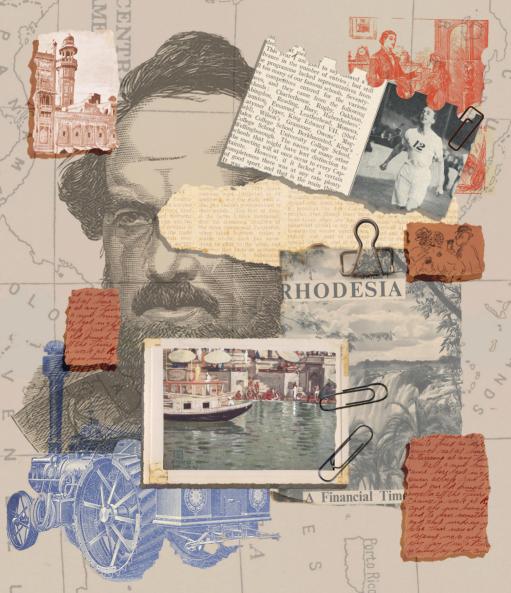
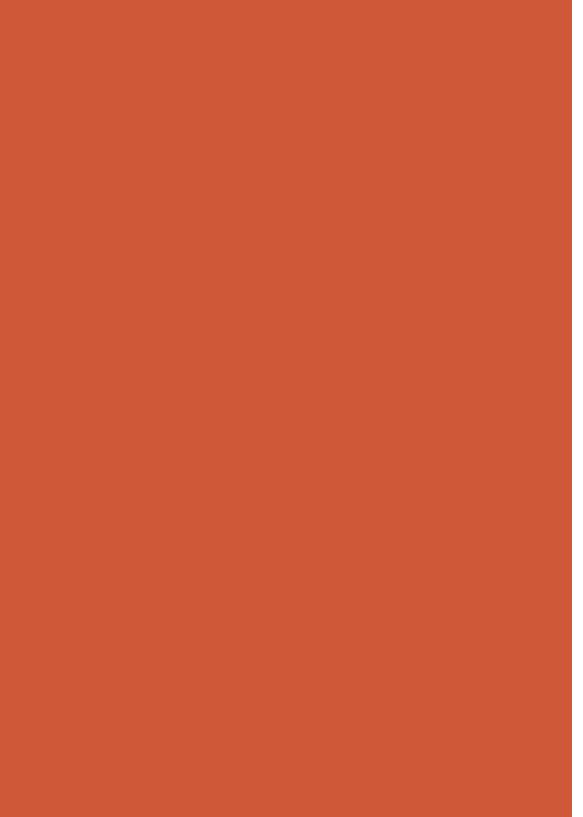
DECOLONISING THE ARCHIVE



Eight Artefacts From Around the World



Decolonising the Archive:

Eight Artefacts From Around the World

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UAL MA Publishing 2024-25

Introduction

The Special Collections at London College of Communication span six centuries and comprise collections documenting the history of printing and book making crafts in the European tradition. The Printing Historical Collection traces how the printed book has evolved technically and aesthetically from its first iteration to the present day, including how it has been influenced by key practitioners in the various fields of graphic design, printing and production. The collection contains examples of trade and fine printing, private press and artists' books, key typographers' work, binding styles and materials, artwork by celebrated illustrators and designers, guides to printing processes and techniques and works produced by students of the college.

These collections provide a foundation for the study of many topical areas within the disciplines taught at the College. *Decolonising the Archive* with MA Publishing is the latest of many recent projects that have interrogated issues of coloniality, representation and social justice to encourage critical thinking about knowledge production and intellectual and social histories.

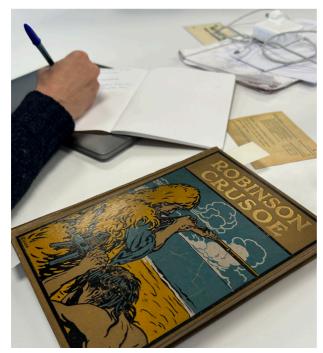
An interesting observation we made when selecting material from the library's collections was a developing critical perspective toward the topics of Empire and colonialism found in some of the writers' and publishers' work. We aimed to draw together publications that not only illustrated the forms and impacts of colonialism, but also the ways this subject was reflected on, evaluated and even challenged by writers of the day. There was a story here that showed a longer tail when it came to thinking about what we term 'decolonisation' – even if these approaches fall somewhat short of our contemporary approaches' aims. Often imperfectly realised and compromised by the times of their publication, they remained undoubtedly footsteps which precede those of the contributors of this book. A reminder that the work of critically unpacking and changing the outcomes of the institutions of colonialism has been and remains an ongoing and developing practice.

Gavin Clarke and David Smith

Librarians at London College of Communication







Foreward

Dr Sonali Misra

Lecturer in Journalism & Publishing London College of Communication

June 2025

The English politician Lord Macauley declared in his 1835 Minute on Indian Education that a 'single shelf of a good European library was worth the whole native literature of India and Arabia'. This ignorant statement was made despite Macauley's acknowledgement that he could not read Sanskrit nor Arabic. Like many ill-considered steps taken by imperialists with no thought for the scars that they would leave, this speech ignored India's rich linguistic culture to instate English as the formal language of education and colonial governance. A decision that would make India one of the largest Englishspeaking nations today. Yet, research, knowledge and literature are still concentrated in the Global North and works from erstwhile colonies are seen as secondary to British and American writing, Macauley said, 'dialects commonly spoken among the natives of this part of India, contain neither literary nor scientific information' - and data from trade and academic book sales tells us that that viewpoint has not altered in these almost two centuries.2

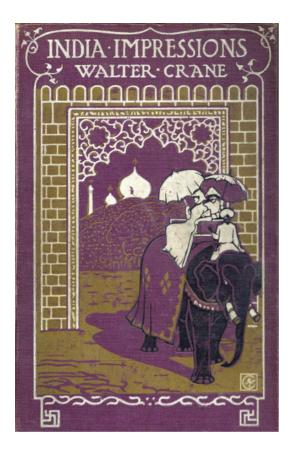
The London College of Communication – formerly the London College of Printing – has accumulated a variegated collection of books, newspapers, magazines and zines, with a focus on printing and production techniques. What these artefacts also hold are a signal

of societal thought and, indeed for some, imperial propaganda that require a decolonising interrogation. Dr Frania Hall, Course Leader of MA Publishing, decided on doing just that with the Decolonising the Archive project, supported by the LCC Climate, Racial and Social Justice Fund.

On a rare sunny London day in May 2025, nine MA Publishing student volunteers gathered at LCC to discuss theories around colonisation, cultural imperialism, postcolonialism, neocolonialism and decolonising in a session run by myself. With these ideas in mind, they engaged with a selection from the LCC Special Collection Library, put together thoughtfully by our wonderful librarians David and Gavin. What resulted was an afternoon of critical questioning and observations – why does the Library have these artefacts, what contexts were they created in, what belief systems do they reflect, and how can we interact with them today?

In this publication, you will find the students' (and our Course Leader Hall's) rich critical engagement with eight such objects. We invite you to immerse yourselves in them and approach your own libraries with questions of:

Whose voices are we hearing? And what are they telling us?









late afternoon sun lingered in their interstices, and, seen from below, the under sides of the marble fret took rich golden reflections, which gave the designs quite a new sapect, and filled them with life and colour, giving the effect almost of sunlit foliage. We drove to see Shah Alam's Mosque, built about

Walter Crane, 1906–07

Written by Swamini Narkar

Walter Crane continues to be one of the most influential English artists of his generation. Born in 1845, he started illustrating nursery rhymes and fairy tales such as *Baby's Own Aesop*. Alongside these drawings, Crane also sketched the Imperial Federation League's maps, outlining the breadth of the Empire and featuring figures of men, women and animals from the colonies along the margins. For example, elephants, peacocks, tigers and kings trace the edges of India while women herding kangaroos and rams are seen along Australia.

In the present day, Crane is most remembered for being an 'artist of socialism' who believed that imperialism enslaved humanity to an economic system that produced things for profit rather than use. At the same time, he also believed that the empire was a vehicle through which socialist ideals could reach the rest of the world.³ Thus, Crane's relationship with colonialism was a complicated one. It simultaneously went against his socialist principles while also being something that could propagate socialism internationally.³

India Impressions, with some notes of *Ceylon during a Winter Tour*, is a travelogue that cannot necessarily be categorised as pro- or anti-colonialism. Published in 1907, Crane describes his travel over different parts of colonial India, such as Bombay, Ahmedabad, and the country's capital, Delhi. Through it, Crane captures the sights, sounds and the lives of Indian people in the early 20th century.

The travelogue itself is a detailed narrative about the country and the people that Crane met during his Indian tour, filled with illustrations of bazaars, monkeys and mango trees. Through his descriptions, Crane paints an abundant India, one that is overflowing with spirituality, splendour and colour. For Crane, it was the country's contrast to an industrialised England that was losing its values which makes it so special. He portrays it as an ideal place where there can be no conflict or troubles. Even the people are kind, innocent and childlike – the perfect colonial subjects.

The first picture in the travelogue, the Manikarnika Ghat in Benares (modern-day Varanasi), is a representation of a holy Hindu site. Although it is a famous place for ritual cleansing, Crane draws almost no people in the water. Rather, the focus is on the composition of the stately buildings, with visitors shrouded in the background, giving the temples a sense of scale. This constructs an idealised version of a grand and pure Indian past.

In many ways, Crane's India Impressions captures the sentiments of early 20th century travel writers, where India was seen as a deeply virtuous and pure place in comparison to an England being ruined by the industrial revolution. This makes India Impressions is an important work that contextualises how India was viewed through a colonial gaze.

The Captain Magazine: Raising a Generation of 'Adventurers'

Vol. 17, April-September, 1912



Written by Bella Wigley

The Captain: A Magazine for Boys and "Old Boys" was a popular periodical published in Britain from 1899 to 1924, and is best known for printing P.G. Wodehouse's early stories. The edition in the LCC archive is from 1912.

The Captain was primarily written for public school boys and was often given out as a school prize. The fact that its audience was so young provides an interesting example of how boys' literature in the early 20th century merged entertainment with ideological influence, even if this was inadvertent.

Containing a mix of serialised adventure stories, sports writing, advertisements and competitions, the publication seems innocuous – even a little dull – at first glance. However, even a quick read highlights the pervasiveness of popular imperialism within its pages. The obviousness of its mission to instruct the values of its young readers reveals a lot about how colonial ideas were upheld.

Adventure stories in this edition include White Man's Gold and The Rescue of Teddy Carr, both of which frame colonial conquest as heroic and describe native people as inferior. These narratives portray non-British lands as exotic backdrops for white protagonists to rescue, tame, and conquer. Although these stories are written for entertainment and are designed to appeal to a younger audience, they can also be understood as something much more

insidious: a reinforcement of the ideology of the British Empire, presenting colonial expansion as moral, brave, and exciting.

I found these stories especially interesting placed alongside the periodical's other content. For example, the several advertisements and features promoting local cadet groups reveal a not-so-covert effort to encourage participation in Britain's imperial project by normalising military ambition from a young age.

The Captain blends ideas of imperial romanticism with the sportsmanship that fills most of the other pages. Cricket, rugby, and other school sports are commended not just for physical fitness or camaraderie, but as metaphors for fair play, loyalty, and leadership: qualities that the Empire supposedly embodied. By associating colonial conquest (in the form of adventure stories and joining the cadets) with the honourable values of school sports, The Captain frames imperialism as both noble and natural.

Looking at this artefact highlighted the quite transparent ways in which colonial ideology permeated. Framed as adventurous and heroic, it's easy to see how the boys reading this content could become 'Old Boys' upholding the same values. *The Captain* demonstrates how culture and media work behind the scenes to influence worldview in the same ways that we are shaped by the stories and media we consume in the present day.

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Written by Swamini Narkar

Three men creep along a quiet riverside holding rifles, keen to find treasure. Next to them, their loyal dog, Rory. Their enemies, a group of criminals headquartered in Bolivia. Bullets zip through the hot summer air as the thieves spring into action, ready to fight.

This is the beginning of a typical story from the *Pete, Jack and Sam Adventures*, a series of short stories published in *The Halfpenny Marvel*, one of Britain's first boys' story papers that ran from 1893 to 1922. *The Halfpenny Marvel* aimed to combat the dangers of the 'penny dreadfuls' (a nineteenth-century term for children's literature with inappropriate subject matter), circulating nothing but the 'cleanest', 'healthiest' fiction targeted at children.⁴ It told stories of exploration, travel, and the many wonders of science and nature.

While other stories from the publication, such as Sexton Blake's detective tales, were also popular, *The Halfpenny Marvel* is now synonymous with Sydney Clarke Hook's adventures of Jack, Sam and Pete. These stories follow an Oxford graduate, an American and a Zanzibar native respectively, as they roam the world solving international issues and getting into all sorts of trouble and mischief. For over thirty years, Jack, Sam and Pete found their way across the globe, on foot, boat and sometimes hot air balloon, to fight dictators, rescue political prisoners and start a flying school, detective agency and a cinema company.

The modern reader is most likely to be struck by Pete, initially portrayed as a racially stereotyped comic-relief character. It can be easy to read the stories and think that Jack and Sam are the ones that the readers are supposed to root for, with Pete at the sidelines. But this is not the case. Hook shifts the focus of the stories onto Pete, who becomes the leader of the trio. He is smart, resourceful, and always has a plan on how to get the group out of a sticky situation. While Pete still retains some common racist stereotypes, he is undoubtedly the hero of the series.

Sydney Clarke Hook's *Pete, Jack and Sam Adventures* remains an outlier from other boys' stories at the time. *The Halfpenny Marvel* and other children's newspapers ran many other stories about daring deeds in empire settings such as Afghanistan, South Africa, Egypt and India. Enthusiastic portrayals of colonial conflicts, manly heroism and racial stereotypes in the far corners of the Empire remained common tropes. Hook's stories were unconventional at the time and continue to be important today to understand the colonised subject and their reception.

A Penguin Special: Winds of Change in the West Indies

M. Macmillan, Penguin, 1938

Written by Ray Xu

This paperback has separated from its front cover, and the front cover from its flap, but has otherwise managed to survive 87 years of wear.

Warning from the West Indies was originally published in 1936 by Faber & Faber. This reissue, two years later, was the seventeenth book in a series of 'Penguin Specials' that kept the company afloat during the Second World War. It is one of the only specials to deal with the stark realities of Britain's colonies among a list of books examining the impending war in Europe and the ongoing war in Asia. The next to address unrest in British colonies, *The Problem of India*, came out in 1940 and sparked major controversy.

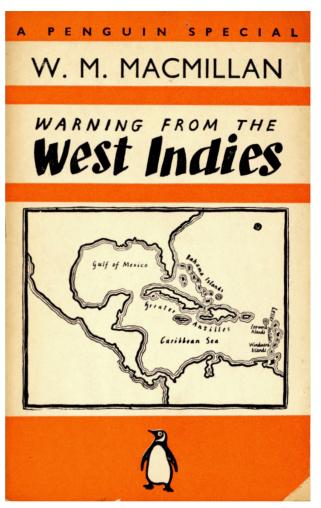
Between 1934 and 1939, there was growing labour unrest and a series of strikes in the British West Indies. Some escalated into riots that resulted in injuries and numerous deaths. In Jamaica, a labour rebellion occurred between May and June 1938, which became a more 'widespread' and 'prolonged' incident than elsewhere, putting the 'whole colonial system' under 'the severest pressure'.⁵

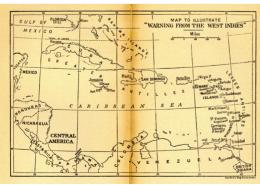
This likely was the prompt for Penguin's reprinting of *Warning from the West Indies*, which had been written by W.M. Macmillan, an author whose vocal criticism of British colonial rule resulted in his exclusion from British academia for eight years in the 1930s. Macmillan's book focuses on the economic conditions of the West Indies and its peoples, constructing an in-depth and comprehensive account that resembles the long tradition of colonial ethnography, covering social conditions, health, education, and options for 'reconstruction'.

So, can we view the book as a vocal plea to decolonise and negotiate the future of British colonies? The blurb still posits Britain as a benevolent and paternal figure, whose 'sympathetic help' is needed to reconstruct the West Indies. It describes the people of the West Indies as 'picturesque, lovable' but 'unlucky'.

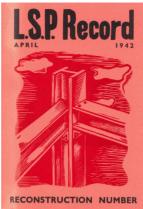
The solution offered is one of trusteeship, where key aspects such as health services and education 'can only be imposed from without', on the 'only safe road to democracy'. Macmillan, then, argues for further action on Britain's part, for the peoples of the West Indies to 'qualify for enfranchisement' and 'Home Rule'. Here, the narrative of indigenous backwardness and the civilising mission endures, despite Macmillan's explicit criticisms of colonial rule.

A bold but limited step toward viewing the economic and political misfortunes of the colonies as the responsibility of British colonial rule and its actions, *Warning from the West Indies* is a fascinating cross-section of publishing history and the complex negotiations of decolonisation in the twentieth century.









A MAGAZINE DIGEST





WHAT A WOMAN THINKS

The Magazine of the London School or Printing - Vol. XIX 1941–2 .SP Record: Continuing Colonialism in War-Time Britair

The *L.S.P. Record* was a magazine produced and published by the London School of Printing, now known as the London College of Communication. Part of a bigger collection of records, the 'Reconstruction Number' issue was published in April 1942, three years into the Second World War. Among lithographs, letters from soldiers and notes from printing figures, are articles submitted by the school's students, expressing their opinions on reconstruction after the war. A one-page article titled 'Colonizing', summarises the students' sentiments on the topic of colonialism post war. The fact that many articles were omitted due to wartime paper shortages makes it more apparent that imperial and colonial ideology continued to be popular and considered a priority.

'Young England appears to have lost the indomitable spirit of adventure which played a heroic part in the lives of our forefathers'. Today, the author preaching adventure, heroism and glory is shocking, particularly considering the context of Britain fighting in a war triggered by German expansionism. However, this romanticism of British imperial pursuit was instilled in generations of youth growing up between the end of the nineteenth century and the first decades of the twentieth, as previous articles have shown.

Popular literature for boys was filled with escapist adventure stories that provided a sense of history and their imperial heritage and accounted for up to a quarter of the entire industry during this time. New children's journals of the 1920s and 1930s also continued to feature the Great War and colonial campaigns until the 1950s and 1960s. For example, the boys' magazine *Chums*, published between 1892 and 1934, elicited reader opinions that praised British history as 'a past studded with glorious deeds'. With this distorted image of colonialism in mind, the young student's longing for a more 'adventurous' British spirit can be understood.

If you were shocked by the attitude expressed by the author of 'Colonizing' in the LSP Record in 1942, it shows how recent the history of British imperialism really is, and just how monumental a project British decolonisation was and still is. Today, British politics remains reluctant to acknowledge the impact of the Empire – some still point to it as a positive historical force. 'Colonizing' demonstrates how the racist and exploitative imperial mindset of many young Brits could blind them to the irony of their nationalism and expansionist aspirations during the fight against the Third Reich.

FT Supplement: Rhodesia is Open for Business

Rhodesia: A Financial Times Survey, 1957

Written by Frania Hall

The name Rhodesia immediately conjures nineteenthcentury colonial pasts and land grabs in Africa. But while we can often think that the dismantling of the colonies happened in the mid-twentieth century, independence for Zimbabwe only came in 1980.

This later colonial history is illustrated in a 1957 Financial Times supplement focusing on Rhodesia. The artefact itself was most likely collected for the expensive printing techniques it displays: it is a full-size broadsheet newsprint supplement; inside the articles and adverts are lavish with black and white photographs of factories, mines and buildings; the cover, printed on glossy paper, shows a full bleed black and white photograph of Victoria Falls.

Its 76 pages present a detailed analysis of the economic, agricultural and mineral wealth of Rhodesia. It is realistic about the challenge of doing business there but essentially promotes Rhodesia as a place rich with resources and opportunities. With the cover looking more like a drawing of a paradisiacal lost world in a Rider Haggard novel, the message is that this country presents an untouched land of plenty. For 1957, this represents an unusual point in colonial history: the continuing development of a colony situated in an increasingly modern, globalised world.

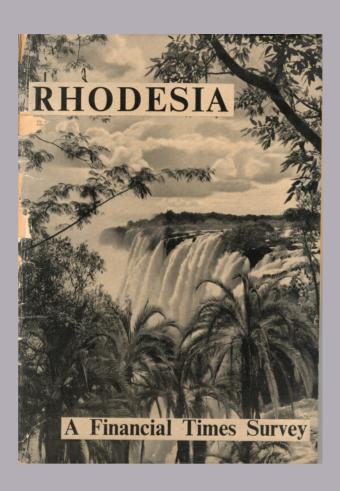
The writers, a homogenous set of white politicians and officials, complete with pipes and OBEs, seem anxious to be fair about the racial situation and take pains to illustrate that the African worker is an important contributor to the country's progress; they are aware of issues around the different races and attempt to reassure readers it is a place where integration is not only possible but happens effectively. Nevertheless, the undercurrents of what they subsequently discuss, such as land ownership and urbanisation, tell a different story.

Some articles are overtly racist, ignoring many centuries of history; the opening sentence of the first article declares that only in the last 70 years has civilisation come to Rhodesia. Throughout the paper 'civilisation' is a term that is continually used to reflect the advantages of the European influence. Words like 'primitive', 'backwards', 'old countries' all slip in – presumably unconsciously – from the writers, reflecting also attitudes of the readers. There is overwhelming confidence from the writers that it is the British who have brought 'civilisation' to a completely undeveloped area of African *veld*.

Other aspects reflect an undercurrent of embedded racism: the 'before and after' photos designed to show just how fast 'civilisation' is progressing; the continual assessment of the 'pioneering' achievements of Europeans; the photos of European and African workers together, which tellingly show many representations of Africans in the position of factory workers, rarely managers. Despite talking about the opportunities for Africans, it is explicitly promised that the Europeans' roles will be protected, and that technical efficiencies will mean less requirement for African labour.

Most significantly, the adverts list the names of companies who are building, mining, banking and trading in the region. These are UK companies such as Costain, McAlpine and Barclays: the businesses who are making the money here are from the UK and the very *raison d'être* of the supplement is to present opportunities for UK growth.

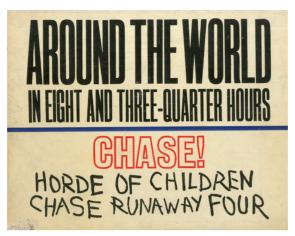
So from the point of view of its intended readership, this supplement does exactly what is required: it is detailed and informative. What it reveals though is that, in 1957, Rhodesia is open for business – but only on European terms.

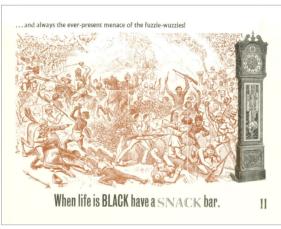


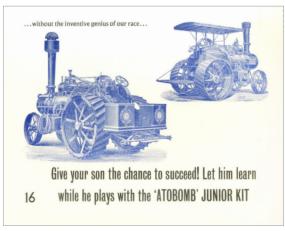












Art Society Press at King's College School,1964

Written by Gracie Ashpole

Around the World in Eight and Three-Quarter Hours, produced in 1964 by students of the Art Society Press at King's College School, is an elaborate pastiche of the Victorian travelogue, complete with original woodcuts and a hapless imperial protagonist, Captain Cyril Hidebound. This spiral-bound hardcover book holds value from a publishing perspective for its unusual re-engagement with more traditional, and largely unfashionable, printing processes and imagery. It is also valuable in its inadvertent reflection of cultural sentiment among the young British elite. Though it hints at satire, the work ultimately reinforces the imperial ideologies it appears to parody.

There are moments of a knowing irony, most overtly in following the phrase 'the inventive genius of our race' with the mock advertisement: 'Give your son the chance to succeed! Let him learn while he plays with the "ATOBOMB" JUNIOR KIT.' This appears to be some attempt at criticism of imperial arrogance, and the blind faith in British cultural supremacy. However, such moments do little to offset the underlying reverence for Victorian ideals and it remains unclear whether this is a parody of imperial pride or an unexamined echo of it. The line between critique and complicity blurs.

These half-baked attempts at criticism do little to redeem the students behind the publication, who later refer to a native peoples, existing in their own space, as an 'ever-present menace'. Whilst Captain Hidebound may be intended as a caricature of imperial rigidity, the surrounding narrative often mirrors, rather than mocks, his attitudes. Stereotypes are presented in an entirely unchallenged way – as part of the narrative fabric – highlighting the students' overall failure to actually criticise these imperial beliefs, instead parroting and reinforcing colonial ideology.

Ultimately, Around the World in Eight and Three-Quarter Hours offers an insight into how embedded imperialist ideals continued to be within British elite institutions, even into the latter half of the twentieth century. Evidently, reverence for the Victorian colonial endured through efforts for British decolonisation and as an object, this book is a clear signifier of these cemented outlooks, relatively unaltered by the changing political state of the country.

This publication acts as an interesting example of a (presumably) naive failure of satire: what could have been an opportunity for incisive parody has instead simply reproduced colonial attitudes under the quise of nostalgia.

A Canadian Christmas Carol: Christianising Indigenous Cultures

Jean de Brébeuf, Robert E.

Oliver, Stanley F. Turner, 1967

Written by Michaela Klein

'A Canadian Christmas Carol' was published in 1967 as part of the Canadian Centennial – a celebration of the 100th anniversary of the Canadian Confederation. A thin leather-bound book, it details some of the history and writings of the French Jesuit missionary Jean de Brébeuf who travelled through Canada in the early 1600s.

Brébeuf spent most of his life living among the Huron people, near what is now known as Lake Ontario. He learned their language and customs, embedding himself in the community and writing detailed accounts of their history. However, his motivations were not purely altruistic – his true mission was to spread the gospel of Christianity.

This attitude is reflected within the text. While not overtly racist, the overall tone is patronising. Brébeuf is frequently complimentary of the Huron people, their kindness and strength, but quickly dismisses their accomplishments and ways of life as inferior to those of Europe.

One of the most interesting elements of the book is the illustrations by Stanley F. Turner. Relatively simple in design, with soft, muted colours, the images themselves are quite beautiful. They display a strange blend of Christian and Indigenous themes – most feature the Huron people in familiar Christmas scenes. For example, one image features Mary and a baby Jesus, but instead of a stable, they are in a tepee. The caption reads, 'Within a lodge of broken bark the tender babe was found'. Other illustrations depict a choir of Huron angels, singing above men on a hunt, and the star of David shining above a group of totem poles.

While on the surface this book may appear relatively harmless, it represents the concerted effort to strip the Indigenous Peoples of Canada of their history and language. By placing them into a Christian narrative, the text and accompanying illustrations strip them of their own history and agency, forcing European beliefs onto their story. Centuries later, indigenous tribes across the Americas are still trying to reclaim languages that were lost when colonising powers forced their silence. The fact that as recently as 1967 this story was selected as a chapter of history worth celebrating shows how deeply rooted those beliefs were and remain.



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Havon Civicous Card—circa 1641
by Father Jean de Brédicey

French Dermanders of L.E. Management



all the birds had fled, Thar Might-y Girt-chi ten-der Babe was found, A rag-ged robe of not so round and fair As was the ring of sons of Man-i-tou. The Ho-ly Child of

Man i - tou sent an-gel choirs in - stead. Berab - bit skin en-wrapped His beau-ty 'round. And glo - ry on the help-less ln - fant there. While earth and heav'n is born to - day for you. Come



"Within a lodge of Irohen bark the tender Babe was four

London College of Printing 26629 Library Ref ABI 783.650971



foreword

Into the stature of Canada has gone the lives and purpose of a gallant host of good and courageous men whose work in trade, in government and in the Church has left enduring marks on our times.

Their numbers are legion, their courage and sacrifice immortal. Each lent his strength and his judgment to the tasks of the moment. Each deserves a high place in the roster of Canada's beroes.

nign puce in the roster or Canada s neroes.

In singling out Father Jean de Brébeuf, the bold Jesuit who met a flaming stake as his reward for selfless service, we preserve only one glorious, fleering moment in Canadian history but a moment rare in the annals of courage.

It is particularly fitting, in the nation's Centennial year, that we should remember such men, for they have left us a priceless legacy—inspired ideals, incessant labor, inflexible determination and yet gentle, patient understanding.

We can be grateful indeed that such men were, in truth, fathers of Canada.

PAUL E. ROBERTS, President Abitibi Paper Company Ltd.



land apart". But the first French explorers called them Hurons, because they wore their hair in a high ridge resembling the head of a boar (in French "bure"), and the name stock.

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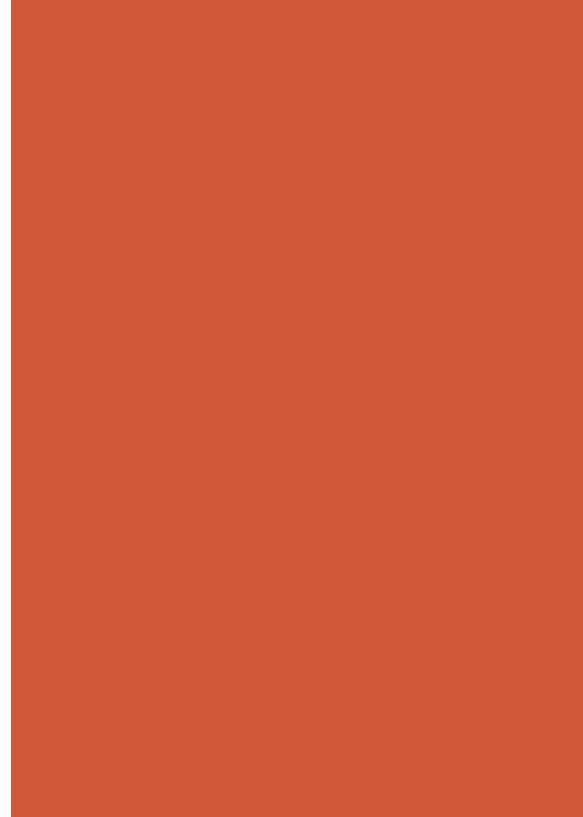
In selecting size or their fortified villages, the Hurons chose high land, unrounded as much as possible by water and ravines for protection. Some of the sixes were chosen for their natural beauty, for the Hurons felt a kinthip with the wild. Each village had its own coat of arms which travellers erected along the route when they wanted others to know of their passing.

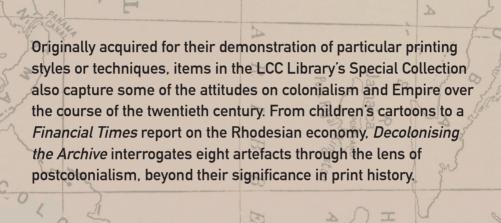


Honer Brezes and Annel

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