

令和 6 年 9 月 30 日現在

機関番号：13901

研究種目：基盤研究(C)（一般）

研究期間：2021～2023

課題番号：21K00304

研究課題名（和文）The Transformation of the Early Modern Nagoya Book Market (1794-1889)

研究課題名（英文）The Transformation of the Early Modern Nagoya Book Market (1794-1889)

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交付決定額（研究期間全体）：（直接経費） 400,000円

研究成果の概要（和文）：本研究は近世名古屋の本屋仲間の設立及び京都・江戸の出版書肆との連携を背景に名古屋の本屋・貸本屋による書物制作・書物の形態の変遷に着目して書誌学の比較研究を行いました。結果として、書物の寸法、紙料、和綴、書体、口絵・挿絵などについて書誌学的データを収集し、データベースにまとめました。現時点では、このデータをもとに査読付きの図書1点、学術誌の論文を1点、研究大会の発表を2点、という形で研究成果を発信しました。今後はもう二つの査読付き論文の他、名古屋で市民講座で発表することを通して、旧貸本屋大惣の跡の界隈に新しい貸本屋の設立、近世名古屋の出版文化について意識を高める運動に貢献できればと思います。

研究成果の学術的意義や社会的意義

I anticipate immediate social impact of this research in Nagoya, where there is a movement underway to revive interest in the cultural heritage of the early modern book market. Through its focus on the historical contingencies of book design, this project can inform promotion of local book history.

研究成果の概要（英文）：During this project, I conducted compared books produced by booksellers in early modern Nagoya booksellers with their counterparts in Kyoto and Edo. I created a spreadsheet of bibliographic data for all extant books published in Nagoya during the period under study, with comparative data for Kyoto and Edo editions. I have taken measurements of books, recorded details about formatting and calligraphy styles, and graded paper stock. In addition to this data collection, I have published one article, one peer-reviewed book chapter, and two academic papers in connection with this project. I also have two public lectures, one academic paper, and two additional publication planned for the coming year. In the main, this project has found that book design closely mimicked that of Kyoto booksellers well into the 1770s; whereas there is a salient shift in book design aesthetics a decade before the formation of the Nagoya booksellers guild, one which is more imitative of major booksellers in Edo.

研究分野：Early Modern Japanese Print Culture

キーワード：Early Modern Nagoya History of the Book Booksellers Book design Comparative Analysis Kyoto Edo

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様式 C - 19、F - 19 - 1 (共通)

1 . 研究開始当初の背景

Previous research on early modern Nagoya publishing has tended to focus on individual booksellers and booklenders, or on the history of the industry around the time of the formation of the Nagoya booksellers guild in 1794. However, to date, few studies have sought to document the effects of this major transformation in Nagoya publishing on the production, marketing, distribution, and circulation of books with reference to material evidence in extant books. This study, employing analytical bibliography and industry analysis based on historical records, has sought to identify similarities in book design, binding, textual formatting that might shed light on how technological transfers and manufacturing practices from Edo transformed the production of books in Nagoya. Moreover, it has also sought to document, on the basis of the extant books themselves, changing practices in the marketing of books and local writing talent. As the first castle town publishing market to form its own independent publishing guild, this study also seeks to answer how the scope of the market and local print culture in Nagoya differed from the urban markets of Edo, Kyoto, and Osaka, and to test the epistemic potential of “castle town publishing market” as a rubric for rethinking the current binary of urban and regional markets.

2 . 研究の目的

This project employs analytical bibliography to compare books published in Nagoya after the formation of the booksellers guild in Kansei 6 (1794) with books published in Edo and other markets. The purpose is to demonstrate how Nagoya booksellers adopted and adapted Edo practices—not only with respect to book design, but also distribution, marketing, and cultivation of writing talent. As the project progressed, and in some ways due to restrictions on access to key materials during the first two years of the project, I ended up giving more focus to the last area than previously anticipated, researching into print and manuscript books produced by local Nagoya writers around the time of the formation of the guild, exchanges between writers and publishers during this time. Short term, I moved away from an initial focus on more technical aspects of book production, and given more attention to the actants in the production process. In this final stage of the project, I looked closely at the roles that individual authors played in book design, calligraphy and illustration.

3 . 研究の方法

As described in the application for this project, the research was originally planned to follow four phases to document the changing practices of book production, marketing, distribution, and circulation in Nagoya between 1794 and the end of the Edo period. COVID-related restrictions on access to library collections during the first and second years of the project forced me to adjust my research plan and goals in some ways, but on the whole, I was able to achieve the main objectives. As per my original plan, I collected detailed bibliographic data about all books known to be published in Nagoya before and after the formation of the guild. Using the master list in Kishi Masahiro’s book list (1984) as a guide, I carried out an archival survey at libraries in Aichi and the National Diet Library, but I was unable to access collections at Kyoto University. I then cross-referenced this data with data gathered from books in corresponding genres produced in Edo. I found significant similarities with regard to the dimensions of printed books, textual format, binding styles, and as much as I was able to determine, paper quality. One area that I had wanted to develop more in the project, but could not because of access restrictions, was

archival work on books that retailed in Nagoya by Kyoto-based booksellers prior to the formation of the Owari booksellers guild. The aim of this was to create a comparative context for understanding changes in book design post 1794 and to assess the degree of departure from previous practices. Over the past year, even after the funding for this project ended, I made two library visits to finish collecting this data. I anticipate collecting the required data within the next year. Overall, the restrictions on visits by outsider researchers at universities like Kyoto University (where I had been hoping to do work in the first year and second year of the project), forced me to shift focus to other issues in the comparative bibliographic study--in this case, to paratextual materials. However, this has turned out to be a viable area of research that promises to shed new light on regional differences in literacy.

4 . 研究成果

During this project, I conducted comparative analysis of books produced by booksellers in early modern Nagoya booksellers with their counterparts in Kyoto and Edo. I created a spreadsheet of bibliographic data for all extant books published in Nagoya during the period under study, with comparative data for Kyoto and Edo editions—but because of limitations of access to some books archived in Kyoto, the data set is still under construction. I took measurements of books, recorded details about formatting and calligraphy styles, and graded paper stock. I found significant similarities with regard to the dimensions of printed books, textual format, binding styles, and as much as I was able to determine, paper quality. Predictably, these similarities were most saliently of jointly published works, and were contingent on the genres of the titled being examined. Popular literature in the *chuhon* format, in particular, showed close similarities. Genres that on the whole tended to have more variation in their book formats and which tended to be published locally, like *haikai* poetry collections, showed significant differences.

In addition to this data collection, I have published one article, one peer-reviewed book chapter, and two academic papers in connection with this project. I also have two public lectures, one academic paper, and two additional publication planned for the coming year. In the main, this project has found that book design closely mimicked that of Kyoto booksellers well into the 1770s; whereas there is a salient shift in book design aesthetics a decade before the formation of the Nagoya booksellers guild, one which is more imitative of major booksellers in Edo. Due to library closures and other restrictions on the archival phase of the project during the first and second year. I needed to re-adjust the focus of the project based on accessible materials, and in the case of one of my publication, give more attention to the role of individual writers like Shikitei Sanba in innovating book design and influencing writers and booksellers in Nagoya.

5. 主な発表論文等

〔雑誌論文〕 計2件（うち査読付論文 0件/うち国際共著 0件/うちオープンアクセス 1件）

1. 著者名 Dylan McGee	4. 巻 6
2. 論文標題 An Analysis of Medicine and Cosmetics Advertisements in Early Modern Lending Library Books from Nagoya	5. 発行年 2023年
3. 雑誌名 名古屋大学人文学論集	6. 最初と最後の頁 211-217
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 無
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 -

1. 著者名 Dylan McGee	4. 巻 4
2. 論文標題 Fugetsudo Magosuke and the Business of Books in Eighteenth-Century Nagoya	5. 発行年 2021年
3. 雑誌名 名古屋大学『人文学研究論集』	6. 最初と最後の頁 00-00
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 無
オープンアクセス オープンアクセスとしている（また、その予定である）	国際共著 -

〔学会発表〕 計1件（うち招待講演 0件/うち国際学会 0件）

1. 発表者名 Dylan McGee
2. 発表標題 Splendor and Spectacle: Early Modern Nagoya Through the Illustrated Albums of Koriki Enkoan (1756-1831)
3. 学会等名 European Association for Japanese Studies (EAJS)
4. 発表年 2021年

〔図書〕 計1件

1. 著者名 Dylan McGee	4. 発行年 2024年
2. 出版社 Taylor and Francis	5. 総ページ数 14
3. 書名 "Objects, Affects, and Intoxication in Shikitei Sanba's Namaei Katagi", in Interdisciplinary Edo Toward an Integrated Approach to Early Modern Japan	

〔産業財産権〕

〔その他〕

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6. 研究組織

	氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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