



the public and the news

the appearance of the newspaper and the public sphere

Concepts of Information
Feb 10, 2008





the end of the road?

It didn't take much vision to figure out that unlimited perfect copyability, with global reach and at zero marginal cost, was slowly transforming the printing press into a latter-day steam engine. And once that became obvious, we said so, over and over again, all the time. We said it in public, we said it in private. We said it when newspapers hired us as designers, we said it when we were brought in as consultants, we said it for free. We were some tiresome motherfuckers with all our talk about the end of news on paper. And you know what? The people who made their living from printing the news listened, and then decided not to believe us.

Clay Shirky, boingboing, Dec 2008
Cofl News - 2



back to the beginning

public and private

the press

news

establishing the news/papers

counterblasts

restrictions and freedom

stabilizing the form

endemic problems



public and private



keywords

oikos, polis, agora, lexis, praxis

res publica

publicité

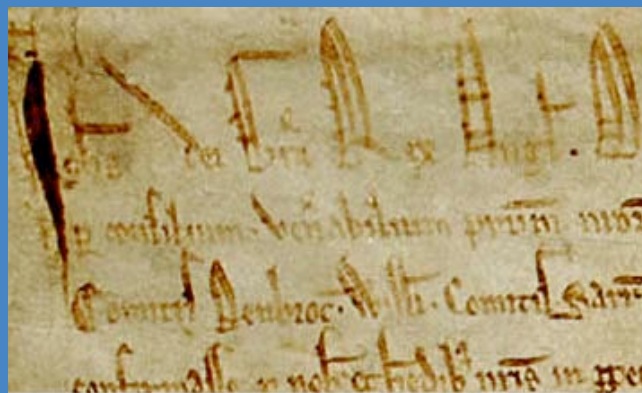
"a public sphere in the sense of a separate realm distinguished from the private sphere cannot be shown to have existed in the feudal society of the High Middle Ages."

public -- building, servant, school, opinion

private -- soldier



dividing the state



the king and the nobles

the king vs the nobles

"The independent provincial nobility based in the feudal rights attached to the land lost its power to represent; publicity of representation was concentrated in the prince's court."

—Habermas

the king and the court

knight

humanist

gentleman



revolutions

the king and parliament

"There is nothing [that] can more obstruct the long hoped for peace of this Nation, than the illegal proceedings of them that presume from servants to become masters and labour to bring in democracy."

– Charles I, 1649



the bill of rights 1689

the king and parliament

the bill of rights 1789

congress and the people

... the Lords Spirituall and ...
Temporal and Common assembled at Westminster
lawfully fully and freely representing all the Estates
of the People of this Realme did upon the thirteenth
day of February in the year of our Lord one
thousand six hundred eighty eight present unto
their Majesties then called and known by the
Names and Style of William and Mary Prince
and Princess of Orange being present in their
proper persons or their lawful Declaration in
Writing made by the said Lords and Commons
in the words following vizt Whereas the
late King James the second by the assistance
of diverse evil Counsellors Judges and Ministers
employed by him did endeavour to subvert and
extirpate the Protestant Religion and the Lawes
and Liberties of this Kingdom by assuming
and exercising a power of dispensing with



developments

Habermas:

"the german word *privat* ... 'not holding public office'.... The authorities were contrasted with the subjects excluded from them; the former served, so it was said, the public welfare, while the latter pursued their private interests ...

"On the one hand this capitalism stabilized the power structure of a society organized in estates, and on the other hand it unleashed the very elements within which this power structure would one day dissolve. We are speaking of the the elements of a new social order were taking place ... new commercial relationships: the *traffic in commodities and news* created by early capitalist long-distance trade."



developments

Habermas: "The great trade cities became at the same time centers for the traffic in news; the organization of this traffic on a *continuous* basis became imperative to the degree to which the exchange of commodities and of securities became continuous. Almost simultaneously with the origin of stock markets, postal services and the press institutionalized regular contacts and regular communications

"there existed a press in the strict sense only once the regular supply of news became public ... accessible to the general public ... [contributing to] a public sphere whose decisive mark was the published word"

"... the information that became public was constituted of residual elements of what was actually available."



schema of social realms

Private Realm

Civil society (realm of commodity exchange and social labor)

Conjugal family's internal space (bourgeois intellectuals)

Public sphere in the political realm

Public sphere in the world of letters (clubs, press)

(market of culture products)
"Town"

Sphere of Public Authority

State (realm of the "police")

Court (courtly-noble society)



Defining "the public"

public:

"The various senses pass into each other by many intermediate shades of meaning. The exact meaning often depends upon the noun qualified; in some expressions the precise sense is unambiguous, but in others more than one sense is vaguely present, and it is difficult to determine in what sense precisely the thing in question was originally called 'public'." OED entry for *public*, adj.

Cf adjectival uses: *public access, public discussion, public funds, public schools, public house, public scandal, public affairs, the public interest, public company, public enemy, public intellectual, public sector...*

Cf also: go public, go public with, in public,



Defining "the public"

public, n.

Am. Her: The community or the people as a whole. **2.** A group of people sharing a common interest: *the reading public.*

OED: The community or people as a whole; the members of the community collectively. (e.g., "open to the public")

A section of the community, or of the human race, having a particular interest or connection. (*the reading p.*)

With possessive adjective. The section of society which is interested in or supportive of the person referred to; esp. a writer's readership; a performer's audience.



Defining "the public"

Am. Her: The community or the people as a whole.

Occurrences in Yahoo news:

the American people		13,342
the American public		2241 (6:1)
the British people	452	
the British public		371 (1.5:1)
the Russian people (5y)		63
the Russian public		24 (3:1)
the Iraqi people		727
the Iraqi public		47 (15:1)

Goog Scholar hits for *the 19th/nineteenth-century public*: 1300; *the medieval public* 128



What interests do members of a "public" share?

Am. Her: A group of people sharing a common interest: *the reading public.*

Google hits for:

the reading public (352k); *the filmgoing/movie going public* (152k hits); *tv-/television watching p.* (755); *the blogging public* (1090 hits)

BUT *the stamp-collecting public* (25); *the fishing public* (2); *the bowling public* (1)

"At AFFTA, we represent the industry's interests to the fishing public, legislators, and the media."

"Most, if any of these programs provide little or no cross marketing or local brand recognition, so the bowling public has no idea where to go."



Where (if anywhere) is the "public sphere"?

The Spatialized Public Sphere

Habermas's *Öffentlichkeit* is one of those German words that can be both sociological (meaning the public as a group of persons) or philosophical (meaning making something public—the airing of an idea). When Chartier ran into it in translation, however, it had become spatial....as *Öffentlichkeit* hardened into "space" or "sphere," the metaphor lost its suppleness. It became reified and lost much of the meaning that Habermas had infused in it.

Robert Darnton on Roger Chartier's *Cultural Origins of the French Revolution*, NYRB 1991



Where (if anywhere) is the "public sphere"?

The Spatialized Public Sphere

Put simply, the public sphere refers to the areas of informal public life – from cafes, to Internet chat rooms, to the exchange of opinion in magazine and television talk programs – where citizens can go to explore social interests and conflicts...The public sphere is comprised of any and all locations, physical and virtual, where ideas and feelings relevant to politics are transmitted or exchanged openly.

—W. Lance Bennett and Robert Entman, *Mediated Politics: Communications in the Future of Democracy*, 2001



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Where (if anywhere) is the "public sphere"?

sphere, OED:

6. a. A province or domain in which one's activities or faculties find scope or exercise, or within which they are naturally confined; range or compass of action or study. *Each branch of government deals with matters falling within its sphere; in/out of his sphere, etc.*

7. a. The whole province, domain, or range of some quality, thing, etc. E.g., *the sphere of architecture, sphere of operations*



Where (if anywhere) is the "public sphere"?

Non-spatial spheres

If legitimacy is essential in the academic sphere, both ownership and authority are vital in the administrative arena.

Protocol IPv4 is keeping its post because of the commercial sphere, so it is up to academic sphere to fight for its expansion. ...

What is really needed is for the government to completely withdraw from the business sphere.



Where (if anywhere) is the "public sphere"?

Non-spatial spheres

Cf also nonspatial uses of *domain, province, area, field, world...*

Note stress difference:

If legitimacy is essential in the academic sphere, both ownership and authority are vital in the administrative arena.

We will discuss the challenges facing women in the business sphere.

What role are the media to play in the public sphere?



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Non-spatial spheres

Cf also nonspatial uses of *domain, province, area, field, world...*

Note stress difference:

If legitimacy is essential in the ¹academic ²sphere...

We will discuss the challenges facing women in the ¹business ²sphere.

What role is the media to play in the ²public ¹sphere?

Cf a ¹private ²capacity, in the ¹technical ²domain vs in the ²public ¹domain



"Public Opinion"

(OED) public opinion n. (originally, as a count noun) an opinion held by the majority of people; (later also, as a mass noun) views prevalent among the public; what **is generally thought** about something

1735 Visct. Bolingbroke *Diss. upon Parties* Let them stand, or fall in the publick Opinion, according to their Merit.... **1892** *Pall Mall Gaz.* When the court has pronounced its decision, then let it be freely commented upon; but until then parties must not attempt to influence public opinion **1900** 'M. Twain' *Man that corrupted Hadleyburg*: A Government cannot satisfy all these public opinions; it can only go through the motions of trying.



"Public Opinion"



"It is certainly right and prudent to consult the public opinion. ... If the public opinion did not happen to square with mine; if, after pointing out to them the danger, they did not see it in the same light with me, or if they conceived that another remedy was preferable to mine, I should consider it as my due to my king, due to my Country, due to my honour to retire ... but one thing is clear, that I ought to give the public the means of forming an opinion." Charles James Fox, 1792



parting of the ways

"the creation of collective consciousness or public opinion...theoretical issues at stake ... the sociology of communication ... rather than the more voguish theories of Jürgen Habermas"

Darnton, "Early Information Society"

Habermas

the model case of British development

"three events occurring in 1688 and 1689 marked the beginning of this development"

--Bank of England

--elimination of censorship

--cabinet government

Darnton

the *ancien régime*

salons

secret police



early signs



"residual elements"
—Habermas

Prince Harry Snubs Paris Hilton?

by Celebuzz on Feb. 8, 2009 08:47 AM



"royal sex life
provided prime
material for
gossip"

—Darnton

from ballad to gazetti

Cleo: Nay, 'tis most certain, Iras: saucy lictors
Will catch at us like strumpets, and scald rhymers

Ballad us out o'tune: the quick comedians

Extemporally will stage us, and present

Our Alexandrian revels; Antony

Shall be brought drunken forth, and I shall see

Some squeaking Cleopatra boy my greatness

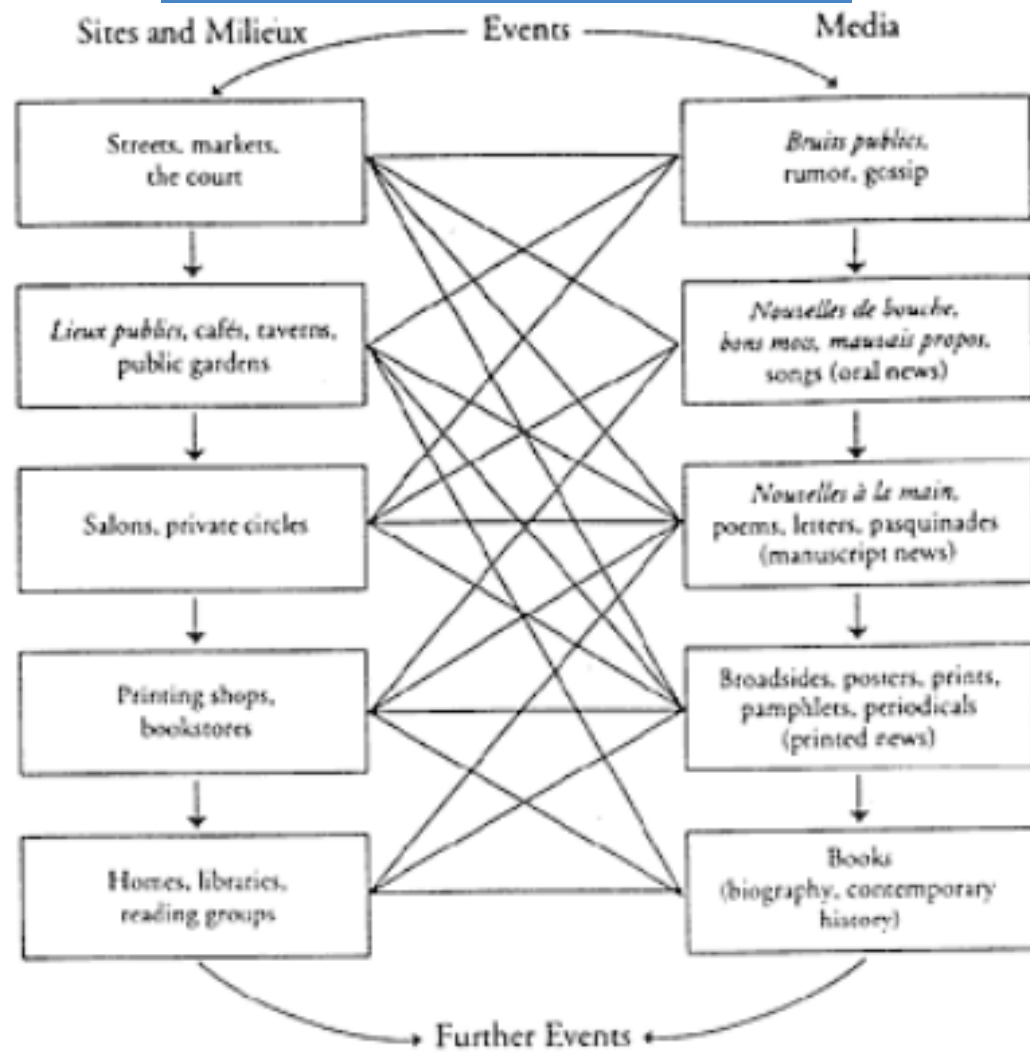
I' the posture of a whore

Sir Pol: O, I shall be the fable of all feasts

The freight of the Gazetti ...



establishing the news



truth
 fact
 news
 speculation
 comment
 opinion
 rumour [*craquer*]
 gossip
 hoax
 falsehood



establishing the news

"news is what we read in newspapers or see and hear on news broadcasts"
Darnton, "Early Information Society"

a phenomenological account?

news is ...

what journalists write

what makes money

what fills the channel

washingtonpost.com

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Jailed Man Is A Videographer And a Blogger but Is He a Journalist?

By Howard Kurtz
Washington Post Staff Writer
Thursday, March 8, 2007; C01

He is being cast by some journalists as a young champion of the First Amendment, jailed for taking a lone federal prosecutors.



establishing the news

a historical-material account?

form/mode/genre

seriality

periodicity

periodical, journal, daily, weekly, monthly,
annual...

title

news, gazette, courant, post

voice

intelligence(r), informer, observer, spectator,
guardian

source

Lloyd's News, Defoe's Review ...
Coff News - 27



an eternal human trait

a foraging account

"every society develops its own ways of hunting and gathering information."

"How did you find out what the news was in Paris around 1750?"

"Parisians ... powerful appetite for information ... famished for news"

"I have merely described what was news"

—Darnton
Cofl News - 28





a history of the paper

interdependence

news & journalism

"Almost simultaneously with the origin of origin of stock markets, postal services ..."



precedents

Venice, *gazetta*

Holland, *corantos*

France, *gazette*



false start

Edward VI, 1551

A proclamacion, set furth by the Kynges
 Maiestie, with the aduise of His Highnes moste
 honorable counsail, for the reformation of
 vagabondes, **tellers of newes**, sowers of
 sedicious rumours, players, and printers
 without license & diuers other disordred
 persons, the xxviii. day of April in the v.
 yere of His Highnes most prosperous reigne,
 [London?] : Richardus Grafton, tpyographus
 Regius excudebat, M. D. LI.





foreign reporting

Wonderfull newes of the death of Paule the. iii. last byshop of
Rome [and] of diuerse thynges , 1552

Newes come latle fro[m] Pera of two most mighti armies as wel of
foteme[n] as of horsme[n], tra[n]slated out of Italien, 1561

Newes from Vienna the 5. day of August. 1566. of the strong
towne and castell of Tula in Hungary, 1566

The trauayled pylgrime bringing newes from all partes of the worlde,
such like scarce harde of before. 1569



true discourse & matters of fact

The trueth of the most wicked and secret murthuring of Iohn Brewen,
goldsmith of London committed by his owne wife, through the
prouocation of one Iohn Parker whom she loued: ... 1592.

The brideling, sadling and ryding, of a rich churle in Hampshire, by the subtill
practise of one Iudeth Philips, a professed cunning woman, or fortune teller
VVith a true discourse of her vnwomanly vsing of a troye wife, ... 1595.

A true discourse of a cruell fact committed by a gentlewoman towardses her
husband, her father, her sister and two of her nephewes First printed in
French at Roan..., 1599.

Two horrible and inhumane murders done in L[in]colnshire, by two
husbands vpon their wiues the o[ne] strangled his wife ... the other hauing
killed his wife, made a great fire, and burnther ...1607



making the newsbook

Corante, or weekly newes from *Italy, Germany, Hungary, Poland, Bohemia, France* and the *Low Countreys*.

From Vienna the 2. of September. 1621.

From Vienna is written the 2. hereof, that 1000 of the Emperors soldiers hope and loose, were sent out of his army with 500. Waggones to the Voye to fetch in forrage, and having laden their waggones with hay, corne, and outes, were set upon by the Hungers: who though they enclosed themselves within their waggones, and stoutly defende them, yet in the end, the Hungers overcame and slew them, set fire on the waggones, tooke many prisoners and few escaped.

The garrison in Dusselburge are 5000. strong who beside the towne valiantly having sallied out upon Becklems army, and set upon those that lay enclosed in the suburbs, beat and slew 100. of them & wayled by some pieces of artillery being not able to carry them away, yet finding themselves too weak to keepe, having lost many of their company were glad to retire. The like attempt they made yesterday upon the towne of ... but with the losse of ma-

the charge of Bergers. It is also written for Prague the towne of Laboz in Bohemia (so long besieged by Balczar) having prevailed nothing, will leave it, the most of the countrey people being run away, having lost niemy of his small army in the last assault.

From Vienna the 3. of September. From Vienna is also written that the councill is raised by publicke proclamation, to wit, the bucklet valued at 5. florens, the gold crowne at 4. florens and ten crucizers, the gold dollar at 3. florens and 40 crucizers, the Philips dollar at 3. florens and 30. crucizers, the Rix dollar at 2. florens and 15. crucizers, and the golden Dollar at 2. florens and 50. crucizers.

From Weydhauin the 6. of September. From the towne of Ambergh in the upper Dalls 3. Weydhauin is little written, onely that Mans fields with 8. pieces of ordnance sent him, shot out of his sconce, batt spoiles and made 4. pieces of the Spaners artillery, which upon they have left of shooting, & in setting their watch without stroke of drum

1621-1641 John Butter & Nicholas Bourne (Thomas Gainsford, ed.)

30 Years War

Between 1621 and 1632 newsbooks appeared for the most part weekly in sequentially numbered series, printed in quartos of four to forty pages, and generally sold for 2d. each.

Corante, or weekly newes from Italy, Germany, Hungary, Poland, Bohemia, France, and the Low Countreys
N.B. 1621



November 18.

Numb. 17.

The Continuation of
our Newes, from the 4. to the 19.
of this instant:

Containing amongst other things, these particulars.

A great overthrow giuen to the King of
Persia by the Turkes.

A Letter written by the King of Sweden, being a
second manifestation of his proceeding, & the reasons
thereof, with severall passages concerning Germany, and of the
Administration of Hall, his preparation and success in,
and neere Magdenburg.

The valour and courage of the Protestants in
Bohemia, in resisting the tyranny of the Imperialists
ouer their conscience.

Some late passages of the King of Denmarke, and those
of Hamborough, and of his good success against the
Hamburgers, and others.



LONDON,
Printed for Nathaniell Butter, and Nicholas
Bourne. 1630.

serials

continuity of the
story and the teller

A

23

CONTINUATION

OF THE

DIVRNL OCCVRENCES

And proceedings of the Eng-
lish Army against the Rebels in

IRELAND,

From the first of April, to this
present. 1642.

Certified by severall Letters from Dub-
lin, Duncannon Fort, and Carrickfargus Aprill the 15.
and attested by Lieutenant Hamard, a Commander
there, and sent unto a worthy Gentleman in
Westminster.

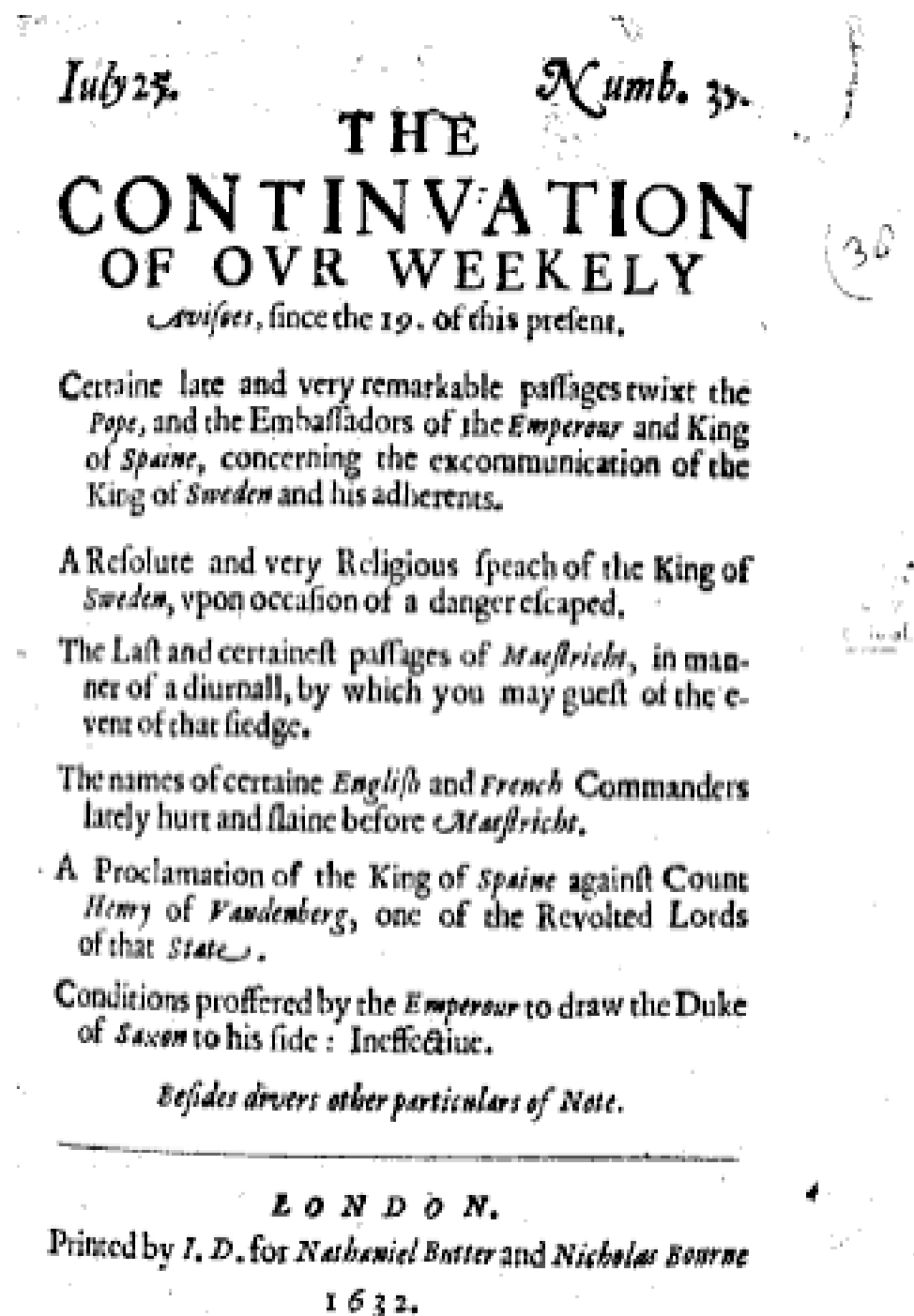
With some ioyfull newes from Ireland, printed
by order of the House of Commons:
Hen: Eljng. Cler. Parl. D. Cam.



London. Printed for J. T. 1642.



and periodicals





seriality and periodicity

Weekly Relations of Newes, 23 August 1622

If any Gentleman or other accustomed to buy the Weekly Relations of Newes, be desirious to continue the same, let them know that the Writer or Transcriber rather of this Newes hath published two former Newes, the one dated the second and the other the thirteenth of August, all of which doe carrie a like title, with the Armes of the King of Bohemia on the other side of the title page, and have dependance one upon another: which manner of writing and printing he doth propose to continue weekly by God's assistance, from the best and most certain intelligence.

Farewell; this twenty third of August 1622



counterblast

But to behold the Wals
Buttered with Weekely Newes Composed in Pauls ...
These shameful lies would make a man in spight
Of Nature, turne satirist, and write
Revenging lines against these shameless men,
Who thus torment both Paper, Presse and Pen
—A Scourge for Papers, or Papers Just Complaint



counterblasts



Ben Jonson 1572-1637

Volpone 1606

News from the New World 1620

The Staple of the News 1626



making news

Printer: I'll give any thing for a good copy now, be't true or False,
so it be Newes

....

Printer: See mens divers opinions! It is the Printing of 'hem makes
'hem news to a great many, who will indeed beleeeve nothing but
what's in Print. For those I doe keepe my Presses, and so many
Pens going to bring forth wholsome relations, which once in halfe
a score yeares (as the age growes forgetfull) I Print over againe
with a new date, and they are of excellent use

Jonson, *News from the New World* 1620



print over again
with a new date



print over again with a new date

The New York Times

September 15, 2008

United Airlines stock price on Sept. 8, 2008
One-minute intervals



United's Tough Morning

Investors wiped out \$1 billion of the market value of UAL, United Airlines's parent, after the erroneous news flash; the stock price nearly recovered when trading resumed.



Source: Bloomberg

September 7, 2008

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From the Chicago Tribune

UAL files for bankruptcy

Chicago airline will try to stanch losses that have reached \$22 million a day

By John Schmeltzer and Tom McCann | Tribune staff reporters

1 [2](#) [next](#)

After 76 years as a Chicago business icon, [United Airlines](#) on Monday began mapping plans for a fresh start.

United became the biggest airline to go bankrupt, revealing that it is losing as much as \$22 million a day--triple the losses it had earlier disclosed.

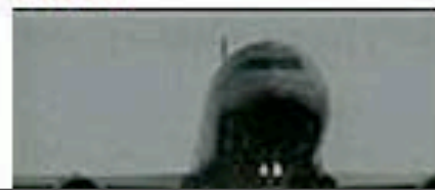
To survive, United must reinvent itself with the help of its unionized employees, company Chairman and CEO Glenn Tilton said. He emphasized that message in appearances outside U.S. Bankruptcy Court in the Loop and at [O'Hare International Airport](#).

Tilton also offered the first glimpse at his strategy for saving United. He said the carrier must cut operating costs by at least 20 percent to compete with other full-service airlines.

Related links

[United CEO Tilton on bankruptcy](#) 

Video



And he said he wants to consider creating a point-to-point "airline within an airline" at United that can compete with low-cost carriers [Southwest Airlines](#) and [JetBlue Airways](#). United competes against discount carriers in 70 percent of its markets.



gossip

Prologue: Come Gossip, be not asham'd. The
Play is the Staple of Newes, and you
are the Mistresse, and Lady of
Tattle, let's ha' your opinion of it:
Do you heare Gentleman? what are
you? Gentleman-vsher to the Play?
pray you helpe vs to some stooles
here.

Jonson, A Staple of the News, 1626




I will say no more, but let the Letters answer for themselves: onely by way of Caution let me intreat you, neither to expect an order from Priortie of date, nor any such exactnesse, as men are tyed to in a continued Story: For in plaine tearmes for any thing I see, they that are writ these Letters had them by snatches, and the whole business resembles a Bill of accounts, divided into severall Items, whose Summa totalis is the newes of the last July, and to the tenth of August 1623

B&B, More Newes from Europe, 1623

I think it not unfit to resolve a question which was lately made unto mee, viz. wherefore I Would publish any tidings which were only rumoured without any certainty: I will answer that I doe it to shew both my love and diligence to the unpartiall Reader. And that I rather will write true tidings only to be rumoured, when I am not fully sure of them, than to write false tidings to bee true, which will afterwards prove otherwise

B&B, Late Newes of a True Relation, 1624



A corranto-coiner is a state newsmonger; and his own genius is his intelligencer. His mint goes weekly, and he coins money by it. Howsoever, the more intelligent merchants do jeer him, the vulgar do admire him, holding his novels oracular; and these are usually sent for tokens or intermissive courtesies betwixt city and country. He holds most constantly one form or method of discourse. He retains some military words of art, which he shoots at random; no matter where they hit, they cannot wound any. He ever leaves some passages doubtful, as if they were some more intimate secrecies of state, closing his sentence abruptly with—hereafter you shall hear more. Which words, I conceive, he only useth as baits You shall many times find in his gazettas, pasquils, and corrantos miserable distractions: here a city taken by force long before it be besieged; there a country laid waste before ever the enemy entered. He many times tortures his readers with impertinencies, yet are these the tolerablest passages throughout all his discourse. He is the very landscape of our age. He is all air; his ear always open to all reports, which, how incredible soever, must pass for current and find vent, purposely to get him current money and delude the vulgar. Yet our best comfort is, his chimeras live not long; a week is the longest in the city, and after their arrival, little longer in the country, which past they melt like butter, or match a pipe, and so burn.

ONE
ARGUMENT
MORE
AGAINST
THE
CAVALIERS;

TAKEN FROM THEIR VIOLATION
OF CHURCHES.

Where towards the close are subtilly Disputed
These two Questions.

1 Whether the Separatist (as he is called) who makes his house (or as it is
said) his Barn a Church, is more scandalous or the Cavalier (who look-
ing another way in his discourse and Profession) hath yet as Oxford where
his Majesty resides, turned Churches (with Reverence be it spok n)
into Prisons, and Lakes, and in Devonshire as many places into Stables.

2 Whether Churches thus profaned, and fallen from
Grace, and Holinesse, are not by the Bishops
to be Reconsecrated.

London - May 12th 1643

Printed in the year when men think what they list and speake and
write what they think.



A Perfect
TIURNALL:
OR
WELCH POST.

With her great packet of Letter, for her to carry
into her Country of VVhales, touching her prettren
proceeding, and war in England.

From Saturday the 4. of Feb. to Saturday the 11.

freedom of the press

1641: end of licensing

"Printed in the year when men think what they
speak and write what they think.

One More Argument against the Cavaliers , 1641

titles:
Diurnall

Post

diurnal

the seriality of events vs
the periodicity of reporting

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-books to -paper

350 titles of news publications of all kinds
appearing in the period from 1641–1659 alone

–Dooley, *Politics of Information*

EEBO titles containing *newes* OR news

1473-1500: 0

1501-1550: 7

1551-1600: 65

1601-1650: 824

1651-1700: 586



Printed at London for Francis Coates.

Monday the 5. of September.

P.P. London.
N.



The Lord *Spencer*, and the Lord *Pauleland* came to the Houses, and presented them with a Message from his Majesty, in reply to the Houses last Message, the effect whereof was; That if the Parliament will appoint a certaine day to recall their Votes and Declarations against such Persons that are declared Traytors or otherwise for assisting his Majesty, he also will upon the same day recite all his Proclamations and Declarations, and take downe his Standerd, so that the Treaty may goe on, as was formerly propounded.

After the Reading of this Message in the House of Commons, and some Consultation concerning it, it was divided into severall branches and Voted by the Commons; the effect of which Votes were:

1. That his Majesty had declared the Parliament Traytors. by decla-

image & text

the front page



choice

"Any Londoner who wanted to read his newspaper in English had a dozen to choose from. On Monday he could select *A perfect Diurnall, Certaine Informations, or Aulicus* ... Tuesday he had *The Kingdomes Weekly Intelligencer*; Wednesday, *The Weekly Account* or the newly revived *A Continuation* ... and Thursday a choice between *Britanicus* and *Civicus*. Friday brought forth three papers ... On Saturday the reader either acquired *The True Informer* or went newspaperless.

On Sunday he rested."

Frank, *Beginnings of the English Newspaper*

Cofl News - 47



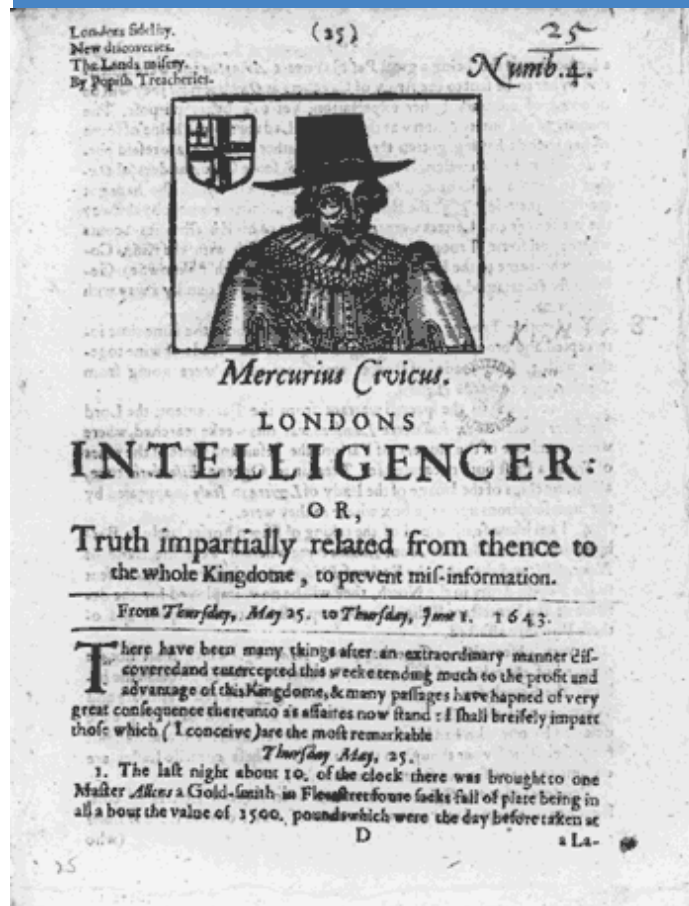
title wars

1679, collapse of licensing

Domestick Intelligence, English Intelligencer

True Domestic Intelligence [first issue, #16], *Currant Intelligence*

This Intelligence, having gained reputation as well by its truth as honesty, some persons have maliciously printed another with the very same title, which can be done with no other design than either to discredit ours by their falsities, or else in hopes to vend them under our Title; Therefore we think fit to give notice, that the Counterfeit *Currant Intelligence* is printed for Allen Banks in Fetter Lane; but the true one for John Smith in great Queen Street, which for the future, to prevent mistakes, shall be called *Smith's Currant Intelligence*, etc. [April 26, 1681]





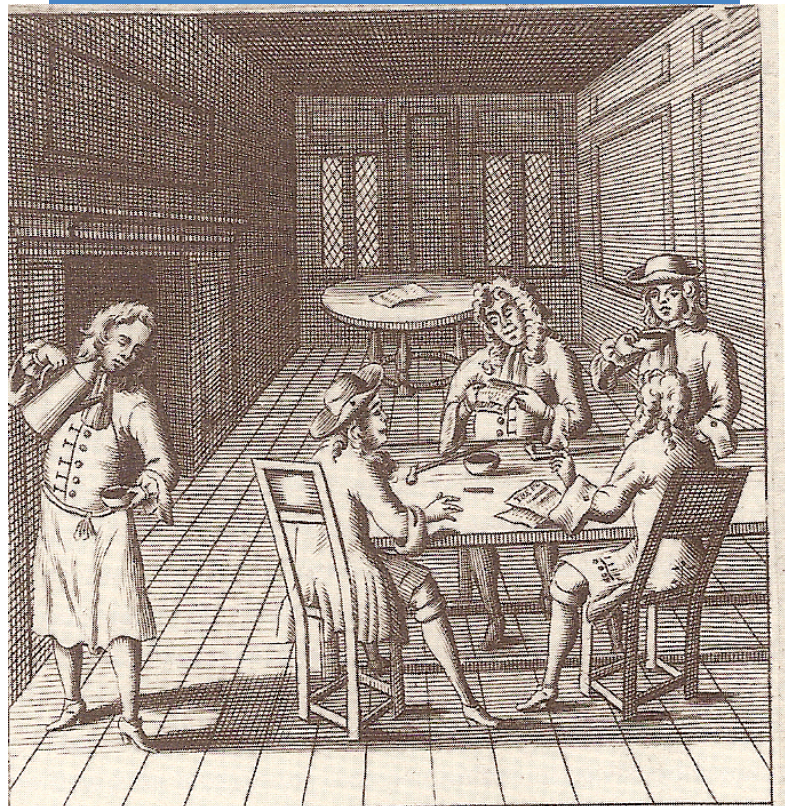
multi-media

Factor: Gentlemen, I am neither Printer, nor Chronologer, but one that otherwise take pleasure i'my Pen: A Factor of newes for all the Shieres of England; I doe write my thousand Letters a weeke ordinary, sometim twelve hundred, and maintaine the businesse at some charge, both to hold up my reputation with mine owne ministers in Towne, and my friends of correspondence in the Countrey; I have friends of all rancks, and of all Religions, for which I keepe an answering Catalogue of dispatch; wherein I have my Puritan newes, my Protestant newes, and my Pontificiall newes.

Jonson, *News from the New World* 1620



newsletters



*Will's Best Coffee Powder at
Manmarings Coffee House in
Falcon Court over against S^t
Dunstons Church in Fleet Street*

1688 Dyer's newsletter from coffee house to country

Dyer ... conducted his News-letter on a rather ingenious principle. The copies, instead of being written quite alike, were varied according to the tastes of the persons they were meant for. Previous to sending to a fresh Coffee House, he used to inquire what sort of people frequented it, and, on getting an answer, "would send such news as would fit them"

—Wright, *Life of Daniel Defoe*



convergence?

"not one public but two publics, corresponding to two habits of reading. The cheapness and despatch of the printer had brought into existence a fresh market for news, but there remained numbers of older readers who were used to the more personal tone of the written news-letters."

Morison

"The Trade of writing News, which has been my profession for several years, being now quite out of doors, I am forced against my own inclination to appear in Print, to recover, if I can, my former customers and preserve those few I have left, who, as they often told me, will rather read a printed paper than a written letter. And because there are already three papers published every Tuesday, Thursday and Saturday which have got some reputation, I have chosen to publish my paper on Monday, Wednesday and Friday. I shall take care, as I did in my Letters, to write Truth and give an impartial account of the most remarkable occurrences both at home and abroad."

—*London News-Letter*, 1696

"Dyer's newsletter still going strong three years after his death; in 1716, Adison claimed its readers were ignorant of printed news."

Morison, *English Newspaper*



form



1691, Athenian Mercury

1693, Ladies Mercury

1695, Flying Post



1696, Post Man

before the year 1715 a newly founded newspaper [excluding Dailies] ... would be printed in the format and style originated by Robert Baldwin for The Post Man of 1696.

Morison
Cofl News - 53



too well-informed?

Lackeys, stable lads, odd-job men, gardeners and porters sit together and chatter about the news in the public prints... So they often think themselves better than the town mayor because they think they know a lot more than he does about every matter of state

Steiler, The Pleasure and Utility of Newspapers, 1695



news & commentary

"[in 1709] there were six distinct publications to read .. on Monday, twelve on Tuesday, six on Wednesday, twelve on Thursday, six on Friday, and thirteen on Saturday."

Fox Bourne



1701, *New Observator* (Anne Baldwin)

1702, *Observator* (Tutchin)

1703, ***Daily Courant*** (Elizabeth Mallett)

1704, *Review* (Daniel Defoe)

the greatest part of the people do not read books, most of them cannot read at all. But they will gather together about one that can read, and listen to an *Obervator* or *Review* —Leslie, *The Rehearsal*

1705, *Post Boy* (Abel Boyer; circulation about 3,000)

1708, *British Apollo*

1709, *Tatler* (Richard Steele; circulation about 3,000)

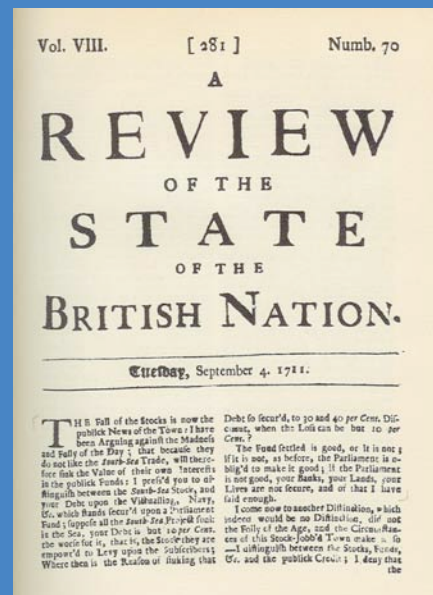
1710, *Examiner* (Henry St. John, Jonathan Swift)

1711, *Spectator* (Joseph Addison & Richard Steele)

1713, *Guardian*, *Mercator*, *British Merchant*



commentary



Reviewing

the government's proposal to tax the press (1711)

will leave upon record ... that it could not bear the energy and force of the truth bearing witness against it

... they dare not bring their logics to the test within their enemies

... afraid these poor people should have their eyes opened

... that their practices, whether in politics or morals, will not bear light, and that 'tis in their interest to prevent the secret histories ... being made public

... nothing but a design to suppress *truth*

A REVIEW OF THE STATE OF THE BRITISH NATION.

Tuesday, September 4. 1721.

T H E Bill of the Stocks is now the publick News of the Town: I have been Arguing against the Madmen...



enduring form

High life Friendly, vulgar and nice Taki

The founder of the Dorothy Parker society, Kevin Fitzgerald, recently wrote to the F. Scott Fitzgerald society...

Middle East politics aside, the Sun is the best read in town where culture is concerned. Gary Shapiro on literary matters, Jay Nordlinger on classical music...

I was on my way to the cocktail party, and was actually looking forward to meeting the type of people who join such societies...

journalists rarely leave their own towns, and when they do, they go as tourists. This from a panel discussion titled 'The Transatlantic Trap'.

Over on this side, there is still a search for cultivation and refinement, at least where some serious magazines are concerned. Take, for example, the stroke of genius of the Atlantic Monthly...

I have not read his book, which is coming out sometime next year, but press reports have it that he was delighted by what he discovered. His accounts apparently have no condescending references to the kitsch or to materialism...



THE NATION'S PULSE

by Kenneth R. Timmerman

Al Gore's Arab Moneyman

The story of a suspended ambassadorial nomination.

Clinton-Gore hubris knows no bounds. In the thick of the campaign finance hearings on Capitol Hill, the White House has nominated a controversial DNC fundraiser, Edward M. Gabriel...

As it turned out, the moment was ill-timed, and the candidate ill-starred. A scant ten days later, as we reported on The American Spectator's web site on September 18, the White House was forced to turn over Gabriel's file to the Justice Department...

A few hours before Lebanese financier Roger Tamraz was to testify before the Senate Governmental Affairs Committee...

KENNETH R. TIMMERMAN is the publisher of Iran Brief and a frequent contributor to The American Spectator.

quently appear at functions organized by Zogby's Arab American Institute.

Given these connections, one could easily suspect the pro-Israel lobby of seeking to sabotage Gabriel's nomination.

Two things are certain about this curious case: Ed Gabriel has powerful enemies, and he made them by hitching his wagon to two highly controversial Arab-American lobbyists in Washington...

Meanwhile, Alamoudi, who heads the American Muslim Council that was invited to the White House by Hillary Rodham Clinton during the Muslim Eid holidays...

According to FEC records, Gabriel, Zogby, and board members of such groups

A REVIEW OF THE STATE OF THE BRITISH NATION.

Tuesday, September 4. 1791.

THE Fall of the Stock is now the publick News of the Town: I have been Arguing against the Madmen who do not like the *South-Sea* Trade, with their force for the Value of their own Interest in the publick Funds: I persuaded you to sit tight between the *South-Sea* Stock, and the *Bank* (our's) upon a Provisional Fund; I suppose all the *South-Sea* Funds in the Sea, that is, in our Country, are empowered to Levy upon the Subscribers; Where then is the Reason of raising that

Debt to 600,000, to 70 and 80 per Cent. Discount, when the Loan can be but 10 per Cent.?
The Fund settled is good, or it is not; if it is not, as before, the Parliament is oblig'd to make it good; if the Parliament is not good, your Banks, your Loans, your Liens are not secure, and of that I have said enough.
I come now to another Distinction, which indeed would be no Distinction, did not the *Stock* of the Age, and the Circumstances of this *Stock*—*Jobb'd* Towns make a Difference, although between the *Stocks*, *Fields*, &c. and the publick *Credit*: I say that the

periodicity



dailies and weeklies

a daily magazine



a popular press

"The Figure Pamphlets make in the world at present is so very considerable, that there seems a kind of necessity laid now-adays on most People to make their Court to them, or at least, to have an eye upon them, upon some account or other."

Myles Davies, *Eikon Mikro-Biblion*.

Sive Icon Libellorum, or a Critical History of Pamphlets, 1715

"the great Glut of News-Papers, that are of late publish'd on Saturdays, is grown almost as a common Nuisance ..."

– *British Mercury*, 1715

"All Englishmen are great newsmongers. Workmen habitually begin the day by going to coffee-rooms in order to read the latest news. I have often seen shoeblacks and men of that class club together to purchase a farthing newspaper."

–César de Sassure, 1726



mass-circulation?

T H E

True-Born *Englishman*.

A

S A T Y R.

Defoe's *True-Born Englishman* (1700), a response to Tutchin, went through 9 authorised and 12 pirate editions. It was estimated that the pirate editions alone sold 80,000 copies.

[Population of UK, 1700, 8,565,000
Maddison, *World Economy*, 2003]

Statutum, Pactum, & Sacramentum, & Concordiam Judicium & Justitiam inter Anglos & Normannos, Francos & Britones, Wallias, & Cornubias, Piccos & Scotos, Albanias, similiter inter Francos & Insularum Provinciarum, & Patrias, quae pertinent ad Coronam nostram, & inter omnes nobis Subiectos, firmius & inviolabiliter observari.
Charta Regis Willelmi Conquistatoris de Pacis Publica, Cap. 1.

Printed in the Year M D C C.



a popular press

On Saturdays during 1746 at least 45,000 papers were sold Allowing for the moderate estimate of ten readers per page ... a de facto readership of not far short of half-a-million.

Harris, *London Newspapers in the Age of Walpole*, 1987

[the population of London was under 700,000]

In 1780, estimated that 25,000 papers were produced each day.

—Harris



misinformation

"We shall only add, That as we pretend not
to Infallibility: if by Mistake or
Misinformation any thing should escape us
that requires it, we shall think we owe it
to the Reputation we aim to preserve, and to
Ingenuity, to take notice of it as soon as
possible."

Daily Courant, 1729



an open press



John Dunton 1669-1732

*Athenian Gazette; or, Casuistical Mercury,
resolving all the most nice and curious questions
proposed by the ingenious of either sex*

1691-1696

a dialogue between readers and experts
"informing" and "correcting"

in league with the penny post

the "athenian society"
cp. Defoe's 'scandal club'

Steele's Bickerstaffe

Cofl News - 63



"Parochial queries in order to a geographical dictionary

... Information is desired of the Name of the Parish; XXV. Particular Information of all Places where there are any Caves; XXIX. Information is desired from those who have been most conversant in Fishing;; XXX. By what is proposed of Insects and Fish; the Reader will judge what sort of Information will be acceptable
XXXI ... interpreting some Queries to those of the Vulgar, whom they judge Men of Veracity, and capable of giving any the least Information towards it, that may be pertinent and instructive.."

Edward Lhuyd, 1697

an open press

[Put an advertisement in the *Courant*] by that Means, you'll have the Assistance of the most able Men in the Kingdom.

-Susanne Centilivre, *Love's Contrivance*, 1703

Some People have an Arrogance peculiar to themselves, and can venture things into the World upon the Reputation of a bold Expression, presuming, no man will venture Examination after the positive Assertion of their Pen. If these Gentlemen are so full of Assurance ... when other Men as well Read as themselves, are at their Elbows to Confute them, to Examine their Authorities and reprove them when the Act without Authority ... what work would such men as these make in the World ... if this Padlock of the Press was set on by the Laws, and they were to keep the key

-Defoe, *Regulation of the Press*



openness

"[regulation] makes the press a slave to
Party ... bringing the whole Trade of
Books ... under the Arbitrary Power of
Mercenary Men"

Defoe, On the Regulation of the Press, 1704



faction

"It must be granted that many of our Public Miseries and Dissensions may be ascribed to the abuse of the daily Vehicles of Intelligence, which are too often employed in the service of Faction ... But these inconveniences should not lead the Lovers of the Country to condemn the Liberty of the Press, but to guard against the perversion of this inestimable blessing"
'The Examiner', *Morning Post*, 1780



perversion vs regulation

"the political constraints on the news... information about the inner workings of the power system was not supposed to circulate under the Old Regime in France. Politics was the king's business"

Darnton



cabinet papers

London Gazette

Review

Examiner

Post-Boy

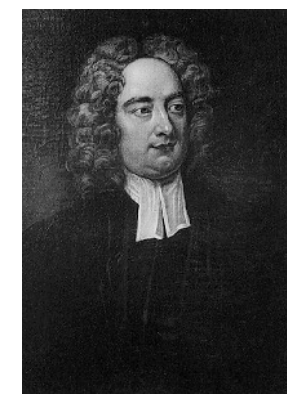
Mercator



in-house journalists

Defoe

Swift ...





Stripes part of America Supports You audit

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Newspaper's funds used for DOD's public relations program under review by IG

By [Jeff Schogol](#), Stars and Stripes
Midwest edition, Saturday, October 20, 2007

perversion vs regulation

View the July 2006 documents [here](#).

ARLINGTON, Va. — The Defense Department Inspector General's Office has widened its review of America Supports You to include Stars and Stripes, Defense officials said.



in-house journalists

Citations Issued in Education Case

By REUTERS
Published: October 19, 2007

WASHINGTON, Oct. 18 (Reuters) — The [Federal Communications Commission](#) issued a citation on Thursday against a conservative commentator for promoting the Bush administration's education plan without disclosing that he had been paid to do so.

The commentator, Armstrong Williams, whose firm was also cited, was not subject to any fines for a first violation of F.C.C. rules, because he and his company are not broadcasters.

But the agency said it had fined two broadcasting companies, including the Sinclair Broadcast Group, for putting on the air programs distributed by Mr. Williams and his company, the Graham Williams group, without properly disclosing who had sponsored them.

Mr. Williams could not immediately be reached for comment. He has denied any wrongdoing but has acknowledged that the Education Department's outside media firm paid \$240,000 to promote the [No Child Left Behind](#) policy on a television show on which he was the host.

Mr. Williams has said he was a strong backer of No Child Left Behind and was not influenced by outside parties.

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Hotel Rate Calendar

Get the best rates. Guaranteed.*

Clinton Finds Way to Play Along With Drudge

By JIM RUTENBERG

Published: October 22, 2007

WASHINGTON, Oct. 21 — As Senator [Barack Obama](#) prepared to give a major speech on Iraq one morning a few weeks ago, a flashing red-siren alert went up on the Drudge Report Web site. It read, "Queen of the Quarter: Hillary Crushes Obama in Surprise Fund-Raising Surge," and, "\$27 Million, Sources Tell Drudge Report."



Evan Agostini/Getty Images

Matt Drudge's site made a mark when another

Within minutes, the Drudge site had injected Senator [Hillary Rodham Clinton](#)'s fund-raising success into the day's political news on the Internet and cable television. It did not halt coverage of Mr. Obama's speech or his criticism of her vote to authorize the war in 2002, but along the front lines of the campaign — the hourly, intensely fought effort to capture the news cycle or deny ownership of it to the other side — it was a telling assault.

Mrs. Clinton's aides declined to discuss how the Drudge Report got access to her latest fund-raising figures nearly 20 minutes before the official announcement went to supporters. But it was a prime example of a development that has surprised much of the political world: Mrs. Clinton is learning to play nice with the Drudge Report and the powerful, elusive and conservative-leaning man behind it.

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Numd. 894

The London Gazette.

Published by Authority.

From Thursday June 11. to Monday June 15. 1674.

Danzick, June 9.

Our Letters from *Warsaw* of the 5 instant tell us, That some of the Deputies of *Lithuania* had left the Dyet, which is still assembled there, and were departed on their way home, leaving a Protestation behind them against the proceedings of the Dyet, the occasion of which is said to be, That they could not obtain some points to be inserted in the *Passa Conventa*, which they desired concerning the regulating the Kings Household. However that, the Dyet without having any regard to their Protestation, concluded the *Passa Conventa*; and that the King had sworn to them with the usual solemnity, in *St. Johns Church at Warsaw*. The Kings Coronation is appointed to be the 22 of the next month, except the publick conjuncture of affairs do hinder, in which case it will be deferred till after the Campaign; the King has not as yet disposed of several of the greatest employments in the Kingdom, vacant by his coming to the Crown. The Queen Dowager has a yearly Revenue of 200 000 Guilders assigned her, with liberty to reside in any place within the Polish Territories, except *Crauw*, or some other fortified places on the borders of *Silesia*.

Francfort, June 13. This day arrived here the Duke of *Bourbonville*, and to morrow his Troops, consisting in three thousand Horse and one thousand Foot will follow, and pass the *Main* here over our Bridge; The last night they had their Quarters at *Eichborne*, two Leagues distant from this place, and when passed the *Main*, will direct their march towards *Ladenbourg* on the *Necker*, in order to their joyning with the rest of the confederate Troops in the Palatinate.

Coblentz, June 14. Our Letters from *Strasbourg* inform us, That the confederate Troops under the Command of the old Duke of *Lorraine* and the Count *de Caprara*, not having been able to persuade the Magistrates of that place to permit them to pass the *Rhine* over their Bridge, were decamped, and marched along the *Rhine* on the other side of it towards the Palatinate, to joyn there, as well with the Troops of the Elector Palatine, as these the Duke of *Bourbonville* brings with him. That Monsieur *de Turenne* was the 10 instant still in his Quarters at *Heghselt*, four Leagues from *Strasbourg*, having held there a Rendezvous of his Troops, which amounted to 6000 Horse and 5000 Foot; that there were arrived in his Camp several Waggons laden with Ammunition, and six Field Pieces sent to him by the Governor of *Brissach*, and that thereupon he was preparing to march towards *Lorraine*. The Marquis of *Vaubran* will remain in the mean time with his Troops at *Hagenau*, which place he continues to fortify, as likewise *Saverne*. We hear that the French have restored the Count of *Najm Sarbruc* to his Liberty.

Cologne, June 15. Yesterday arrived at *Gulckraet*, six

Leagues from hence, 14 Troops of Horse, and 900 Dragoons, who were formerly in the service of our Elector, but the Treaty being concluded between the Emperor and his Electoral Highness, their Officers marched with them to *Mastricht*, with intention to enter into the French service, where the Soldiers mutinied, and having very evilly intreated their Officers, are marching this way to take service, as they give out, in the Imperial Army, which, as we are told, will decamp this day; and march towards the *Meuse*; the General *Senches* observes a most exact Discipline, having caused several Officers to be punished with death, for that they had kept back their Soldiers pay. Our Elector is sending three Regiments to the Imperial Army, one of Horse, Commanded by Colonel *Meltinger*, at present in the Diocess of *Hildesheim*, and two of Foot, whereof Monsieur *Eschs* and Monsieur *Viansour* are Colonels; the first is now in Garrison at *Keyserswaert*, and the other at *Rhyenberg*.

Aix la Chapelle, June 16. Yesterday morning early, the Imperial Army, which hath lain some time encamped near *Dueren*, broke up from thence, and came and lodged within three Leagues of this place, their farthest Quarters being distant from each other two Leagues and a half; this day the Artillery and Baggage follows; this day likewise the Munster Troops are to joyn with the Army, they lay last night within a League of it, and the Prince of *Baden* is sent by the General *Senches* to receive them. The Army will continue in its Quarters this day to refresh themselves, and to morrow they will march again: In the mean time we are taking for them here great quantities of Ammunition Bread.

Hage, June 18. We daily expect here Monsieur *Eberstein*, one of the late Ambassadors for the Crown of *Sweden* at *Cologne*, it is thought he comes to make some further overtures in order to a General Peace; The States-General have issued another Placet, by which they Command all their Officers and Subjects, on pain of death, to give passage, and to use kindly, such French as shall desert the service at *Graue*, and retire from thence into the Territories of this State. The Prince of *Orange* has given the Command of Colonel of his Guards, void by the preferment of the *Rhingrave*, to that of Lieutenant-General of the Infantry, to the Count *de Solmes*, and the Regiment the said Count Commanded before, is joyned now to the Regiment of Foot Guards, Monsieur *Rabenhamp* is gone to receive the Princes final Orders about the employing the Flying Army, which is to be brought together near *Nimwegen*. The Council of State is framing a Petition for a Million of Guilders more, to defray the extraordinary charges of this year. People seem somewhat dissatisfied that they hear not as yet of any action of the Confederate Armies.

Brussels, June 19. By Letters from the *Hague* of the 17 instant we are told, That a Treaty hath been concluded with the King of *Denmark*, by which his Majesty is obliged to send 6000 Men forthwith to joyn with the Prince of *Oranges* Army, or to be otherwise employed

public service

London Gazette 1666

June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State; but that a Paper of Advertisements will be forthwith Printed apart, and recommended to the Publick by another hand.



matters of state

London Gazette 1666

An Advertisement. The Commissioners Request may be put into the *Gazette*, That upon the Third day of *July* next, there will be sold at *Grocers-hall*, of Prize-goods, Wines, Brandies, Tobaccoes, and other Goods; and a considerable quantity of Spanish Salt; to be delivered at Dover.



beyond the state

London Gazette 1668

Mr Whites house at the Cock and Bottle,
Aldersgate-street, Egbertus Will, of the City
of Utrecht, having, by the blessing of God, and
his long experience therin, arrived to a great
knowledge in curing many defects of Body; doth
hereby give notice, that he is ready to
undertake the said Cures of deformed Bodies,
crooked Legs and Feet, wry Necks, and whatever
of this Nature hath been formerly practiced by
one Mr. Scot ;



wrong & inconceivable

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter".

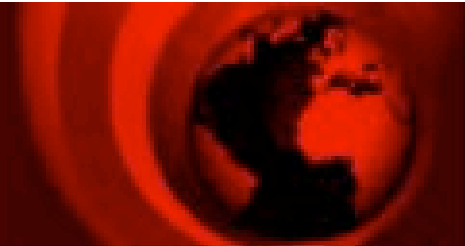
Herbert Hoover (Commerce Secretary), 1922

"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits".

Hugh Gaitskell



▶ WATCH One-Minute World News



Last Updated: Thursday, 18 October 2007, 11:33 GMT 12:33 UK

 E-mail this to a friend

 Printable version

BBC's global website to carry ads

Advertising will appear on the BBC News website for users outside the UK, the corporation's commercial arm says.

BBC Worldwide says advertising will generate new income for the BBC, which needs to plug a £2bn budget shortfall.

The BBC argues that overseas readers, who do not pay the licence fee, should contribute towards the costs.

However, critics say commercialisation will undermine the editorial integrity of the BBC and is a slippery slope towards privatisation.

BBC Worldwide says the advertising will be introduced on popular web pages but did not say when the first adverts will be carried.

Adverts currently appear on the BBC World television channel, which cannot be seen in the UK, and were recently introduced on the international website's video content.

'Natural development'

More than half the users of the news site are outside the UK.

"Introducing advertising on international traffic to news pages is a natural development in the growth of the BBC's commercial news services," says Richard Sambrook, director of BBC global news.



Overseas users will see adverts when they visit BBC websites



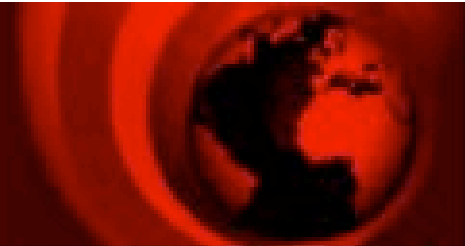
THE EDITORS' BLOG

“ We won't be offering any highly intrusive advertising ”

Richard Sambrook,
director, BBC global news



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support

"All the public papers now on foot depend on advertisements."
— Defoe, *Review*, 1705

L 300
ADVERTISEMENT

R. Stoughton, Apothecary, in Southwark, having some Time since, by order of a Merchant, sent 50 Dozen of his Cordial Elixir to Sweden, has lately receiv'd Advice, that Numbers of People finding it a great Preserver of Health, drink it every Morning: And further to assure it is so, hath a Certificate from thence, That (to the Person's best Knowledge and Observation) not one who took it hath had the Disease; and many are of Opinion it hath been of great Use in stopping the Progress of it. He hath also a Certificate from on Board a Ship at Jamaica, That after 6 or 7 of the Men died in 24 Hours of a Malignant Distemper, the Captain himself (fearing he should lose all his Men) gave the rest, who were seiz'd, plentifully of this Elixir (which for many Years he took with him) and by God's Blessing on it, sav'd every Man as yet. He is not only willing, but desirous this may be publish'd for the Good of others. Few now will go to Sea or travel without it. The Certificates themselves any Gentlemen may see if they please.

Several Boxes are just now sent again into Sweden, and I hear the Czar's Physicians have order'd it into the Army. If I wish some Merchants would send it into Davemark, it might do much good there, and large Profit to the Sender.

Just Publish'd (many Thousands of the former Editions having sold in a little time.)

Mr. Marten's Seventh Edition of his Book and Second Edition of his Appendix, concerning Secret Diseases, both compriz'd in One Volume, with Amendments, and many hundred Additions: It being the last he will ever write; and it is pre-sented, contains as much any can write on that Subject, for the Benefit of Patients; all the Diseases and Symptoms, Ways of Cure, both

both Sexes relating to that Infection, &c. are from Reason and long Experience explicated and detested; necessary for the Perusal of all that have, or ever had the least Injury that Way, and value the Health and Welfare of themselves and Posterity; that Distemper, if not totally eradicated, proving dangerous as well as obnoxious. The whole interspers'd with Prescriptions, Observations, Histories, Letters, and Proofs of many remarkable Cases and Cures. By John Marten, Surgeon. Sold at his House in Easton-Garden; as also by N. Crouch in the Poultrey, A. Hetherworth on London-Bridge, P. Varrere at Seneca's Head in the Strand, C. King in Westminster-Hall, M. Askins in St. Paul's Church-Yard, Bookellers, and D. Leach in the Little Old Bailey. Pr. Bound 7 s. 6d.

QUACKERY Unmask'd in 2 Parts, containing, 1. Reflections on the 7th Edition of Mr. Martin's Treatise of the Venereal Disease. 2. An Examination of the Charitable Surgeon, The Generous Surgeon, The Tomb of Venus; and a pretended new Method of curing this Disease. 3. A brief Enquiry into the Ancient and present State of the Practices of Physick and Surgery; a full Account of Quacks; then (in a concise Method) is shewn the Cause, Nature, Signs, and Dangerous Effects of this Disease, various ways of Recovering, Symptoms first Discovering, and only Method of preventing its Infection; together with the best, most cheap, safe, speedy, easie and private Methods of Cure. As also the Cause and Cure of Old Glands in Men, and Weaknesses in Women. The Second Edition Enlarg'd. Sold by D. Brown without Temple-Bar, at the Golden Bell.



the wall

Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to *Brooke* and *Hellier*. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health

—Steele, *Spectator*, Friday April 25, 1712



more news

Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulteratings, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to ahve our Portugal Trade restor'd again.

...

Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be red or White Prt .. you shall hear them cry — thus, A Quart of Brook and Hellier-Score.

—Defoe, *Review* 1711



more news

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ADVERTISEMENT S.

This Day is Publish'd,
THE true State of the Case between
the Government and the Creditors
of the Navy, &c. As it relates to the
South-Sea Trade; and the Injustice of the
Transactions on either Side Impartially en-
quir'd into. Pr. 2 d. Just Publish'd, an
Essay on the South-Sea Trade, by the Au-
thor of the Review. Pr. 6 d. High-Church
Aphorisms by those Twinn Brothers in Scan-
dal, the Examiner and modest Abel.
Pr. 6 d. Printed for J. Baker in Pa-
ter-Noster-Row.

THIS is to give Notice, That
Messieurs Brook and Hellier of Lon-
don, Merchants, who do now give such
general Satisfaction in Retailing their New
Natural Portugal Wines in the said City,
(being the best that have come from Portu-

gal for many Years past) have for the more
effectual supplying the other Parts of the
Kingdom, caus'd Ships to Sail directly from
Portugal to the following Places, where
they are Arriv'd with the like Natural
Wines, being the only New Wines that are
now there, or can Arrive this Season; which
Wines are to be sold by the following Per-
sons, in the respective Places, viz. By Mr.
Barth. Avent in Plymouth; Messieurs James
and John Arnold in Portsmouth; Messieurs
James Wakeman, and John Negus in Tar-
mouth; Mr. Joseph Taylor of Wysbich in Lynn
Regis; Mr. Crowle in Hull; Mr. Jos. Stone
in Gainsborough; Mr. William Proffor in
Newcastle upon Tyne: Note, the Price,
viz. The Viana Wines at 14 l per Hoghead
or at 5 s. 4 d. per Gallon, and the Oporto
Wines at 16 l. per Hoghead, or 6 s. per
Gallon.

Printed for and sold by John Baker at the Black-Boy
Pater-Noster-Row. 1711.



more news

Messieurs Brooke and Hellier
lane near Bread-street, having experienc'd
porto and Viana Wines do give such universall
encourag'd further to accommodate the Town
they resolve to retail the entire Cargoes of
Galies just arriv'd and landing, consisting
and white Oporto, and 20 Pipes of red and
ing the only Wines of these Sorts in Merch
ral Vaults and Taverns following, viz. in Fre
under the Crown-Tavern in Breadstreet, un
lisbury-Court in Fleetstreet, under Mr. Rym
May-pole in the Strand, and at the Horn-T
Westminster, and there is now open'd otl
Tavern-Yard against Billingsgate, in the
Buildings, and under St. James's Market-ho
18th Instant will be open'd the Green-Drage
Lane in Holborn. Note, The Prices of the
the Vaults, the new natural red and white O
18 d. per Quart and 17 l. per Hogshead, a
15 d. per Quart and 13 l. per Hogshead, an
Oporto and white Viana at 20 d. and red V
Note, The new white and red Anadea Wines are at 2 s. per Qu
and 20 l. per Hogshead, and to be had only in the aforesaid Vaults
York-Buildings, and under St. James's Market-House.

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the ads roll in

"Some regard is likewise to be paid to posterity. There are men of diligence and curiosity who treasure up the Papers of the Day merely because others neglect them, and in time they will be scarce. When these collections shall be read in another century, how will numberless contradictions be reconciled, and how shall Fame be possibly distributed among the Tailors and Bodice-makers of the present age.

"The trade of advertising is now so near perfection that it is not easy to propose any improvement.

"Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic
Samuel Johnson, *The Idler*, 1759



the presses roll on

"1754, the [Daily Advertiser] appeared in the format which was to be the standard for the English newspaper until *The Times* added a fifth column in 1808. Hence the *Daily Advertiser* may fairly be regarded as the first modern newspaper –Morison

- 1731: *Daily Advertiser*
- 1737: *London Daily Post*
- 1744: *General Advertiser*
- 1751: *London Advertiser*
- 1752: *Publick Advertiser (Junius)*
- 1756: *The Test*
London Chronicle
- 1758: *Universal Chronicle*
- 1762: *North Briton (Wilkes)*
- 1769: *Morning Chronicle*
- 1772: *Morning Post & Daily Advertiser*
- 1785: *Daily Universal Register*

