I. The printed book in China
   - Early paper
   - Moveable type dev’d by mid-11th: not so useful
   - Dominance of xylography (woodblock printing); carved directly from mss copy—closer connection between image and text, between mss and printed book; carving does not require literacy; with cheap labor, printing requires little capital investment, is portable, can be decentralized; blocks can be saved for later runs and can be modified
   - Different kinds of bindings: “codex” dominant from 10th
   - Example of some cheap print from Fujian province, as studied in Lucille Chia, Printing for Profit (11th-17th)

II. Reading the printed page of a Chinese book
   - Trend toward regularization of text, more standard character forms, sizes and punctuation; “tu” = illustrations and diagrams
   - Information down the center strip mostly of use to publishers
   - “Advertisement” and motives in the colophon

III. Cultural differences with Europe
   - Early invention
   - 3 kinds of publishing: religious/official, private (elite), commercial (for broader audience, e.g. Mashaben of Jianyang publishers)
   - Resistance of elites: court and government circles; learned elites
   - From 12th participation of elites in print culture. increased scholarship (collation of texts, philology), from Song on; growth of exam preparation and manuals
   - Increasing range of genres published, though many in population probably never affected by print
   - Govt attempts to use and control printing, but forestalled by portability and ease of printing