

ing factor in the rich heritage of India's traditions. Modern scholarship is well aware of the profound and multifaceted impact of print

culture on intellectual traditions, on the arts and sciences, and on the construction of social and political communities. On the basis of various studies it is also well known that in an oral environment where no

writing is used, traditions of knowledge and culture have distinctive features that change significantly once these oral traditions become literary traditions. There is no similar body of research on manuscript

Moreover, our understanding of print culture and its impact, for

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which Elizabeth Eisenstein's The Printing Press as an Agent of Change

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