

South Asia possesses a large number of literary traditions that represent a wide range of languages and genres. The texts of these traditions were produced and transmitted over the centuries. In the late 18th century, mechanical printing of texts spread in South Asia. The new technology was used to reproduce texts in many different languages, enhancing their circulation and enabling new genres and types of publications in modern South Asian languages to emerge.

The symposium will focus on the period in South Asia from the 19th century to the present. It will explore two interrelated matters, namely the shift from a manuscript culture to a print culture, including more recent developments of digital culture, and, secondly, how systematic collections of texts formed in this period, such as collections of manuscripts or texts in digital format, and in places as diverse as Bengal, Nepal, Andhra Pradesh, and Tamil Nadu.

We will discuss aspects of continuity and transformation within the many intellectual and technical practices relevant to text and book production. This will include examining how changes in book production and the accessibility of texts have affected traditional scholarship as well as the oral performance and transmission of texts. Other related questions involve the reception, preservation and transmission of both material culture and knowledge systems in connection with the standardization of modern South Asian languages such as Hindi, Nepali, Telugu and Tamil.

The symposium will bring together international scholars whose research is based on diverse methodologies and focuses on different regions and languages of South Asia. Their contributions will shed light on different aspects of the cultural history of South Asia and display not only the complexity of the latter, but also the challenges that it poses to its interpreters.

<https://southasiapublicationcultures.wordpress.com/>

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#### **Sponsored by:**

Austrian Academy of Sciences, Institute for the Cultural and Intellectual History of Asia (IKGA) | University of Vienna, Department of South Asian, Tibetan and Buddhist Studies (ISTB) | University of Vienna, Dean's Office of the Faculty of Philological and Cultural Studies | Center for Interdisciplinary Research and Documentation of Inner and South Asian Cultural History (CIRDIS) | The De Nobili Research Library (SDN) | Österreichische Forschungsgemeinschaft (ÖFG)



**SYMPOSIUM**

# **MANUSCRIPT, PRINT AND PUBLICATION CULTURES IN SOUTH ASIA**

**From the 19th Century to the Present**

**Vienna,  
20-21 September 2018**

**Austrian Academy of Sciences | University of Vienna**

# PROGRAMME

## Venue:

Department of South Asian, Tibetan and Buddhist Studies  
(ISTB), SR 1, Spitalgasse 2, entrance 2.7, 1090 Vienna,  
Austria

## 20 SEPTEMBER

14:00 | Welcome Address

### SESSION 1 – Ulrike Stark

- 14:15 | **A.R. Venkatachalapathy:** *Competition and Collaboration in Nineteenth-Century Tamil Textual Culture: The Editorial Lives of C.W. Damodaram Pillai and U.V. Swaminatha Iyer*
- 15:00 | **Heiko Frese:** *Theatre without Audience? Some Remarks on Advertising in Early Telugu Newspapers*
- 15:45 | Refreshments

### SESSION 2 – Hans Harder

- 16:15 | **Alessandro Graheli:** *Hermeneutics of Devanāgarī in the Digital Era*
- 17:00 | **Martin Gaenzle:** *The Limbu Script and the Production of Religious Books in Nepal*
- 17:45 | Refreshments

### SESSION 3 – A.R. Venkatachalapathy

- 18:00 | **Ulrike Stark:** *Bookish Transactions in the Countryside: Missionary Print in Nineteenth-century Rural India*

## 21 SEPTEMBER

### SESSION 4 – Martin Gaenzle

- 9:30 | **Alaka Chudal:** *Oral Transmission of Vetalaṭṭaṅkaviṣṭi to Europe*
- 10:15 | **Ulrich Timme Kragh:** *Inscribed Author and Ascribed Author in Sanskrit Manuscript and Print*
- 11:00 | Refreshments

### SESSION 5 – Cristina Pecchia

- 11:30 | **Borayin Larios:** *Bhagavān Vedaḥ – From Orality to Bibliolatry*
- 12:15 | **Jessica Vantine Birkenholtz:** *Svasthānī in Print: On a Newar Tradition Becoming a Nepali Tradition at the Printing Press*
- 13:00 | Lunch Break

## 21 SEPTEMBER

### SESSION 6 – Heiko Frese

- 14:30 | **Hans Harder:** *Webzines from Bangladesh: The Migration of the Literary Magazine from Print to Digital Formats*
- 15:15 | **Johanna Buß:** *Impact of Digitalization on Nepal's Newspapers*
- 16:00 | Refreshments
- 16:30 | **Divyaraj Amiya:** *Project Saath Saath: Preparing for the Transition from the Phase of Printing Press to the Neo-Oral Phase of Literature*
- 17:15 | **Cristina Pecchia:** *A synopsis of the sessions and concluding discussion*

Kindly register your participation with an email to  
[cristina.pecchia@oeaw.ac.at](mailto:cristina.pecchia@oeaw.ac.at)