

PUBLISHERS AND PRINTERS

Database Analysis

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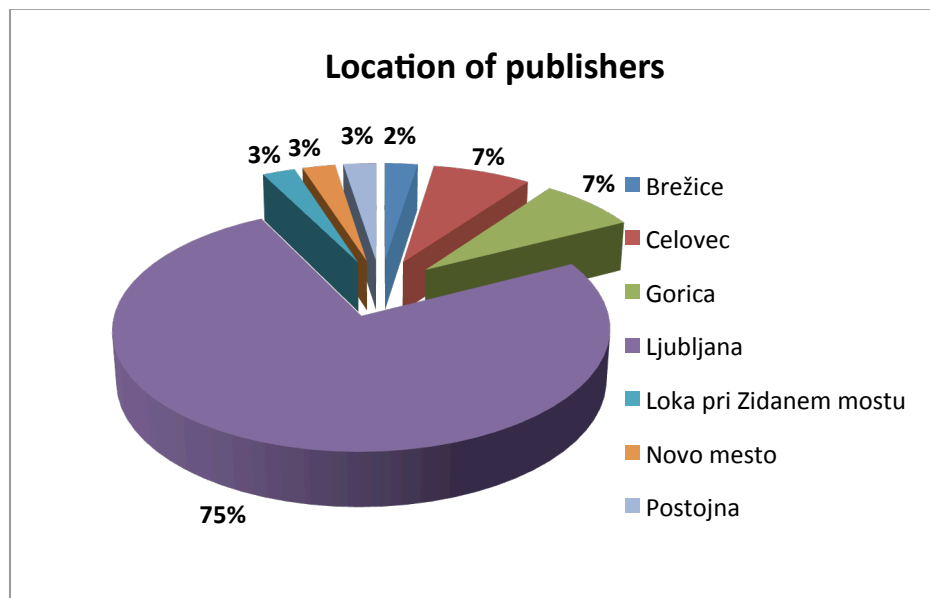
Summary

This paper analyzes the basic characteristics of the database of publishers and printers who have helped shape the Slovenian literary life. Geo-referenced data relate to 40 publishing-printing establishments, which allowed the presence of the printed word and dissemination of written culture in Slovenian territory, and played a key role in building the infrastructure conditions, which have helped to establish the space of literary life and advance and shape the development of Slovenian culture. Due to their political embeddedness in the Habsburg Monarchy, printing and publishing in the Slovenian ethnic territory represented a multilingual milieu and thus culturally opened up a space for plural writing. Moreover, because modern publishing and bookselling, heirs to Gutenberg's printing revolution, only gradually evolved into independent business and because printers and booksellers working in Carniola came from other, not only German-speaking countries, this activity in a cosmopolitan way refashioned cultural images of individual lives as well as local towns. The invention of print announced the advent of written culture inducing rapid and far-reaching consequences in ways of thinking. Let us recall that, according to Lotman, the essential postulate of a written word represents the possibility to choose and decide. It is this moment of choice that played a key role in subsequent developments of Slovenian literary and national revival. The emergence of written culture coincides with a focused interest in time. According to Lotman, it may be said that history is a by-product of literacy. Far-reaching developmental consequences of the idea of choice made possible by print culture lead are connected to the question why the respective authorities (ecclesiastical, in particular) experienced discomfort with the advent of printing and publishing, and even more so with the phenomena of secular writing culture, i.e., the emerging literature. Books are the stakeholders of cultural transfers; it is with the activity of the press, publishing houses, and bookstores that the ideas for culture planning emerged and social networks different from those of oral literature were established, whereas the written verbal imagination acquired regional contours and began to partake in the virtual field of world literature. Statistical data and maps about the centuries-long activities of publishers in the Slovenian ethnic territory reveal facts about the crucial role of infrastructure that enabled the breakthrough of Slovenian literature, paved the way for its development, and successfully led to poetic shifts.

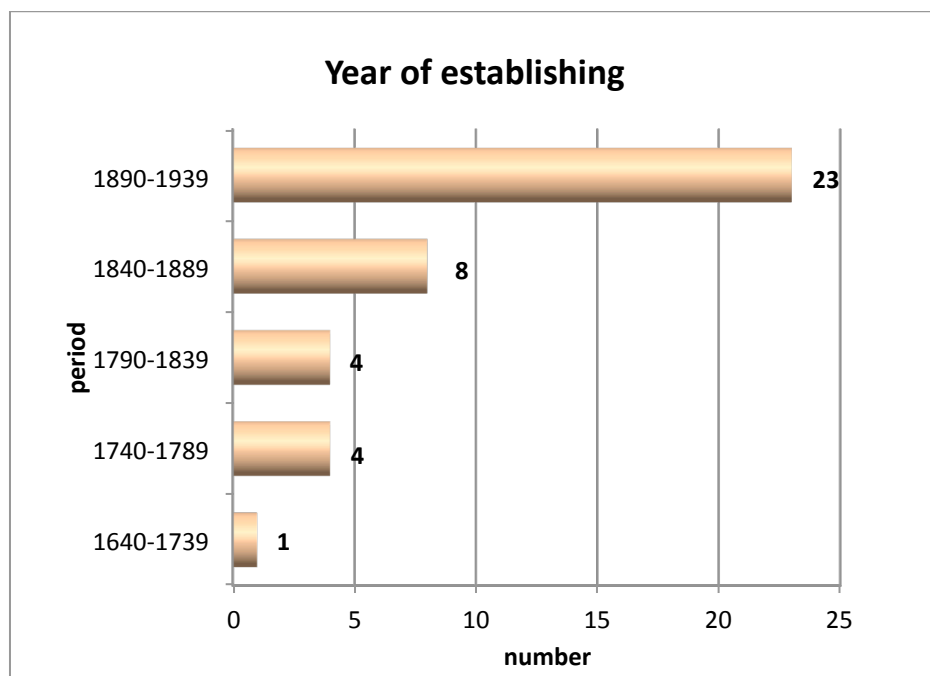
(Translated and adapted by Marko Juvan)

Selected graphs

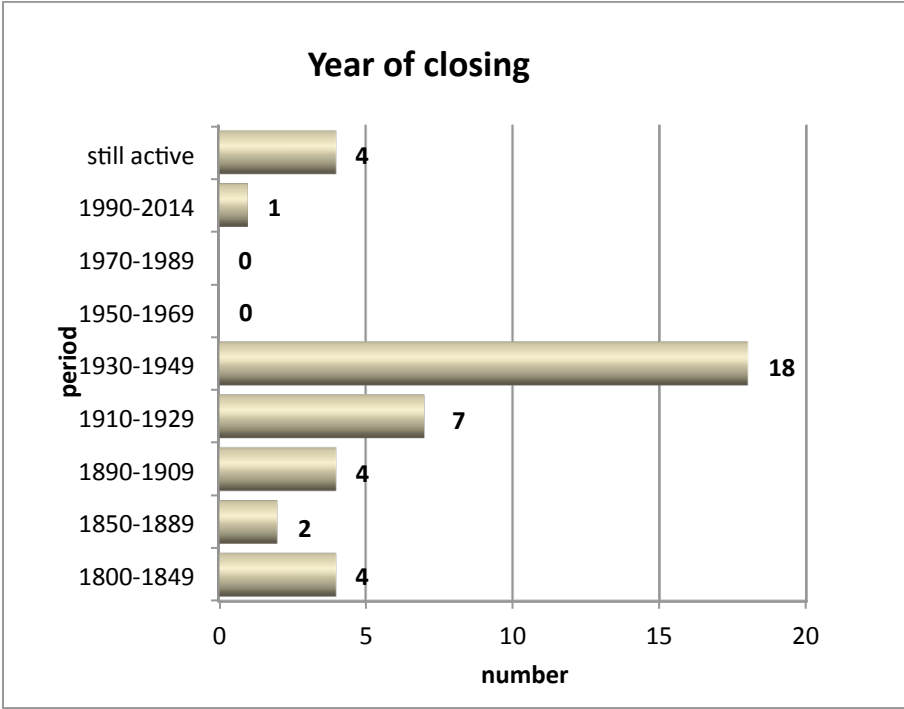
Graph 1: Places with publishing houses (their shares in the sum total of publishing houses)



Graph 2: Periods of establishment of publishing houses



Graph 3: Periods of closing publishing houses



Graph 4: Years of activity of publishing houses

