Concepts of Information

Feb 9, 2008
the public sphere

We started with a broad pronouncement on the relationship of democracy and publishing, and the legitimacy, even the central-ity, of such concerns. To focus specifically on this theme in a new technological context is to take seriously changing definitions of what belongs to the public square and in equal measure what rights inhere in the private person. For the goal of the word whether in hard copy or electronic form is to enhance the access of individ-uals to the world of the rich and famous and no less, the wicked and infamous, not to mention everyone caught in between these polarities. At some point, we are star-crossed between a defini-tion of the democratic as an information supply for the masses, and a rather different definition of the democratic as the right of the individual to remain silent, and to abstain from the rush to judgment. The enormous supply of information makes this a new issue indeed, or better, a new bundle of issues. It might be best to disaggregate them if we are to cope with a publishing environment that seeks to remain true to the highest ideals of the democratic society without risking a further erosion of variety and options that permit pluralism of goods and services. In short, democracy is a double-edged sword: a better informed public and a more secure publishing base.
"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."

structural transformation?
"I found it fascinating that the people who were editorializing against it were The New York Times Company and The Washington Post Company," Thomas said at Stetson, according to a report in The New York Times. "These are corporations."
overview

the end of news

news on paper

addressing a public

towards a newspaper

establishing the news

readership

transformation
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, boing boing, Dec 2008
NEW YORK AND OFFING LINE OF MAGNETIC TELEGRAPH.

TO THE PUBLIC.

The undersigned, SAMUEL Colt and WILLIAM ROBINSON, are the proprietors of the right to construct and use exclusively the Electro-Magnetic Telegraph, invented by Professor Samuel F. B. Morse, from New York City, to any point or points on the shores of Long Island and New Jersey.

We have already succeeded in crossing the bed of the East River at Hurlgate with our Telegraph wires in a leaden tube, and have completed and put into successful operation a line of Telegraph as far as the lower Bay, for Commercial purposes, and deeming it of great importance to our City, not only in a commercial, but in a humane point of view, that these lines be extended, as early a period as possible, along the entire coast of Long Island to prominent points, such as the Highlands of Neversink, Squam Beach, BarNEGAT and Cape May, on the New Jersey shore, at Rockaway shoals, Fire Island Inlet, and Montauk Point, on the shores of Long Island, and such other places, on both shores, where there are intakes or dangerous shoals, as may be found necessary, keeping at the several Stations suitable Life, Surf, and other Boats, for the purpose of rendering all the relief possible in distress, saving of life, property, &c.

By the aid of instantaneous communication over the Electric Telegraph to the City, not only the tales of shipping and shipwreck can be told and relief furnished sooner than by any other means, but when not thus employed, and with the aid of suitable News Boats, all vessels from foreign ports of last date can be boarded and news of interest and importance to the Commercial community can be sent to the city in all weathers, night and day, with the quickness of thought. With a Boating establishment properly arranged at the outer stations, an Atlantic Steamer can be boarded and all her news of importance sent over the line of Telegraph hours before it can be known in New York by any other means that she is even on our coast. A Packet Ship may often be reported days before her arrival in our harbor.

In consequence of the amount of Capital requisite to carry out the above purposes being greater than the underwritten proprietors of the Telegraph have at their disposal, they applied to the Legislature of this State and have obtained a charter for a Joint Stock Association, with $100,000 capital, to complete said lines of Telegraph, Boating Establishment, &c., and they feel warranted in asserting, that, independent of the great relief such an association may be to the distressed voyager, a judicious employment of commercial news furnished by this means, will be of inestimable value to the Commercial community. The amount of revenue per annum, which the Telegraph Association derive from the adhesion of subscribers, should not only pay all expenses and cost of constructing the several lines, but holding, as it does, the keys of trade of the greatest commercial city on the continent, must soon pay large dividends on the stock.

The cost of constructing the lines of Telegraph in a suitable manner will amount to about $150 per mile, and can be completed in all the points proposed to be reached, before cold weather, if commenced at an early day. The offices of revenue to the establishment, when in full operation, will be enormous: all vessels which arrive in the coast within the limits of these lines, it is proposed to board immediately, and report the news brought by them over the line of Telegraph to this city. It is the custom for owners and consignees of vessels to pay a small premium to the parties first reporting the arrival of their vessels off the harbor; the revenue from this source, estimating the amount of shipping which arrives annually at 800,000 tons, and allowing that only one-half a cent per ton is paid, would amount to $8,000.

The Newspaper Press of the city keenly affects; in all, five new boats for collecting commercial news in the lower Bay, at a cost of about $1,500 each—are making in all $7,500. This duty will all be done by the Telegraphic new boats quite as correctly, and sent over the line of Telegraph with greater dispatch than by any other means.

The income from subscribers to our news-room is at present at the rate of $10,000 per annum, and may be greatly increased when the lines are extended to more distant points. We may safely calculate upon having this amount increased to $20,000, as every person desiring early information from abroad must become a subscriber, and consult the Books of this room.

The claims against vessels in Insurance Offices for damages rendered vessels in distress—for early information given them of such facts—for saving property from wrecks, must every year be considerable, and may amount in years to vast sums of money; other sources of revenue, such as private communications, over the line from the various stations, may be added to the above estimates; but the great and principal source from which a profit will be derived, will be the Correspondence formed with Commercial Houses and the Newspaper Press in all parts of the Union, it being contemplated to dispatch all important information in every direction, where persons will subscribe and pay for it. It is evident that the system of Telegraphing news is destined to supersede, in a great degree, the publication of commercial newspapers in this and other Northern cities. Who in New Orleans, for instance, would subscribe to New York newspapers, and wait eight or ten days for the receipt of commercial news brought by an Atlantic steamer, when they can be in possession of it in as many as twelve or eighteen months it will be finished and in operation.

"news on paper"

Getting the news off paper

Samuel Colt 1846
end of an era?

Weak circulation

Newspaper penetration per 100 households

Tuesday, February 15, 2011
sorry figures

USA Today: 2,284,219
Wall Street Journal: 2,284,219
New York Times: 1,077,256
sorry figures

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<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
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</thead>
<tbody>
<tr>
<td>USA Today</td>
<td>2,284,219</td>
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</tr>
<tr>
<td>New York Times</td>
<td>1,077,256</td>
</tr>
<tr>
<td>News of the World</td>
<td>3,471,415</td>
</tr>
<tr>
<td>The Sun</td>
<td>3,006,565</td>
</tr>
<tr>
<td>Daily Mail</td>
<td>2,120,347</td>
</tr>
<tr>
<td>Daily Mirror</td>
<td>1,218,425</td>
</tr>
</tbody>
</table>
India readership

- Dainik Jagran: 54,254,000
- Dainik Bhaskar: 33,432,000
- Hindustan: 29,411,000
- Amar Ujala: 28,720,000
- Lokmat: 23,276,000
- Daily Thanthi: 20,305,000
- Dinakaran: 16,741,000
- Ananda Bazar Patrika: 15,318,000
- Eenadu: 14,726,000
- Rajasthan Patrika: 14,205,000

http://trak.in/tags/business/2010/05/06/top-15-newspapers-india/
Japan circulation

Yomiuri: 14,067,000
Asahi: 12,121,000
Mainichi: 5,587,000
Nihon Keizai: 4,635,000
Chuchin Shimbun: 4,512,000
Tokyo Sports: 2,330,000

pop: 126,804,000
meanwhile, on the net

the new public sphere

That’s AOL folks…

Internet leader and entertainment firm to join forces; new company worth $350B

By Staff Writer Tom Johnson

AOL Agrees To Acquire The Huffington Post
Web Words That Lure the Readers

By CLAIRE CAIN MILLER
Published: February 10, 2011

The Huffington Post has hired veteran journalists to beef up its news coverage. But a significant chunk of its readers come instead for articles like one published this week Davy & Prince Harry: So Happy Together?

Every day Demand Media makes it possible for people to create and publish valuable content, for millions of Internet users to engage around passionate communities, and for thousands of websites to grow with social media features their audiences want.
Today's eager Americans have traded in the placid past for a livelier, streamlined present. They live their history while it's news.

"What Will Roosevelt Do in the Next Four Years?"..."Will the Veterans Demand More Millions?"..."Is Carole Lombard in Love at Last?"..."If King Edward Marries an American."

These are not the traditional magazine articles. They deal with history in the making; the ever-exciting today, and the events of tomorrow which cast their shadows before them. The big things, and the little, human things—above all the human things.

The difference is in viewpoint: What is, what will be—versus what used to be, what might have been.

This is exactly the difference which sets Liberty's millions apart in America's volume market. Everyone knows that the whole machinery of living has been amplified and speeded up. But people respond differently to changing times. Some resist change; others welcome it—eagerly.

These eager millions don't sigh, "There were the good old days!" Their motto is, "What'll we do now?" Where to go, what to see, what to do, what to buy...

This eagerness in living runs through all the classes. Like love and whooping cough, it is no respector of social levels or poor books. Those that have it are the naturally responsive ones, the first to react, the liveliest ones.

It is these eager new Americans who have made Liberty. To 2½ millions of them the weekly magazine. It was born with the New York Times and its interests are their interests and its pace their pace. It talks their language so successfully that it holds the largest spot-cash following among all magazines.

Automatically, you find in Liberty a week the largest available concentration of the eager new Americans; More in its prospects.
overview

the end of news

news on paper

addressing a public
towards a newspaper
establishing the news
readership
transformation
getting the news on paper

concepts of news

from adjective to substantive
new account to news

from personal to impersonal
"these news" to "the news"

from spoken or written to printed
"the news" to "the newspaper"

institutionalized
"BBC can report ...

"technologized"

medium or content?: "what's on the news?"
new to news

Brant, *Nevve fassions and disguised garments*, 1509

[new editions, new additions, new plays, ..
also new laws, rules, treaties, recipes]

Heavy newes of an horryble earthquake, 1542

OED: 1532

"newes occurraunt in theis partes sence my lait lettres"
... some news of you ...

...what newes they hath brought of her...

... of newes hastily he doeth enquire ...

La Sale, *15 Joyes of maryage*,

<Wynkyn de Worde> 1509
good news

religious

News out of heaven, 1541

[? first book with news in title?]

the need for novelty?

"Salvation in Christ is no newes, but a thyng prophecyed"

Epistle of Peter, Bible [Coverdale] 1535
political character

"... news of the takyng of the kynge ..."

"... news of the countrey ..."

"... news out of straunge places ..."

"... upon these news the king ..."

Froissart, *Chronicles*, 1525
news as cause?

"news ... at which

"Upon the news hereof, the Emperor desisted ... 

"Upon the news whereof, the king sends ...

"Upon news of ... Queen Elizabeth forsaketh the Tower

"This news being brought ... caused king Henry to...

"Certain news came...Whereupon, the Queens Army was dismissed...

"News was brought him...with which he was so moved, that he swore...

Richard Baker, Chronicle, 1643
political character

with fals antecedents ...

Tellers of fals newes and fals messagys

Statues ... 1527

it is commaunded that from hensforth none be so hardy to tell or publyshe any false news or [tales?] whereby discord or sklaunder may [ ] betwen the kyng and his people ....

Statutes of Edward III, [1327] in
Boke of Magna Carta with divers other statutes, 1534
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.
overview

the end of news

news on paper

addressing a public

towards a newspaper

establishing the news

readership

transformation
"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 ..."
developing a public

the king and the nobles
the king vs the nobles

Magna Carta 1215

the king vs 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
revolutions

the bill of rights 1689
the king and parliament

the bill of rights 1789
congress and the people
"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"
coffee house society
"Civility: of conversing in quiet one with another, without being ingag'd in the passions, and madness of that dismal Age. And from the Institution of [the Royal Society, it had been enough, if no other advantage had come, but this: That by this means there was a race of yong Men provided, against the next Age, whose minds receiving from them, their first Impressions of sober and generous knowledge, were invincibly arm'd against all the inchantments of Enthusiasm."

--Sprat, History of the Royal Society, 1667
overview

the end of news
news on paper
addressing a public
towards a newspaper
establishing the news
readership
transformation
Antecedents

China  *tipao* [Han Dynasty, 202 BCE]

Rome  *Acta Diurna*
A Copy of a letter Contayning certayne news & the ... Deuonshure & Cornish Rebelles, 1549

News From Rome concerning the blasphemous sacrifice, 1550

The strange and marueilous newes lately come from the great kingdom of Chyna, 1577
Newes out of Germanie ... a cruell murderer, who had kylld in his life tyme, nine hundred, threescore and odde persons among which six of them were his owne children begotten on a young woman which he forceablie kept in a caue seuen yeeres, with the manner how he was taken, and the aboundaunce of wealth that was found in the said caue: executed at Berkessell on the 14, 1584

Straunge newes out of Calabria prognosticated in the yere 1586,1587

A confutation of the ... prognosticated... from the country of Calabria, to happen in ... 1587 1587
modern news

Europe, 16-17c

Venice: Notizie Scritte [bought for a "gazetto"] 1556

Netherlands: Nieuwe Tydinghe, 1605
(weekly from 1617 and thrice weekly from 1621)

Frankfurt: Frankfurter Postzeitung, 1615

England: Coranto or Weekly Newes, 1622

France: Gazette de France 1631

Turin: Successi del mondo, 1645
[prior to that, untitled news sheets]

Leipzig: Einkommendeg Zeitung, daily 1650

Spain, Gaceta Nueva, monthly, daily 1661
(earlier, incidental 16c relaciones, much produced for Americas)

British America: Publick Occurrences, 1690

Russia: Vedomosti, 35 x per year, 1702
350 titles of news publications of all kinds appearing in the period from 1641-1659 alone

--Dooley, Politics of Information
Corante, or weekly news from Italy, Germany, Hungary, Poland, Bohemia, France, and the Low Countreys
N.B. 1621

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

30 Years War

Between 1621 and 1632 news books appeared for the most part weekly in sequentially numbered series, printed in quartos of four to forty pages, and generally sold for 2d. each.
"We had no such thing as printed newspapers, in those days, to spread rumours and reports of things; and to improve them by the invention of men, as I have lived to see practised since. But such things as those were gathered from letters of merchants, and others, who corresponded abroad, and from them was handed about by word of mouth only; so that things did not spread instantly over the whole nation as they do now. But it seems that the Government had a true account of it, and several councils were held, about ways to prevent its coming over; but all was kept very private."

--Daniel Defoe, *Journal of the Plague Years*
"On the Third of January last past, The Loyall Protestant- News-Paper had this following Passage in it ...

-- Roger L'Estrange, The Shamer Shamed, 1681
overview

the end of news

news on paper

addressing a public

towards a newspaper

establishing the news

readership

transformation
distinguishing "news"

truth

fact

news

speculation

comment

opinion

rumour

gossip

hoax
establishing "the news"

seriality

periodicity

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

currency

courant, post

voice, independence

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

source

Lloyd's News, Defoe's Review ...

completeness
The Continuation of our Newes, from the 4. to the 13. 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 several passages concerning Germany, and of the Administrators of Hall, his preparation and successe in, and more Magdenburg.

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

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

Continuity of the story and the teller

A CONTINUATION
OF THE
DVRNAL OCCURRENCES
And proceedings of the English Army against the Rebels in
IRELAND,
From the first of April, to this present. 1642.

Certified by severall Letters from Dub-

lin, Duncaman Fort, and Carickfargus April the 15.

and attested by Lieutenant Hammil, a Commander there, and sent unto a worthy Gentleman in Westminster.

With some joyfull newes from Ireland, printed
by order of the House of Commons:


"irregularly published reports ... were not comparable to the routine production of news" -- Habermas

and periodicals

"there existed a press in the strict sense only once the regular supply of news became public"
The Westerner Informer.

Containing the latest Newes from, and successful proceedings of his Excellency, Sir THOMAS FAIRFAX his ARMIE.

And in particular (besides many other things) that Prince CHARLES, with many other Gentlemen, tooke shipping for France at Falmouth, March 1.

From a faithful hand.

Published according to Order, and Printed for Thomas Underhill.

March 7th, 1645.

Tuesday, February 15, 2011
leaking authenticity?

I will say no more, but let the Letters answere for themselves: onely by way of Caution let me intreat you, neither to expect an order from Prioitie 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 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 shall from time to time report and consider all matters of what kind soever that shall occur to me, and publish such my advices and reflections every Tuesday, Thursday, and Saturday in the week, for the convenience of the post. I resolve to have something which may be of entertainment to the fair sex, in honour of whom, I have invented the title of this paper.
... I should not have assumed the title of Guardian, had I not maturely considered, that the qualities necessary for doing the duties of that character, proceed from the integrity of the mind more than the excellence of the understanding. .... to be faithful, to be honest, to be just, is what you will demand in the choice of your Guardian ... the main purpose of the work shall be, to protect the modest, the industrious; to celebrate the wise, the valiant; to encourage the good, the pious; to confront the impudent, the idle; to contemn the vain, the cowardly; and to disappoint the wicked and profane. .... I shall publish in respective papers whatever I think may conduce to the advancement of the conversation of gentlemen, the improvement of ladies, the wealth of traders, and the encouragement of artificers
Weekly Review
of the Affairs of FRANCE
Published from the Residents and Particulars of Non-Resident and Proprietors, of all States.

Source

Tuesday, February 15, 2011
seeking an audience

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

Cofl -- News 52
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
sanctioned news

1665: Oxford (then) London Gazette

This day the first of the Oxford Gazettes come out, which is very pretty, full of news, and no folly in it, wrote by Williamson.

Samuel Pepys, Sept 4, 1663

in vogue

The Parliament being grown to that height of contempt, as to be gazetted among runaway servants, lost dogs, strayed horses, and highway robbers.

Andrew Marvell, Growth of Popery 1678
news & commentary

1701, *New Observer* (Anne Baldwin)
1702, *Observer* (Tutchin)
1703, *Daily Courant* (Elizabeth Mallett)
1704, *Review* (Daniel Defoe)
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*
overview

the end of news

news on paper

addressing a public
towards a newspaper

establishing the news

readership

transformation
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 *Observer* or *Review*.

--Leslie, *The Rehearsal*
seventeenth century competition

"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, 1961
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]
eighteenth century

"[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, *English Newspapers*, 1887
"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."

[the population of London was under 700,000]

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

Harris, London Newspapers in the Age of Walpole, 1987
democratic press

"workmen habitually begin the day by going to coffee-rooms in order to read the latest news"

--Saussure, 1726
too democratic?

"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
overview

the end of news

news on paper

addressing a public
towards a newspaper

establishing the news
readership

transformation
from ballads to gazetti

"residual elements"
--Habermas

"royal sex life
provided prime
material for
gossip"
--Darnton

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 ...
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 beleevve nothing but what's in Print. For those I doe keepe my Presses, and so many Pens going to bring forth wholesome 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
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.

Braithwaite, Whimzies, Or a New Cast of Characters, 1631
a news-writer is a man without virtue, who writes lies at home for his own profit. To these compositions is required neither genius nor knowledge, neither industry nor sprightliness, but contempt of shame and indifference to truth are absolutely necessary... [he] may confidently tell to-day what he intends to contradict to-morrow; he may affirm fearlessly what he knows that he shall be obliged to recant, and may write letters ... to himself. ... never fails .. to tell how the enemies murdered children and ravished virgins; and .. scalps half the inhabitants of a province.

Samuel Johnson, Idler, 1758
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 notify 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.
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 therein, 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;
"All the public papers now on foot depend on advertisements."

-- Defoe, Review, 1705
the presses roll on

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

"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
the news master

cabinet papers
  London Gazette
  Review
  Examiner
  Post-Boy
  Mercator

in-house journalists
  Defoe
  Swift ...
the news masters?