passes, giving U.S. women the right to vote.</p> <p>1929 U.S. stock market crashes, leading to the Great Depression.</p>	<p>1933 Adolf Hitler is elected chancellor of Germany.</p> <p>1939 World War II breaks out in Europe.</p>	<p>1941 United States enters World War II.</p> <p>1945 United States drops two atomic bombs on Japan.</p> <p>1947 Pakistan and India gain independence from Britain.</p> <p>1949 Communists establish People's Republic of China.</p>

- ◀ 3500 BC (approximately) Writing is developed in the Middle East.
- ◀ 1450s Johannes Gutenberg develops movable type and the printing press. For the first time, printed material can be mass-produced.
- ◀ 1475 William Caxton's *Recuyell of the Histories of Troy*, the first English-language book, is published in England.
- ◀ 1517 Martin Luther translates the Bible from Latin into German.
- ◀ 1640 *The Bay Psalm Book* is printed in Massachusetts, the first book to be published in North America.



1814 Steam-powered printing presses speed up the production of books and newspapers.

1928 The first edition of the *Oxford English Dictionary* is completed.

1937 J.R.R. Tolkien's *The Hobbit* is published after an editor's son praised the manuscript. The three-volume *LOTR* series, published seventeen years later, would achieve international fame.

1942 The *New York Times* best-seller list is launched.



responsibility, no kids or marriage. Even though I give my characters responsibilities, it's always a fun drama, not a real problem.⁷

In many ways, Hocking is part of the mainstream of modern publishing. Young-adult fiction is hot, with series such as *Twilight* and *The Hunger Games* dominating best-seller lists. And although recent statistics on e-book sales are somewhat hard to come by, there can be no question that the category has exploded. According to the "BookStats" report released in 2010 by the Association of American Publishers, book sales have been on an upward trend, with particularly good growth in young-adult fiction and e-books.⁸

Books are a source of entertainment, culture, and ideas for society and have given rise to more lasting controversies than almost any other medium. Book publishing is also a major business that is supported by the people who buy books. In this chapter we look at how books developed from a hand-copied medium for elites into a popular medium consumed by millions, how society was revolutionized by the development of printing, how the publishing business operates, the conflict between literary and popular writing, and efforts to censor writers. ■

“Books are a source of entertainment, culture, and ideas in society and have given rise to more lasting controversies than almost any other medium.”

— Ralph Hanson

1950

- 1950 Korean War begins.
- 1953 Francis Crick and James Watson discover structure of DNA.
- 1957 Soviet Union launches spacecraft *Sputnik 1*.

1960

- 1963 Martin Luther King Jr. delivers "I Have a Dream" speech during Washington, D.C., civil-rights march.
- 1969 Neil Armstrong walks on the moon.

1970

- 1974 U.S. president Richard Nixon resigns due to Watergate scandal.
- 1975 Vietnam War ends.
- 1977 Apple II personal computer is introduced.
- 1978 First test-tube baby is born.

1980

- 1983 First HIV/AIDS cases are documented. Ozone hole is discovered over Antarctica.
- 1986 Space shuttle *Challenger* explodes.
- 1989 The Berlin Wall falls.

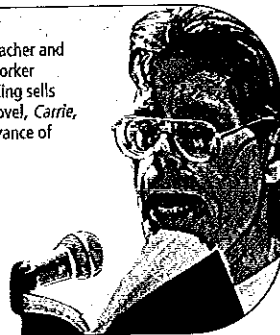
1990

- 1991 Soviet Union disbands.
- 1993 European Union (EU) formed.
- 1994 Nelson Mandela is elected president of South Africa.
- 1997 Diana, Princess of Wales, dies in car accident.

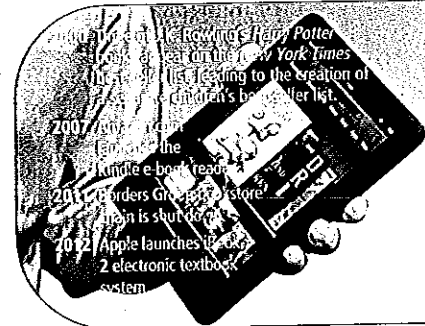
2000-

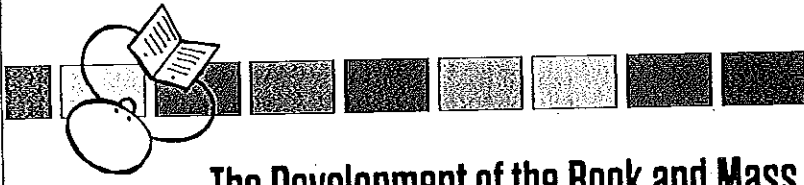
- 2001 Al Qaida attacks World Trade Center and Pentagon.
- 2003 United States invades Iraq.
- 2005 Terrorists bomb London's transport system.
- 2008 Barack Obama is elected U.S. president.
- 2010 Deep Water Horizon oil spill begins in Gulf of Mexico.
- 2011 Earthquake and tsunami hit Japan. United States ends eight-year war with Iraq.

1973 English teacher and laundry worker Stephen King sells his first novel, *Carrie*, for an advance of \$2,500.



1995 Online bookseller Amazon.com first appears on the Internet.





The Development of the Book and Mass Communication

Books, consisting of words printed on paper, were the original medium of mass communication (although the Roman Catholic Church had previously achieved a degree of mass communication through sermons, as discussed in Chapter 1). Books allowed ideas to spread, encouraged the standardization of language and spelling, and created mass culture. Books and other printed materials also helped bring about such major social changes as the Protestant Reformation.

Early Books and Writing

Before there could be books, there had to be writing. Writing is thought to have originated around 3500 BC in the Middle East, in either Egypt or Mesopotamia. This means that written language is around 5,500 years old; spoken language, in comparison, is thought to be at least 40,000 years old. The great advantage offered by writing was that information could be stored. No longer did people have to memorize enormous amounts of information to maintain it. Stories could be written down and preserved for generations. However, early writing was not yet a form of mass communication. Reading and writing were elite skills held by people called scribes; their rare abilities gave them power within religious institutions and governments (which were often one and the same).⁹



The Origins of Writing. The earliest form of writing was the **pictograph**, which consisted of pictures of objects painted on rock walls. The next major development was the **ideograph**—an abstract symbol that stands for an object or an idea. An ideograph is more formalized than a pictograph, with one symbol for each object or idea. Languages such as Chinese, Korean, and Japanese still make use of ideographs. The major challenge created by having one symbol for each word is that people have to learn thousands of individual symbols. For example, literary Chinese has 50,000 or more symbols, and everyday written Chinese has between 5,000 and 8,000 symbols.

Ideographs are often used as international symbols, such as those seen on street signs. They are particularly useful in areas where many languages are spoken. Imagine a traveler in Europe looking for a place to take a bath. With an

ideograph, a single symbol can stand for *bain* in French, *bad* in Danish, or *baño* in Spanish.

Sometime after 2000 BC, phonographs (not to be confused with record players) were first used. **Phonography** is a system of writing in which symbols stand for spoken sounds rather than for objects or ideas. **Alphabets**, in which letters represent individual sounds, were developed between 1700 BC and 1500 BC. Sound-based alphabet writing, with only a few dozen symbols, was relatively easy to learn compared to the earlier systems of ideographs. Being a scribe thus became less of an elite position. Among the earliest surviving written works are the Greek poet Homer's *Iliad* and *Odyssey*.¹⁰

The Development of Paper. Once people had a way to record ideas in writing, they needed something to write on. The earliest documents were written on cave walls, rocks, and clay tablets, but these media had limited usefulness. Imagine taking notes on slabs of wet clay that had to be taken back to your dorm room to dry. Something light, portable, and relatively inexpensive was needed. **Papyrus**, a primitive form of paper made from the papyrus reed, was developed by the Egyptians around 3100 BC. Papyrus was placed on twenty- to thirty-foot-long rolls known as scrolls. Although it was more useful and portable than stone or clay tablets, papyrus had a tendency to crumble or be eaten by bugs. **Parchment**, which was made from the skin of goats or sheep, eventually replaced papyrus because it was much less fragile.

Paper, made from cotton rags or wood pulp, was invented by the Chinese between 240 BC and 105 BC.¹¹ Knowledge of papermaking was brought from China to Baghdad by the Muslims in the late 700s, and then to Europe by way of Spain in the mid-eleventh century. Papermaking spread throughout Europe during the 1300s, but it didn't replace parchment until printing became common in the 1500s.

pictograph: A prehistoric form of writing made up of paintings on rock or cave walls.

ideograph: An abstract symbol that stands for a word or phrase. The written forms of the Chinese, Korean, and Japanese languages make use of ideographs.

phonography: A system of writing in which symbols stand for spoken sounds rather than objects or ideas. Among the most widely used phonographic alphabets are the Latin/Roman alphabet used in English and the Cyrillic alphabet used for writing Russian.

alphabets: A form of writing in which letters represent individual sounds. Sound-based alphabet writing allows any word to be written using only a few dozen unique symbols.

papyrus: An early form of paper made from the papyrus reed, developed by the Egyptians around 3100 BC.

parchment: An early form of paper made from the skin of goats or sheep, which was more durable than papyrus.

paper: A writing material made from cotton rags or wood pulp; invented by the Chinese between 240 BC and 105 BC.



Check out a video history on the development of modern alphabets.

Books Before the Era of Printing. Throughout the early medieval period (400–800 AD), most books in Europe were religious texts hand-copied by monks in the *scriptoria*, or copying rooms, of monasteries. Because of the difficulty of preparing parchment, monks sometimes scraped the writing off old parchments to create new books. This led to the loss of many Greek and Latin texts. Books that had lasted hundreds of years and survived the fall of Rome were lost simply because they were erased!

With the rise of literacy in the thirteenth century, the demand for books increased. It soon exceeded the output of the monks, and the production of books shifted to licensed publishers, or stationers. Books were still copied by hand one at a time from a supposedly perfect original (or *exemplar*). One title from this era was Geoffrey Chaucer's *The Canterbury Tales*, which is still in print today.

By the fourteenth century, books were becoming relatively common. Religious texts known as illuminated manuscripts were embellished with pictures and elaborately decorated calligraphy, in part to help transmit the message to nonliterate audiences.¹²

The Development of the Printing Press

Printing was invented in China toward the end of the second century. Images were carved into blocks of wood, which were inked and placed on sheets of paper, thereby reproducing the image. However, woodcuts saw limited usage because materials could not be reproduced rapidly. Between 1050 and 1200, both the Chinese and the Koreans developed the idea of movable type, but with thousands of separate ideographs, printing was not practical.

Gutenberg and Early Typesetting. Johannes Gutenberg (1394–1468), a metal worker living in Mainz, Germany, in the mid-1400s, became the first European to develop movable type. Although he developed the first practical printing press (using a modified winepress), Gutenberg's most significant invention was the **typemold**, which enabled printers to make multiple, identical copies of a single letter without hand-carving each.

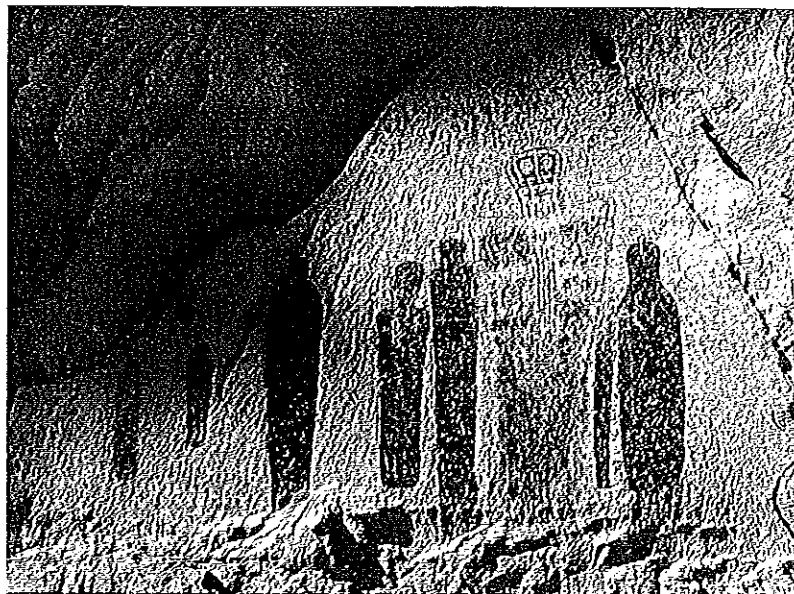
The most famous of Gutenberg's printed books was his edition of the Bible published in 1455. Approximately 120 copies of this Bible were printed, of which 46 are known to survive. In the 1980s one of Gutenberg's Bibles sold for \$5.39 million at Christie's auction house.¹³

Typesetting was a difficult task in Gutenberg's day. The printer selected a type case containing all the characters of

scriptoria: Copying rooms in monasteries where monks prepared early hand-copied books.

typemold: A mold in which a printer would pour molten lead to produce multiple, identical copies of a single letter without hand-carving each.

font: All the characters of a typeface in a particular size and style. The term *font* is typically used interchangeably today with the word *typeface*.



Pictographs, such as these from Canyonlands National Park in Utah, are among the earliest forms of writing. These ancient images can be seen on remote rock walls throughout the park.

a typeface in a particular size and style known as a **font**—from a font or fountain of type. (Today the word *font* has become largely synonymous with *typeface* and is no longer restricted to mean a particular size and style—for example, bold or italic.) The printer then took from the case the letters needed to spell the words in a line of type and placed them on a type stick, which looked something like the rack used to hold letters in a Scrabble game. Once an entire line had been set, the printer placed it in a printer's frame, which held the type down.

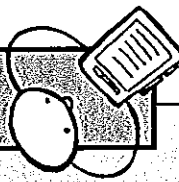
Italics were invented in 1501 by the Italian printer Aldus Manutius (1450–1515), from whom the early desktop publishing firm Aldus took its name. By the 1600s printers could purchase mass-produced type rather than making their own typemolds. Many popular typefaces originated in the seventeenth and eighteenth centuries and are named after the printers who devised them: Claude Garamond, William Caslon, John Baskerville, and Giambattista Bodoni. A quick check of a computer's font menu will show how many of them are still in use.¹⁴

The Invention of Mass Culture

Gutenberg's development of the typemold and printing press signaled the invention of mass communication and massive cultural changes. Culture was moving from something that was produced in the local community to something that could have a regional, national, or even international scope by being transmitted through the new mass media.



Watch a profile of Johannes Gutenberg.



How Do Words Get into the Dictionary?

Putting together the definitive English dictionary was a big job, and one that never really ended. Work on the first edition of the *Oxford English Dictionary* (*OED*) began in 1857 with the goal of finding the origin of every word in the English language. When the authors started the project, they thought it might take ten years. Instead, the first edition, all ten volumes of it, was not completed until April 1928.

Today the *OED* has been through two editions and several supplements. In the 1990s work began on an electronic version of the dictionary. In December of 2011, the editors completed their most recent updating of the dictionary and started over again with the letter "A."¹ Each month contributors to the *OED* submit more than 18,000 new words to be considered for inclusion. The following words are among those added to the electronic edition in 2011:²

- *Tinfoil hat*—A hat allegedly protecting the wearer from mind control or surveillance.

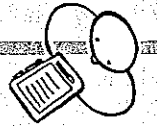
- *Brain candy*—Broadly appealing, undemanding entertainment which is not intellectually stimulating.
- *Use it or lose it*—Used as an admonition. What makes this entry interesting is that the first documented use of the phrase dates back to 1887.

WHAT is the source?

What makes the *OED* different from the dictionary you have on your desk? Why would hundreds of lexicographers contribute entries to its first edition? Is there a need for so many sources? How might their background(s) influence the inclusion of new words?

WHAT is the purpose of this work?

Why do the precise meanings of words matter? If the first edition of the *OED* took more than seventy years to create, and the process of updating it is ongoing, is having an accurate and complete dictionary worth all this effort?



HOW do you and your classmates use the dictionary?

When was the last time you looked up the meaning of a word in the dictionary? Did it mean what you thought it did? What new words would you or your friends add to the dictionary? Does anyone worry about whether a word is being used correctly anymore? Do the uses or meanings of words change too fast for a dictionary to keep up with them? Does the dictionary have a purpose other than to record definitions?

¹ "Latest Online Update: December 2011," Oxford English Dictionary, www.oed.com/public/whatsnew/whats-new.

² "New Words June 2011," Oxford English Dictionary, www.oed.com/public/newwords0611public/newwords0611.



Watch an interview with author Simon Winchester.



Submit your answers.

Standardized Books and Language. The first of the changes wrought by movable type was the printing of standardized books. The printing press allowed text to be stored in multiple "perfect" copies. No longer could copyists insert mistakes when they reproduced a book. Printing thus gave students identical copies of books to study. The printing press also made books available in greater numbers and at lower cost. Although printing did not make books inexpensive, it did make them affordable to people besides priests and the wealthy, especially due to the growth of libraries. The printing press also made new types of books available, particularly those written in a country's common language, such as German, instead of Latin, which was spoken only by the highly educated.

English printer William Caxton (c. 1422–1491) helped establish the rules for English, standardizing word usage, grammar, punctuation, and spelling. He accomplished much of this simply by publishing books in English rather than in the more scholarly Latin.¹⁵ The standardization of

the English language came about gradually, though. For example, in his journals written in the early 1800s, explorer William Clark notes that he and Meriwether Lewis set out "under a jentle brease."¹⁶ It's not so much that Clark didn't know how to spell these words; at the time, there was still no single "correct" spelling.

Dissemination of Ideas and the Reformation. By far the most important effect of the printing press was that it allowed ideas—such as those of the Protestant Reformation—to spread easily beyond the communities where they originated. Although the printing press did not cause the Protestant Reformation, it certainly helped it take root.

Martin Luther, the German monk who founded the Lutheran Church, clearly understood how the printing press could be used to spread his ideas throughout Europe. In 1522 Luther translated the New Testament of the Bible into German so that ordinary people might be able to read it.

TRUTH 1 The advent of the printing press and the publication of books in the language of everyday life helped doom Latin as a spoken language and put literacy—and the ability to interpret religious texts—within the reach of common people for the first time in history.

The creation of a literate mass society also helped spread scientific ideas, such as Copernicus's claim that the earth was not the center of the universe. Books made it possible for people to learn individually, thus allowing new ideas to break into an otherwise closed community. This is also why every government since Gutenberg's time has wanted at least some control over the mass media.¹⁷ So with the advent of mass media barely begun, we see the first examples of Truth One—The media are essential components of our lives—and Truth Five—New media are always scary.



German metal worker Johannes Gutenberg, depicted here, developed the typemold and printing press that led to the first mass-produced books.

Books in the New World

The first printing press in the New World was set up by the Spanish in Mexico City in 1539; by 1560 the press had issued more than thirty-seven titles. This was a full century before the British in the Massachusetts Bay Colony would start printing. Unfortunately, none of the books from the Spanish press survive today.¹⁸

Printing in North America began in 1640 with the publication of *The Whole Booke of Psalmes*, known familiarly as the **Bay Psalm Book**. Put together by Puritans who were unhappy with existing translations of the psalms, the first edition sold 1,700 copies, a spectacular accomplishment when one considers that only 3,500 families lived in New England at the time. (Book historian James D. Hart suggests that some of these copies were exported back to England.)¹⁹ Over the next 125 years, the *Bay Psalm Book* went through at least fifty-one editions in the colonies and Europe.

In 1731 Benjamin Franklin established one of the colonies' earliest circulating (or subscription) libraries in Philadelphia. Patrons had to pay forty shillings initially, then ten shillings a year to continue borrowing volumes. Franklin's patrons were businessmen and tradesmen. Franklin's name occurs repeatedly in discussions of the media of the colonial era. He was an important book, magazine, and newspaper publisher—the Ted Turner or Rupert Murdoch of his day.

What did people in the American colonies read? Among the best-known authors was Franklin himself, whose *Poor Richard's Almanack* sold nearly 10,000 copies per year, far more to date than any other books at the time in North

Bay Psalm Book: The first book published in North America by the Puritans in the Massachusetts Bay Colony. The book went through more than fifty editions and stayed in print for 125 years.

America.²⁰ Nonreligious books that sold well in New England included those on agriculture and animal husbandry, science, surveying, and the military.

But not everything was of serious interest. In the 1680s Boston's leading bookseller attempted to order two copies of the book *The London Jilt, or, the Politick Whore; shewing all the artifices and stratagems which the Ladies of Pleasure make use of, for the intreaguing and decoying of men; interwoven with several pleasant stories of the Misses' ingenious performances*, a title not that different from what might be ordered today.²¹

Samuel Richardson's *Pamela*, published in 1740, was the first English novel. It was a book for the middle class, with characters and situations that ordinary people could identify with. Franklin published a colonial edition of the novel in 1744, but it would be forty-five years until the first American novel was published.

The Development of Large-Scale, Mass-Produced Books

The industrial prosperity of the mid-1800s spurred the growth of cities and the emergence of the middle class. During this time, the number of people who attended public schools grew as well. Education up to the high school level, although still not universal, was becoming common.²² It was also a period of growth for libraries; the

Questioning the Media

Are books more influential than television or movies? Why do you think so? Which medium has caused the most change and turmoil in the world? Can you name some examples of this? Are there any books that have changed the world?



Kit Carson on the War-Path, published by Munro's Ten Cent Novels, was one of the many dime novels read by the newly literate public in the nineteenth century.

number of subscription libraries tripled between 1825 and 1850. American industrialist Andrew Carnegie financed the construction of nearly 1,700 public libraries from 1900 to 1917; since then, the number of public libraries has continued to grow and was estimated at 10,000 in 2011.²³ Mass culture in the United States expanded throughout the nineteenth century, disseminated widely through penny press newspapers, magazines, Sunday School tracts, and inexpensively produced books.

Serial novels, which were published in installments, were popular in the 1830s and 1840s. Charles Dickens published the *Pickwick Papers* as a serial novel. Serial publication made each section of the book less expensive than a whole book, which appealed to readers, and brought in a steady flow of income, which appealed to publishers.²⁴ (Serial novels got a boost again in the 1990s when Stephen King published his novel *The Green Mile* in paperback serial form.) The first paperbacks, the so-called **dime novels**

(which, despite their name, often sold for as little as a nickel), were heroic action stories, popularized by authors such as Bret Harte, and they generally celebrated democratic ideals. The Civil War was a big time for sales of dime novels, with copies being shipped to Union soldiers as a morale booster.

The 1800s saw massive changes on the business side of publishing, too. Hand-powered flat-bed presses could print no more than 350 pages a day, but the new steam-powered **rotary press** (invented in 1814) could print as many as 16,000 sections (not just pages) in the same amount of time. Through all this, type still had to be set by hand, much as it was in Gutenberg's day. But 1885 saw the introduction of the Mergenthaler **Linotype** typesetting machine, which let a compositor type at a keyboard rather than pick each letter out by hand, thus speeding up the printing process once again. The Linotype was the standard for typesetting until the age of computer composition.

The nineteenth century thus brought the first real mass media that could be recognized today, with books, newspapers, and magazines being printed and distributed in forms that anyone could afford. With the growth of democracy and mass-produced reading materials came the growth of mass literacy.

