

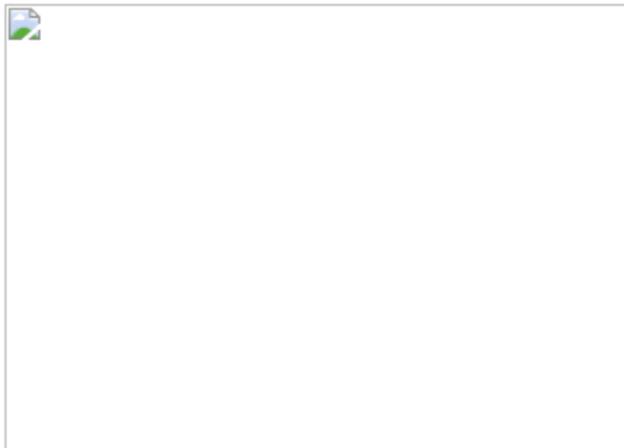
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Subject:

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The only truly surprising thing about those ads is that these businesses took so long to notice porn's influence on consumers in the first place. It's been happening for centuries now: In 1524, there was a book published called "I Modi" (The Ways) by Pietro Aretino and Giulio Romano. If you were to ask an art/literature expert about it, you might hear that "I Modi" was a series of beautiful illustrations depicting contemporary Italian life, accompanied by Aretino's masterfully composed sonnets. If you asked anybody else, they'd just show you this:



Hey guys, what's happeniHEYYOOOOO!

Now, you won't *really* hear anyone arguing that "I Modi" was anything but an awesome, old-timey combination of professional wrestling and hardcore pornography; but you also won't hear anyone arguing about how it played a huge role in the popularization of print and literature... *which it totally did*. Guttenberg and his Bible might have gotten the ball rolling, but for centuries Aretino was one of the most read authors in Europe (today considered the father of erotic literature,) and his works were being printed and passed around more often than the pastor's daughter at a church summer camp. It was the first and only book many people came into contact with, and this [pornography fostered widespread literacy all across ye olde Europe](#).

Read more: http://www.cracked.com/article_18888_5-ways-porn-created-modern-world.html#ixzz3FeOA7rXR

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