The market for print steadily expanded throughout the eighteenth-century Atlantic world thanks to printers’ efforts to ensure that ordinary people knew how to read and use printed matter. Reading is and was a collection of practices, performed in diverse, but always very specific ways. These practices were spread down the social hierarchy through printed guides. Eve Tavor Bannet explores guides to six manners or methods of reading, each with its own social, economic, commercial, intellectual and pedagogical functions, and each promoting a variety of fragmentary and discontinuous reading practices. The increasingly widespread production of periodicals, pamphlets, prefaces, conduct books, conversation-pieces and fictions, together with schoolbooks designed for adults and children, disseminated all that people of all ages and ranks might need or wish to know about reading, and prepared them for new jobs and roles both in Britain and America.

EIGHTEENTH-CENTURY MANNERS OF READING

Print Culture and Popular Instruction in the Anglophone Atlantic World

EVE TAVOR BANNET
Contents

List of Figures  page vii
Acknowledgments  viii

Introduction: The Schoolroom in the Marketplace  1
  Uses of Reading  7
  The Commerce in Reading  20
  About this Book  30

1 The ABCs of Reading  39
  Limited and Extended Literacies  45
  Reading Characters and Alphabets  52
  Syllabic Reading  58
  “For all such as Desire to Understand what they Read”: Grammars and
  Dictionaries  64
  “Operations of the Mind”  75

2 Arts of Reading  92
  Guides to Reading Aloud  95
  “Conversation-Pieces”: Exemplifying Book Talk  106
  Social Practices  117

3 Polite Reading  125
  Guides to Study  130
  Guides to Taste  148

4 Ordinary Discontinuous Reading  171
  Reading Miscellaneous Fragments  174
  Reading Novels  192
  Discontinuous Readers and Miscellanian Method  202
  The Vocabulary of Taste  211

5 Reading Secret Writing  225
  Reading for “Irony” and “Banter”  227
  Reading “Mimicry,” History and Fable  237
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Afterword</td>
<td>257</td>
</tr>
<tr>
<td>Bibliography</td>
<td>266</td>
</tr>
<tr>
<td>Index</td>
<td>288</td>
</tr>
</tbody>
</table>
Figures

1.1 George Bickham, *Alphabets in all the Hands Now Practis’d in Great Britain, with Sentences in Prose and Verse*, London, 1747. By Permission of the British Library. page 40

1.2 Detail from Bickham, *Alphabets in all the Hands…* 49


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This volume is dedicated to baby Daniel, who is irresistibly drawn to books and screens even before learning to read, and to his parents, Jonathan and Merav Bannet.