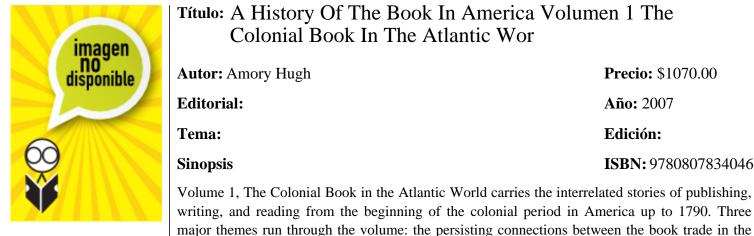
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Old World and the New, evidenced in modes of intellectual and cultural exchange and the dominance of imported, chiefly English books; the gradual emergence of a competitive book trade in which newspapers were the largest form of production; and the institution of a "culture of the Word," organized around an essentially theological understanding of print, authorship, and reading, complemented by other frameworks of meaning that included the culture of

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