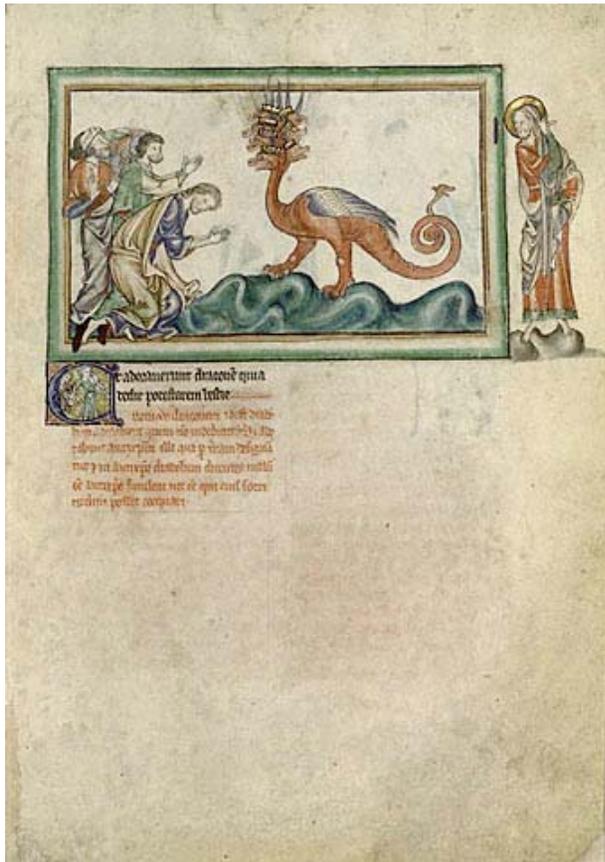


The 7 Digital Arts



Fol. 24r: The 7-Headed Beast Arrives and Is Adored

Approaching Electronic Publishing

Eileen Gardiner
&
Ron Musto

ACLS History E-Book Project
&
Italica Press
2006

Image Credits: Unless otherwise specified, Apocalypse images from
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MS. Ludwig III.1.
<http://www.getty.edu/art/gettyguide/artObjectDetails?artobj=1574>

v.1.06

The Trivium & Quadrivium

The Trivium

1. Geometry: Build Structures — Avoid Rubble
2. Logic / Dialectic: The Social Contract of Scholarly Communication
3. Arithmetic: Corporate Use or Fair Use? The Equation Is Ours

The Quadrivium

4. Astronomy: Reject the Digital Millennium
5. Rhetoric: The Age of Print Is Over
6. Music: Learn from iTunes
7. Grammar: Fix Metaphors — Shift Paradigms

The Trivium



Fol. 3r: Vision of Candles

Geometry



Fol. 37r: The Fall of Babylon

BUILD STRUCTURES — AVOID RUBBLE

- Georges Bataille (*Theory of Religion*):
“Thought is like a brick cemented into a wall... The new brick, which is the book, cannot be an element, but must be the ensemble in which it is inserted... [the whole assemblage and edifice of scholarly communication...] not just a pile of scraps.... In looking back on oneself the being who thinks he sees a free brick... doesn’t see the waste ground and the heaps of detritus to which a sensitive vanity consigns his brick.”
- Build with common standards, tools, and interoperable modules
- Don’t build discrete websites: vanity works or digital antiquarianism
- Build alliances.

Logic / Dialectic



Fol. 27r: The Angel with the Eternal Covenant

PUBLISHING IS A SOCIAL CONTRACT

- Involves author, publisher and audience
- Contract has been broken in the print world
- Authors/scholars removing themselves from the contract
- In the digital world, author must be reinserted and must accept responsibility to publisher & audience

Arithmetic



Fol. 25v: People adore the Beast (Contrarians are punished)

CORPORATE USE OR FAIR USE? THE EQUATION IS OURS

- Terms of the debate set by corporate America?
- Fair Use: Use it or lose it.
- “Creative” vs. “Quantitative” Fair Use (S. Thatcher, *AAUP News*)
- “Google” is not a force for the good.
- Balance the equation by asserting Fair Use in practice.
- *Don't* submit to the beast.
- ACLS fair-use policy statement:
<http://www.historyebook.org/copyrts.html>

The Quadrivium



Fol. 3r: Vision of Candles

Astronomy



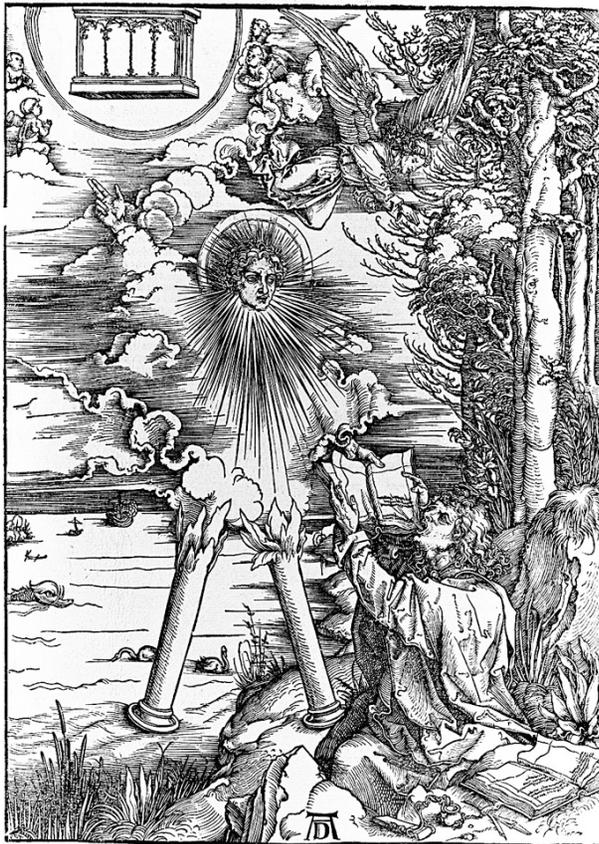
Augustine of Hippo Refuting Heretics

REJECT THE DIGITAL MILLENNIUM

- St. Augustine: “Put down your digital calculations, and stop trying to predict the millennium.” *City of God* 18.53
- “*Omnium vero de hac re calculantium digitos resolvit et quiescere iubet ille...*”
- Vincent Mosco, *The Digital Sublime: Myth, Power and Cyberspace*
- Do not expect the digital millennium
- Do not believe its false prophets
- Digitization will not bring salvation

Illuminated manuscript, thirteenth century, from Morgan Library, New York, M. 92, ©Morgan Library.
www.princeton.edu/~heresy/

Rhetoric



THE AGE OF PRINT IS OVER

- Lyman & Varian (2003)
(<http://www2.sims.berkeley.edu/research/projects/how-much-info-2003>)
- five exabytes of new information/year
- = Library of Congress (17 million vols.)
x 37,000
- Growing 30% a year (since 2003)
- one-tenth of one percent (00.01%) is print
- book *has* been electronic since 1985
- everything we produce is produced electronically
- How the book is consumed: a new balance among sources, narrative, analysis = **New Rhetoric of the Book**

Albrecht Dürer, St. John Eating the Book. Apocalypse of 1498.
Source: Dover Books.

Music



※この商品は非課税です。

LEARN FROM iTUNES

- Clayton Christiansen, *The Innovator's Dilemma*
- Sustainable vs. disruptive technologies
- (“technology” \approx Bourdieu's *habitus*)
- Small-scale workgroups
- + off-the-shelf technology
- + Standardization of interface
- + Use of “Standards” to start
- + Aggregation
- + Accessible pricing
- = Innovation AND Sustainability

iTunes Image © Apple Computer. Source: Everywhere you look.

Grammar



FIX METAPHORS — SHIFT PARADIGMS

- not manuscript vs. print codex
- but block book vs. moveable type
- (2 forms of print)
- Discreet Website vs. E-Book Collection
- (2 forms of e-publishing)

Parse the Book:

Build **New Grammar of the Book**

HEB White Paper

(<http://www.historyebook.org/heb-whitepaper-1.html>)

Scholarly Communication *is* a Grammar:

- replicable & predictable
- citable & self-reflective
- Scalable & sustainable
- mediated (content, production & use)

Top: Blockbook, Hind (1:221, S.III). Bottom: BM. Vellum Gutenberg Bible, vol. 2, fol. 310r

Conclusions



Fol. 41v: The Beast is Controlled (for a time).

CONTROL THE BEAST

1. Build Structures and Alliances
2. Reestablish the social contract
3. Fair use: Use it or lose it
4. Reject apocalyptic thinking
5. Discover a New Rhetoric of the Book
6. Innovate through standardization
7. Write a New Grammar of the Book