



Culture Dissemination: Publishing, self-publishing, open-publishing



Cultural Dissemination

- A very big topic!
- Too big, in fact
- Case study: Scholarly Editions



Scholarly Editions

- Editions of cultural heritage texts according to scholarly principles
- Critical Editions/Documentary Editions / Genetic editions

ὁ λέει κοράσια ἀπόφορα καλὰ τῷ εἶδει. ³καὶ καταστήσει ὁ βασιλεὺς 3 κοιμάχας ἐν πάσαις ταῖς χώραις τῆς βασιλείας αὐτοῦ, καὶ ἐπιλεξάτωσαν κοράσια παρθενικά κατὰ τῷ εἶδει εἰς Σουσαν τὴν πόλιν εἰς τὸν γυναικῶνα, καὶ παραδοθήτωσαν τῷ ἐνόρχῳ τοῦ βασιλέως τῷ φάλακι τῶν γυναικῶν, καὶ δοθήτω σμῆγμα καὶ ἡ λοιπὴ ἐπιμέλεια. ⁴καὶ ἡ 4 γυνή, ἣ ἐν ἀπόσει τῷ βασιλεὶ, βασιλεύσει ἀντὶ Αστυν. καὶ ἤρασαν τῷ βασιλεὶ τὸ πᾶγμα, καὶ ἐποίησαν οὕτως. ⁵καὶ ἀνθρακίος ἦν Τουδαίος 5 ἐν Σούσῳ τῇ πόλει, καὶ ὄνομα αὐτοῦ Μαρδοχαίος ὁ τοῦ Λαίφου τοῦ Σεμελου τοῦ Κισαίου ἐκ φυλῆς Βενιαμιν, ⁶ὅς ἦν αἰχμάλωτος ἐξ Ἰερου- 6

BSAV 967 O α δ min verses
L²PK | ἀπόφορα καλὰ | τρ Α | ἀπόφορα] σμῆγμα S*: cf. presf p 100; ἀπόφορα 967 | εἶδει] εἶδον S*

8 om καὶ 1^o 248 | om ταῖς S* 967: cf. Π | om αὐτοῦ A' L²PK Sa | ἐπιλεξάτωσαν 311; ἐπιλεξάτωσαν Α | κοράσια] πρ πάντα (+ τα 58') O-S^o = Π; > 249 | παρθενία S* 967 55 249 | καλὰ] πρ και 58; > 46 L²J | om τῷ εἶδει 71 L²J Artn: cf. 13 | σουσα 76: cf. 13 | τὴν πόλιν] ἐ(τ)ήδεον L²PK: cf. 13 | καὶ 3^o/4^o 93 L²J 13 καὶ | om τῷ 3^o 46-64-381-728: cf. Π εἰ 13 | καὶ 4^o/5^o 542 | δοθήτω] + αὐτοῖς α L²PK Sa Aeth | σμῆγμα AV 58 71 | 46-248; σμῆμα 967 (ζμῆμα) 98-243-731*: cf. 13 et presf p 121; σμῆματα 93 L²PK: (σῆμα) = Π | ἡ λοιπὴ] αε λοιποὶ 93*

4 om ἡ S* 967 α | δὲ] εἰν 967 93 = L: cf. 13; ὅδν 542; > 98 | ἄρασα 106-314 98 108 311 | om βασιλεὶ 1^o 314: homoiar | βασιλεύσει V* 728: -λανει 392; -λενοῦτο 249 | αστηνῆ V: σουσαν 311 392 = L; σουσθ (-σθη 93) O: cf. Π; σουσθ(η) (et sim) L²: cf. 13 | καὶ 3^o/3^o 71 | τῷ βασι/τῷ κέρῳ] τρ O = Π | τὸ πᾶγμα 967] τὸ προεργαῖον B*: cf. B₁ r 315 43 D₁₅ E₁; σμῆμα L²PK Aeth = Π: cf. s et presf p 49 s | om οὕτως 967
L²PK: cf. A₁ 13 | αὐτοῦ Sixt | om ὁ τοῦ — fin L²K | ὁ τοῦ — Κισαίου] f¹itius osenr f¹it semey L²: cf. A₁; > 71' L²PK: om ὁ τοῦ — Σεμελου L²J | ὁ τοῦ] αὐτοῦ 93; om ὁ 392 | ιαπόφο B S V 967 O (93*) 76-130-236-314-762 46-731^o 55 108 311 392; αἰραον 93*: ιαρον 248; αἰραον B S 967 249 311; σμῆμα O-³ 248 αἰραον Α | τοῦ Σεμελου] πρ ο Α | σμῆμα B S 967 249 311; σμῆμα O-³ 248 Sa; σμῆμα Compl: cf. Π εἰ Α₁; σμῆμα 542; σμῆμα 318 | σουσαν B S O-³ A': 55; κισαίου 46 392: cf. A₁; κισου 967 | βενιαμιν BSV O-³ A' 392 542; βενιαμιν 381 108: cf. A₁; βενιαμιν 967

6 om init — Ιερουσαλημ Sa | init — αἰχμάλωτος] ex captivitate (captivitas)

L μεν παρθένους καλὰς τῷ εἶδει, ³καὶ δοθήτωσαν προεργαζέσθαι ὑπὸ (3) χεῖρα Τουδαίου τοῦ ἐνόρχου τοῦ φάλακος τῶν γυναικῶν. ⁴καὶ ἡ παῖς, 4 ἣ ἐν ἀπόσει τῷ βασιλεὶ, κατασταθήσεται ἀντὶ Ουαστιν. καὶ ποιήσων ἐτοίμως κατὰ ταῦτα. ⁵καὶ ἦν ἀνήρ Τουδαίος ἐν Σούσῳ τῇ πόλει, ὃ 5 ὄνομα Μαρδοχαίος υἱὸς Ιαείρου τοῦ Σεμείου τοῦ Κισαίου τῆς φυλῆς 19' 93'

2 om προεργαζέσθαι 93: cf. o' | γυναικῶν 19' 4 σουσαν 93': cf. 13
5 om ἦν 19 | σουσις 108 | αἰραον 108; ιαρον 19; αἰραον 319 | σμῆμα 108

3 Ἀγαπητοί, πᾶσαν σπουδὴν ποιούμενος τ γράφειν ὑμῖν περὶ τῆς κοινῆς ἡμῶν σωτηρίας ἀνάγκην ἔσχον γράψαι ὑμῖν παρακαλῶν ἐπαγωνίζεσθαι τῇ ἀπαξ παραδοθείσῃ τοῖς ἀγίοις πίστει. 4 παρεισέδυσαν γὰρ τινες ἄνθρωποι, οἱ καλὰι προγεγραμμένοι εἰς τοῦτο ὅτι κριμα, ἀσεβεῖς, τὴν τοῦ θεοῦ ἡμῶν χάριτα μεταπιθέμενοι εἰς ἀσέβειαν καὶ τὸν μόνον τ δεσπότην καὶ κύριον ἡμῶν Ἰησοῦν Χριστὸν ἀρνούμενοι.

5 Ὑπομνήσαι δὲ ὑμᾶς βούλομαι τ, εἰδότας ὑμᾶς ἀπαξ πάντα ὅτι Ἰησοῦς λαὸν ἐκ γῆς Αἰγύπτου σώσας τὸ δέυτερον τοὺς μὴ πιστεύσαντας ἀπόλεσεν, 6 ἀγγέλους τε τοὺς μὴ πηρῆσαντας τὴν ἐαυτῶν ἀρχὴν ἀλλ' ἀπολιπόντας τὸ ἴδιον οἰκητήριον εἰς κρίσιν μεγάλης ἡμέρας δεσμοῖς τ αἰδίοις ὑπὸ ζόφου τετήρηκεν. 7 ὡς Σόδομα καὶ Γόμορρα καὶ αἱ περὶ αὐτὰς πόλεις τὸν ὅμοιον τρόπον τοῦτοις ἐκπορνεύσασα καὶ ἀπελθούσα ὀπίσω σαρκὸς ἐτέρας, πρόκεινται δέγμα πυρὸς αἰώνιου δικῆν ὑπέχουσα.

8 Ὅμοιως μέντοι καὶ οὗτοι ἐνυπνιάζομενοι σάρκα ὡμὴν μαινοῦσιν ἱκνυριότητα δὲ ἀθετοῦσιν ἱδούσας δὲ βλασφημοῦσιν 9 Ὁ δὲ Μιχαὴλ ὁ ἀρχάγγελος, ὅτε τῷ

3^o ποιησάμενος π² | τ του π² & ψ | ἡμων ζωης 1611 sy^hms.b | ἡμων σωτηρίας και ζωης & ψ | σωτηρίας P 642. 1175. 1448. 2492 Byz | λντ π² A B 5. 81. 88. 307. 436. 442. 1243. 1735. 1739. 2344^{ms} vg^{ms}. Cyr Lef | γράφειν & ψ 1735 • 4^o παρεδυσαν 1735 | ο π² • | κηρυγμα ψ | τ ἡμων π²; Lef | και κυριον Ἰησουν Χριστον ἡμων π²; | κυριον ἡμων Ἰησουν Χριστον π² co | θεον και κυριον ἡμων (- 88) Ἰησουν Χριστον P^{ms} ψ 5. 88. 1175. 1448. 1611. 1735. 2492 Byz sy | λντ & A B C 33. 81. 307. 436. 442. 642. 1243. 1739. 2344 vg • 5^o ουν C ψ 1243. 1739. 2492; Lef | τ αδελφοι π² | υμιας παντα οτι κυριος απαξ & | υμιας απαξ τουτο οτι ο κυριος 1175. 1448 Byz | απαξ παντα (τουτο 5) οτι ο θεος C² 5 vg^{ms} | απαξ τουτο οτι ο κυριος 307. 436. 642 | παντα οτι ο θεος απαξ 442. 1243. 2492. vg^{ms} sy^h; (Cl) | παντα οτι ο (- ψ) κυριος απαξ ψ 1611 lat sy^h | απαξ παντα (παντας π²•) οτι θεος Χριστος π²; | απαξ παντα οτι (+ ο 33*) Ἰησοῦς A 33. 81. 2344 vg | παντα οτι ο Ἰησοῦς απαξ 88 sa^{ms}? bo? | παντα οτι Ἰησοῦς απαξ 1739^{ms} sa^{ms}? bo?; O¹ 1739^{ms} sy^h; (Cl) | λντ B | τ ης ψ sy^h • 6^o τ αλυτοις και 33. 2344 • 7^o τουτοις τροπον 307. 436. 642. 1175 Byz vg^{ms}. Lef | τροπον αυτοις ψ | τροπον 88 vg | ερεχουσαι π² 1611 (sa^{ms}) | υπεχουσιν &? • 8^o ομοιως A | αυτοι π² 1735 | ο π²; 2344 bo¹ | τ κυριοτητας & ψ vg^{ms} sy^hms sa; P¹rise | τ δοξαν π² 344 5 vg^{cl}ms sy^h; Cl^{ms} • 9^o οτε B (cf τ) | τ οτε B



2P2.2-Aet 2.24^o-2P2.1
IHen 48.10
L12.9P
2P1.12
Nu 14.29-37 IK.10.5
H3.17.19 Gn 6.1.3
2P2.4 IHen 10.4s.11-14;
12.4-1IHen 10.6;
22.11 2P2.9
Gn 19.4-25 2P2.6-Mi
10.15;
2P2.10
2P2.10;
Dn 10.13.21; 12.1 Ap
12.7-AshMosis?

Selection controls

Text

Image



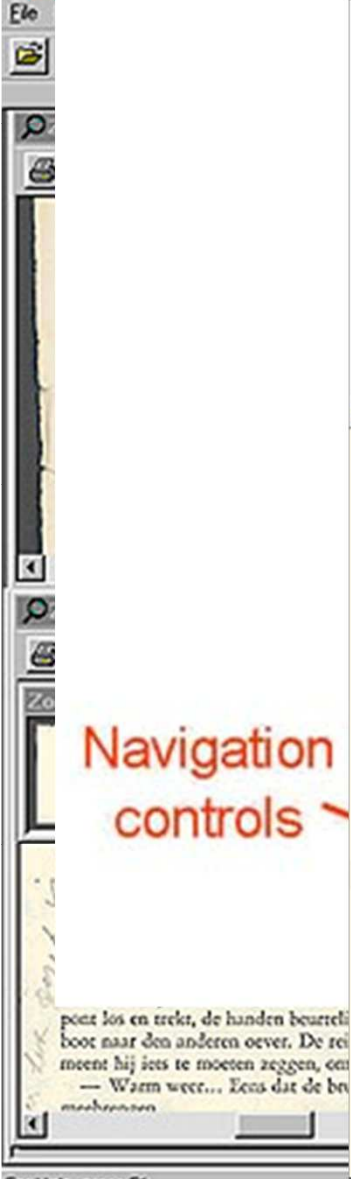
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26                     <tr>
27                         <td rowspan="2" valign="top"><im
28                         border="0" /></td>
29                         <td valign="top">
177
178 to you, Marcellus Victorius. You have been the t
179 of friends to me and you have shown a passionate
180 enthusiasm for literature. But good as these rea
181 are, they are not the only reasons that lead me
182 regard you as especially worthy of such a pledge
183 our mutual affection. There is also the consider
184 that this book should prove of service in the
185 education of your son Geta, who, young though he
186 is, already shows clear promise of real talent.
187 been my design to lead my reader from the very
188 cradle of speech through all the stages of educa
189 which can be of any service to our budding orato
190 till we have reached the very summit of the art.
191 have been all the more desirous of so doing beca
192 two books on the art of rhetoric are at present
193 circulating under my name, although never publis
194 by me or composed for such a purpose. One is a
195 two days' lecture which was taken down by the bo
196 who were my audience. The other consists of such
197 notes as my good pupils succeeded in taking down
198 from a course of lectures on a somewhat more
199 extensive scale: I appreciate their kindness, bu
200 they showed an excess of enthusiasm and a certai
201 lack of discretion in doing my utterances the ho
202 of publication. <milestone unit="section" n="8"
203 although some passages remain the same, you will
204 find many alterations and still more additions,
205 the whole theme will be treated with greater sys
206 and with as great perfection as lies within my
207 power.</p>
208
209 <p> <milestone unit="section" n="9" /> My aim,
210 orator. The first essential for such an one is t
211 should be a good man, and consequently we demand
212 of him not merely the possession of exceptional
213
214
215 <pb id="p.11" />
216
217 gifts of speech, but of all the excellences of c
218 as well. <milestone unit="section" n="10" /> Fo

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<?xml version="1.0" encoding="	206 not the foundations which attr
<TEI.2>	207 unit="section"/> I on the othe
<teiHeader status="new" type=	208 includes all that is essential
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<pb id="p.3">	210 first passed through all the e
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<p>	218 literature. But good as these
<p>	219 reasons that lead me to regard
<milestone n="9" u	220 pledge of our mutual affection
My aim, then, is th	221 this book should prove of serv
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gifts of speech, bu	223 It has been my design to lead
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For I will not admit	225 budding orator till we have re
<milestone n="11"	226 <milestone n="7" unit="section
Wherefore, althoug	227 so doing because two books on
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I shall frequently b	229 for such a purpose. One is a t
<milestone n="13"	230 the boys who were my audience.
These two branche	231 good pupils succeeded in takin
	232 somewhat more extensive scale:
	233 showed an excess of enthusiasm
	234 doing my utterances the honour
	235 unit="section"/> Consequently
	236 passages remain the same, you
	237 more additions, while the whol
	238 custom and with as great perfe

Navigation controls





20 years of Digital Scholarly Editions

- Scholars have transformed themselves into encoders, programmers, web designers, marketing experts, content providers, web masters, system managers...
- Publishers have retired from the market after the disappointment of CD-ROMS



How many Digital Editors?

- Not many, actually
- A few have engaged with markup languages, others have invested/waited for the magic box which would make their usual work faster
- Generational gap



Open Issues with the current DSE dissemination model

- Produced within HE institutions = Self publications (?)
- Produced as high costs: not attainable without a large grant
- Sustainability: grants cover the production, not the maintenance and long-term preservation



Publishers

- In 20 years of scholars going for web-based self-published DSE, something of the relationship of the past seem broken
- Publishers finally embracing the digital after years of skepticism
- Which digital, though?



Which Digital?

- ePub?
 - Cannot control the layout (footnotes and critical apparatus)
- PDFs?
 - Cannot display without scrolling text and paratext
- What about the DH research done in the past 20 years?
- Over simplification of the layout



2009-2010

Arrive the big boys





Tablets, eBooks

- As CD-ROMs and DVDs before, they provide itemized, marketable objects
- As CD-ROMs and DVDs before, their sustainability is arguable...
- Tablets offer a more pleasant experience with respect to the computer
- Tactile, haptic, responsive, sense of owning



Sustainability?

- Mobile OS change, fast and often.
- Cross platform: still a challenge
 - iPad: hard to achieve for non commercial endeavors → any app must be approved by Apple
 - Android: less glamorous, many versions
- App-building generated as part of an automatised workflow that also produces other formats
- Based on HTML/standard



A symposium: Grenoble 26-01-2015

“Toward a new social pact between publishers and editors”

Aims: is it possible to establish a collaboration between editors and publishers in the field of digital?

If yes, what is the price to pay?

Is it worth it?



Collaboration and obstacles

- Data Standards, workflows and innovation
 - Difficult balance between standardisation, customization and innovation
- Open Access: the mother of all disagreements
- Lack of standard expectations and functionalities



Open Access

- As a principle, it couldn't be better
- Heavy consequences on SSH
 - Main dissemination model is the monograph, not the article
 - Hefty authors fees (€10-18K)
 - Pre-print: useless for DSE, since the layout “makes” the edition



Why publishers still matter

- Sustainability of the workflow: how can a (young) scholar without funding produce an edition?
- Quality assurance: copyediting, layout
- Dissemination: marketing, keeping the interest alive
- Career development: a prestigious publisher pushes a career ahead



The price to pay

- Interfaces and tools: eBooks are even more limited than books
- Sustainability: if editors want it funky, it won't last
- Long shelf lives
- Icelandic editions: when the potential public is too small to invest on it



Some hope

- Shared Standards! Most publishers have an XML-based workflow, can we make it into TEI?
- Workflows that respect the authors
- Ethical and academic publications on the raise
- EU and national legislations to leverage the need for a change
- Time of profound cultural change: we have to be there or decisions will be taken without us!