

# public, public sphere, public opinion

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**and news, newspapers,  
and "newspaper information"**

concepts of information, Feb 9 & 14.

# the long view

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- 1. the public sphere, news, newspaper: 17c**
- 2. transformation: 18c - to internet**  
news and information
- 3. exercise:**  
public opinion & information
- 4. information and the state**
- 5. information and organization**  
information technology
- 6. objectivity and the press - 19c**

# shorter view

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## **TODAY**

**opinion and news**

**Habermas & Calhoun**

**the 'news'**

## **TUESDAY**

**transformation,  
information, informed public in 18c**

# malleable assignment

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## **THURSDAY**

- In the course of the year, we will hear claims that "The American people/ Republican Party/Democratic Party/People of the great state of ... has or have spoken ...", or that "Public opinion is clear that ...", etc. Pick a particularly interesting or egregious recent claim of this sort and analyze the evidence (or lack of) for the claim, the likely function of the claim, and the applicability of Habermas's argument and/or conceptions of information that we have been discussing to what is going on with such claims. Consider, in particular, Poster's argument, and ask what differences the Internet has introduced to the newspaper-based world that Habermas describes. If we can assume that an idea of a public sphere was important to how we conceived of our polity, is such an idea still tenable?

# a parallel case?

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"The challenge of a historically located social category ... not an ideal type." xvii

"the object that public-opinion research was to study dissolved into something elusive; nevertheless sociology has refused to abandon altogether these categories; it continues to study public opinion." 1

"this history of words preserved traces of this momentous shift" 26

"auctoritas, non veritas facit legem"

## from auctoritas ...

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"For the Actions of Men proceed from the Opinions, and in the well-governing of Opinions, consisteth the well-governing of Men's Actions in order to their Peace and Concord"

Hobbes, *Leviathan*, 1651

# auctoritas or voluntas?

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"NOTHING appears more surprizing to those, who consider human affairs with a philosophical eye, than the easiness with which the many are governed by the few; and the implicit submission, with which men resign their own sentiments and passions to those of their rulers. When we enquire by what means this wonder is effected, we shall find, that, as FORCE is always on the side of the governed, the governors have nothing to support them but opinion. It is therefore, on opinion only that government is founded; and this maxim extends to the most despotic and most military governments, as well as to the most free and most popular."

--Hume, "Of the First Principles of Government," 1741

# national wisdom

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"National conduct ought to be the result of national wisdom, a plan formed by mature consideration and diligent selection out of all the schemes which may be offered and all the information which can be procured."

--Samuel Johnson, *Idler* 8, 1751



# what public?

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" [Mr Courtney] said, that in every government of a mixed or popular form, the middle rank of people were those whose voice ought to be more especially attended to. They were the true echo of the nation. This was an observation that indeed carried an appearance of truth and plausibility, but experience proved it to be totally fallacious. **The sense of the people**, or great body of the nation, was, in HIS [ie CJF's] opinion, the true criterion by which **Public Opinion** could be fairly determined."

--Charles James Fox, House of Commons, 1781

# news and opinions

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"The basis of our governments being the **opinion of the people**, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without **newspapers** or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

--Thomas Jefferson to Edward Carrington, 1787. ME 6:57

# transformation

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"The man who never looks into **a newspaper is better informed** than he who reads them, inasmuch as he who knows nothing is nearer to truth than he whose mind is filled with falsehoods and errors. He who reads nothing will still learn the great facts, and the details are all false."

--Thomas Jefferson to John Norvell, 1807. ME 11:225

# where's the content?

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"the classical bourgeois public sphere of the seventeenth and eighteenth centuries was constituted around rational critical argument"

--Calhoun, "Habermas and ..."

"Before anything can be reasoned upon to conclusion, certain facts, principles, or data to reason from must be established, admitted, or denied."

-Paine, *Rights of Man*, 1794

# auctoritas, veritas, ratio

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"Information is an advantage to us; and we have a right to demand it. He that is bound to act in the dark cannot be said to act freely. ... Reason clearly and manfully delivered, has in itself a mighty force: but reason in the mouth of legal authority, is, I may fairly say, irresistible."

--Burke *Two Letters .. on the Proposals for Peace*, 1797

## to Habermas

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"[P]ostal services and the press institutionalized regular contacts and regular communication. [Earlier, merchant networks of news had no] stake in information that was public... there existed a press in the strict sense only once the regular supply of news became public ... at the end of the seventeenth century. Until then the traditional domain of communication in which publicity of representation held sway was not fundamentally threatened by the **new domain of the public sphere whose decisive mark was the published word.**"

# politics and the marketplace

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"[T]he traffic in news developed not only in connection with the needs of commerce; the news itself became a commodity.

Commercial news reporting was therefore subject to the laws of the same market to whose rise it owed its existence ... it was therefore natural to increase the profits by selling to more people."

# politics and the marketplace

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**a continuing story?**





## 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, at as early a period as possible, along the entire coast of Long Island to Montauk Point, and along the New Jersey Coast, to the Capes of Delaware, making Stations and Observatories at prominent points, such as the Highlands of Neversink, Squam Beach, Barnegat and Cape May, on the New Jersey shores, 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 inlets 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 to vessels 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 suffering 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 later dates 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 undesignated 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, at an early day, 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 \$150 per mile, and can be completed to all the points proposed to be reached, before cold weather, if commenced at an early day. The sources of revenue to the establishment, when in full operation, will be numerous: all vessels which arrive on 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 600,000 tons, and allowing that only one-half a cent per ton is paid, would amount to \$3,000.

The Newspaper Press of this city keep afloat, in all, five news-boats for collecting commercial news in the Lower Bay, at a cost of about \$1,500 each—making in all \$7,500. This duty will all be done by the Telegraphic news-boats quite as correctly, and sent over the lines of Telegraph with greater despatch 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 income from owners of Vessels and Insurance Offices for assistance 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 at times to very large 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 minutes by our Telegraphic Correspondence. We beg leave to state, in this connection, that contracts have already been made for constructing a continuous line to New Orleans, and in twelve or eighteen months it will be finished and in operation.

The Offing Telegraph Association, having exclusively all the Foreign news brought to this port either by ship or steamer, can instantly dispatch the same over the other Telegraphs to every city in the Union where the lines extend-

# "news on paper"

## or news off paper

## Colt & Morse, 1846



# news off paper?

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# back to the beginning

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"Stéphane Van Damme has identified at least 12,112 articles concerning the public sphere in the Eighteenth Century alone."

--Jacob Stoll, *The Information Master*, 2010

# not always the same ps

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"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 Chartier's *Cultural Origins of the French Revolution*, 1991

footer 20

# shorter view

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## **TODAY**

opinion and news

**Habermas & Calhoun**

the 'news'

## **TUESDAY**

transformation,  
information, informed public in 18c

# getting the news on paper

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## **conceptions of new(s)**

from adjective to substantive

new account **to** news

from particularistic to general

"these news" **to** "the news" (cp "these informations")

from spoken or written to printed

"the news" **to** "the newspaper"

**institutionalized**

"BBC can report ..."

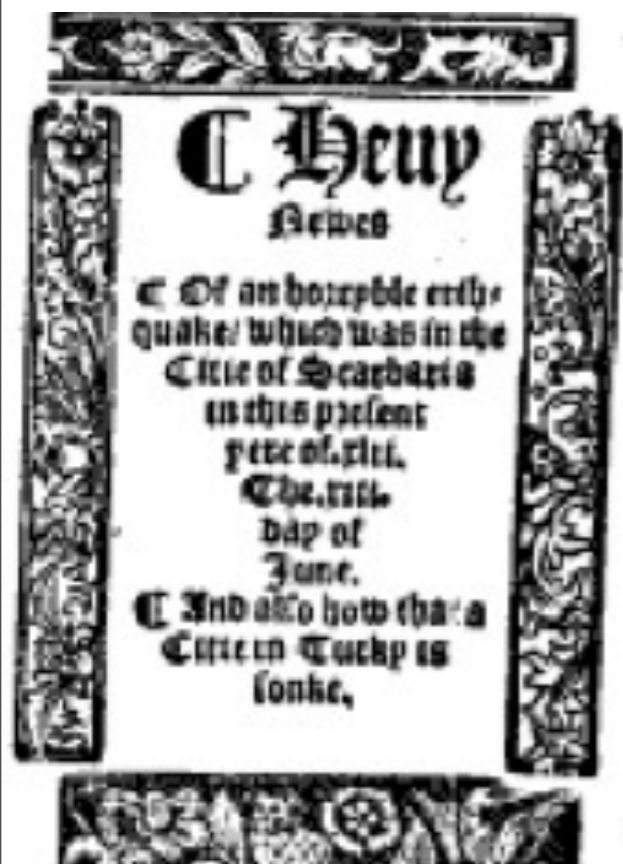
"what's on the news?"

Of newe fassions and disguised garments.

Who that newe garments loves, or desires,  
Do weareth by his simple witt and vanities:  
Such by his folly and vntuittie guises,  
Such will example to pounge Commontie.  
Somebe one is a foile, and scant shall euer thoe,  
And commonly it is sene that nowe a dayes,  
One foile gladly folowes anothers wayes.



Have nere ye Courtiers and galants disguised,  
Ye counterfeit caitiffs that are not content  
As God hath you made, his worke is despised:  
Ye thinke you more wiser then God omnipotent.  
Unstable is your minde, that shewes by your garment.



# new to news

[Brant,] *Newe fassions and disguised garments*, 1509

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

*Hevy newes of an horryble earthquake*, 1542

## personal accounts

... some news of you ...

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

... of newes hastely he doeth enquire ...

La Sale, *15 Joyes of maryage*,  
<Wynkyn de Worde> 1509



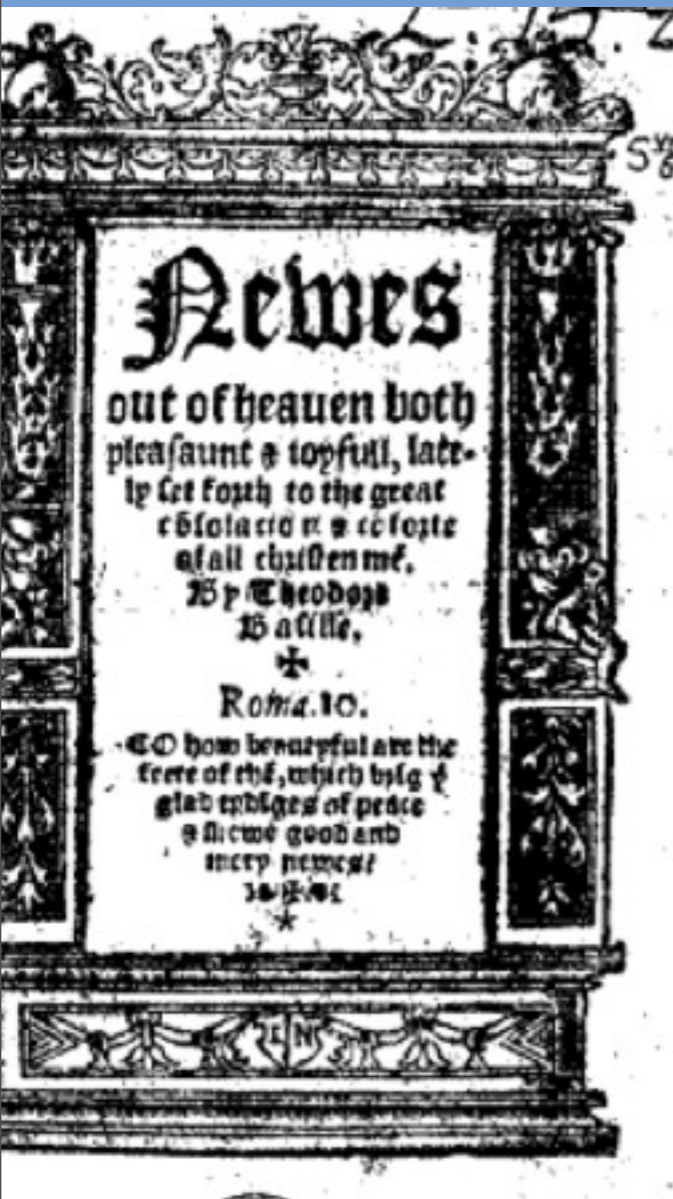
# good news

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## 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 prophecyyed"

--Epistle of Peter, *Bible* [Coverdale] 1535

# political character

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

" ... news of the countrey ...

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

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

--Froissart, *Chronicles*, 1525

# action items?

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"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

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## with *fals* antecedents ...

"it is comaunded 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], 1534

# or just plain news

## 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.



# news and information

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"ye Lord Marques, Gouvernor, sent Don Diego de Almagro to the new citie of S. Mighel, & there to **take information of certaine newes** which was certified vnto him, which was, how Don Pedro de Aluarado, Gouvernour of Guatimalla, had taken shipping to come into Peru.

-- Zarate, *Discoveries and Conquest of Peru*, 1581

"The King scarce believing the News at first, upon better Information, ..."

Brady, *Continuation ... History of England*, 1700

# new news (and old info)

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these Gentlemen talk of being surprized,  
and that this is the first time they have  
heard of this Information, but have we  
told any news in this Information? Was not  
all that is contained in it, notoriously  
enough known before?

-- Sancroft, *Proceedings & Tryal*, 1689



**China** *tipao* [Han Dynasty, 202 bce]

**Rome** *Acta Diurna* [131 bce]

# newspaper

**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

**Leipzig:** *Einkommendeg Zeitung*, daily 1650

**Spain,** *Gaceta Nueva*, monthly, daily 1661

(earlier, incidental 16c *relaciones*, several produced for Americas)

**British America:** *Publick Occurrences*, 1690

**Russia:** *Vedomosti*, 35 x per year, 1702



Image from the collections of the Massachusetts Historical Society.



# distinguishing "news"

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truth

fact

speculation

comment

opinion

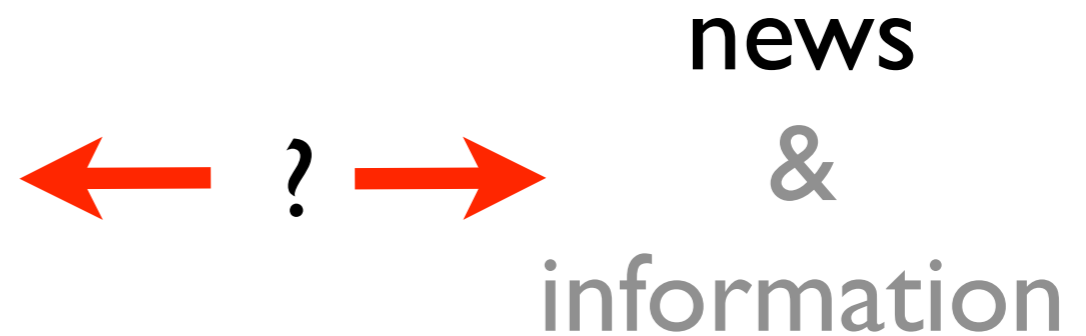
rumour

gossip

hoax

misinformation (1575)

falsehood



# establishing "the news"

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## **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**

full, complete, entire

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 <sup>23</sup>  
CONTINUATION

OF THE  
DVRNAL OCCVRRANCES  
And proceedings of the Eng-  
lish Army against the Rebels in

**IRELAND,**

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

Certified by severall Letters from Dub-  
lin, Duncannon Fort, and Carricksfargus 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: Elfyng. Cler. Parl. D. Cam.

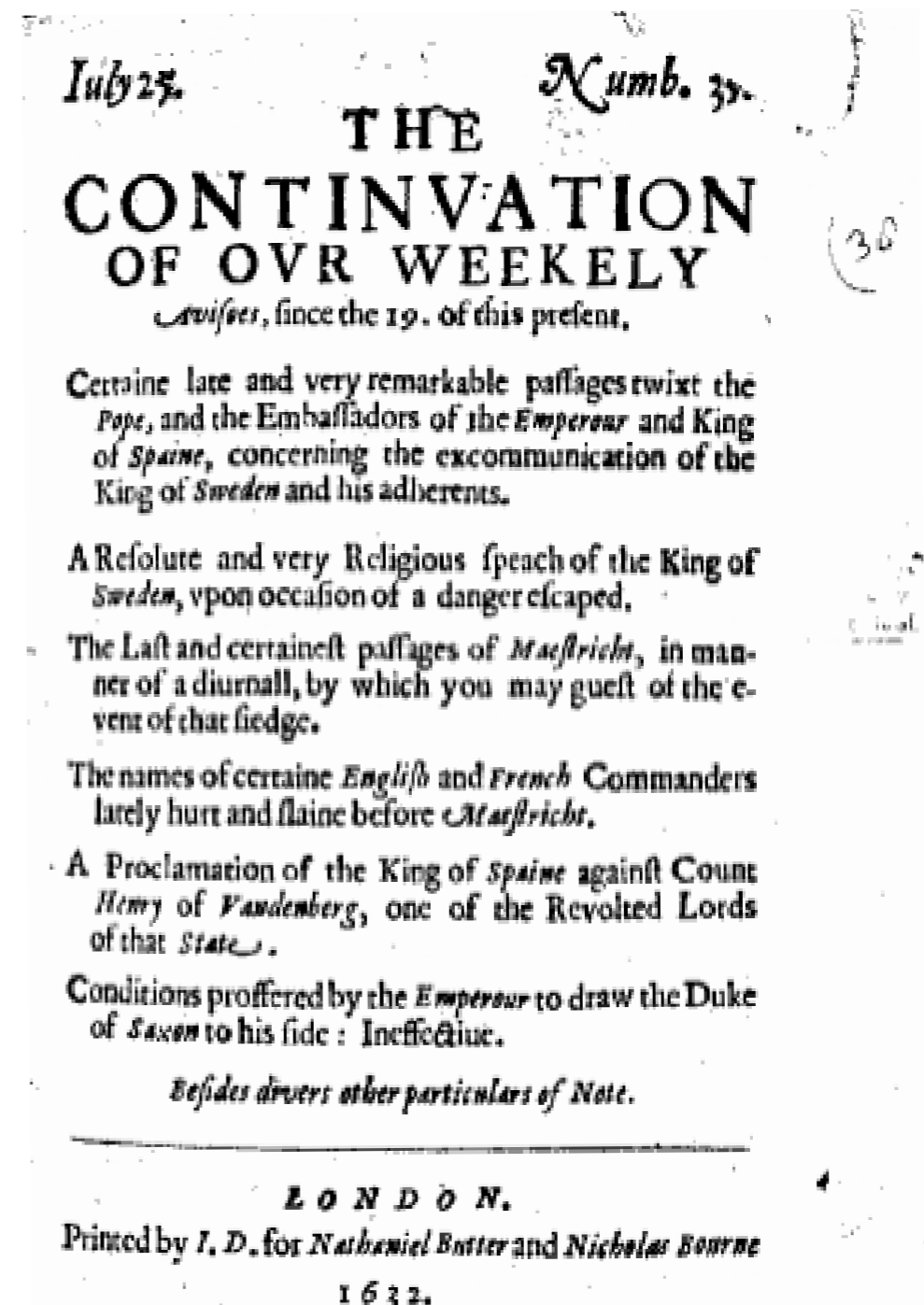


London, Printed for J. T. 1642.

"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"



# currency

4 Numb. 1.

## THE FLYING POST



Conveying Weekly Packets to all Foreign Nations, of the Proceedings of both Houses of Parliament, and the Armies in Great Britain, From Friday the 3. of May, to the 10. of the same. 1644.

Published, for the clear satisfaction of all Foreigners and others, who desire Certain, and Weekly Informations.

Gentlemen,

**T**He too many errors committed of late time, by the irregularity of the Presse; (which since by the wisdom of the Parliament, is in a great measure suppressed) which did run Weekly in several Channels to the greatest part of Europe, in great dishonour to our English Nation. Have enforced this

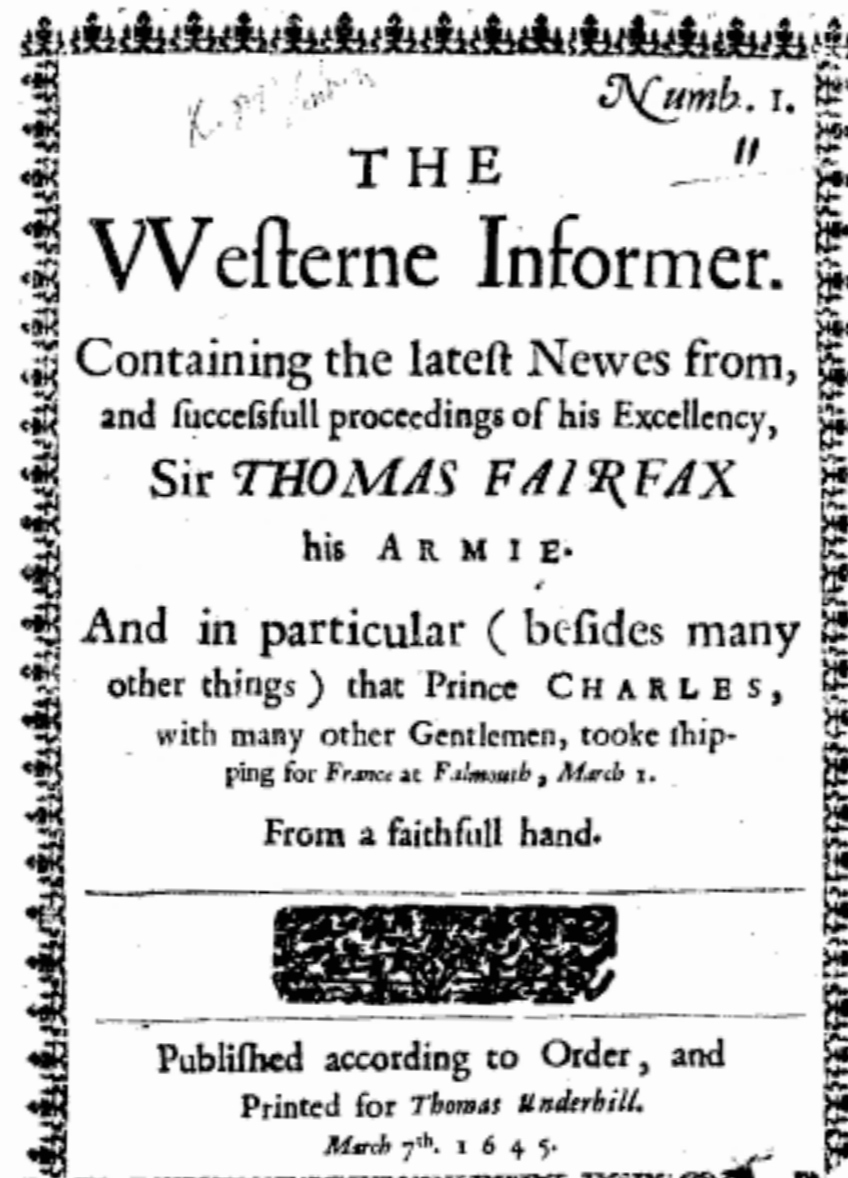
Numb. 1.

## THE Westerne Informer.

Containing the latest Newes from, and successfull proceedings of his Excellency, Sir THOMAS FAIRFAX his ARMY.

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

From a faithfull hand.



Published according to Order, and Printed for Thomas Underhill.

March 7<sup>th</sup>. 1645.

(1)

## A New News-Book: Or, Occurrences Forreign and Domestick, Impartially Related.

Sunday, April 23. 1681.

From, March 29.

**H**is Holiness is most intent upon the great Business of a Pope, this is, in joining together what Money he can. In order to which, he has required an exact Account of the Revenues of the Apostolick Chamber, (he doth call his Treasury, tho' true, since what Successor he thinks himself, had little occasion for such an Office, when he declared, Silver and Gold here I want) He has likewise caused a Review of the Accounts of the Prince of Farch, during the time he was Lieutenant General of the Church of the Church in the Popedom of Alexander the 7<sup>th</sup>, having a designe to make him retire at the first Convent, then received by him, or his appointment. Signior Antonio, Secretary of the Chamber, is always forgetting in the Old Father, how many he receives Revenues that have been Misled, and since he continues to follow in calling over the Accounts of the Misled, 'tis believed he will go further, and restore Honor to the Nephews, for if you please Bestards of the Popes's Predecessors, to Account for the Benefices which they received, and the Missons in their Administration, whereby a mighty Mass of Treasure may be brought to his Holiness. How many have been several Gentlemen lately afflicted in the Night, which exasperates the people against the French; for if any person be killed or wounded, they attribute it to them. His Holiness has caused a new forbidden Book, printed, The History of General Casasco, written by Dr. John Aubrey, Professor of Divinity in the Sorbon College at Paris. Charles Queen of Sweden, has acquired the Pope of the Pension of 12 Thousand Crowns per Annum, which he allowed her during the late War, when her proper Revenue was intercepted. The French Casasco-Mas, that Perished the Popes Death, when formerly we mentioned, is with much ado got out of Prison, and is

Believed, will still his Successors share mainly a further time. In the last Article, that the French Ambassadors had with the Pope, it should his Holiness, that his Master and his Holiness were already agreed, The Pope not to part with any thing of his Spiritual jurisdiction, and the King not to relinquish any of his Temporal ones; and that as he was content his Holiness would not invade the same, so he would allow him, his Master would not invade the former; and therefore he could not imagine any ground of difference between them.

Madrid, April 3. The difference between the Great and Portugal, about the life of St. Gabriel, have made a new Council, in which that the Cavalry that are Quartered in Castile and Galicia, have received Orders in March to return, on the Frontiers of Portugal; but the Marquis de Gavonca, Prince of Catalonia, is appointed to go in Quality of an Ambassador Extraordinary to the Prince Regent of Portugal, and is to take a good amount of money with him, in that his Holiness Matters may be settled.

London, April 22. His Majesty has been pleased to grant to Dr. John Jacobus Broder, and Henry Jacobus Broder, the sole Privilege of making Pitch and Tar out of Sea-Coal, and they are in such a forwardness, that several Furnaces are now setting up, and the Water Mills for that purpose; and they say, that they shall be able to vend the same half as cheap as it is at present: And likewise the same Gentlemen have the sole Privilege of a new Invention of water, in very great quantities, from the Eastward parts of Fire and Mines.

Mr. Saenger, one of the best Physicians, making in the Court-Kitchen near Chancery, Sunday the 26. instant, discovered Queen-Mother Erys, who was accused, and a Bill found against her for High Treason, for cau-



## ***Tatler***/Bickerstaff(1709)

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.

# speaking for the voiceless

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## **Guardian (1713)**

... 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

# sources of information

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"to publish some [matters] which / may tend  
to the Information of Mankind ..." [#24]

"the true End of Argument, which is  
Information" [#197]

" I invite all Persons who have anything to say  
for the profitable Information of the Publick,  
to take their Turns in my Paper" [#428:]

*Spectator*



source



footer 42

# seeking an audience

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## 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."

# an open press

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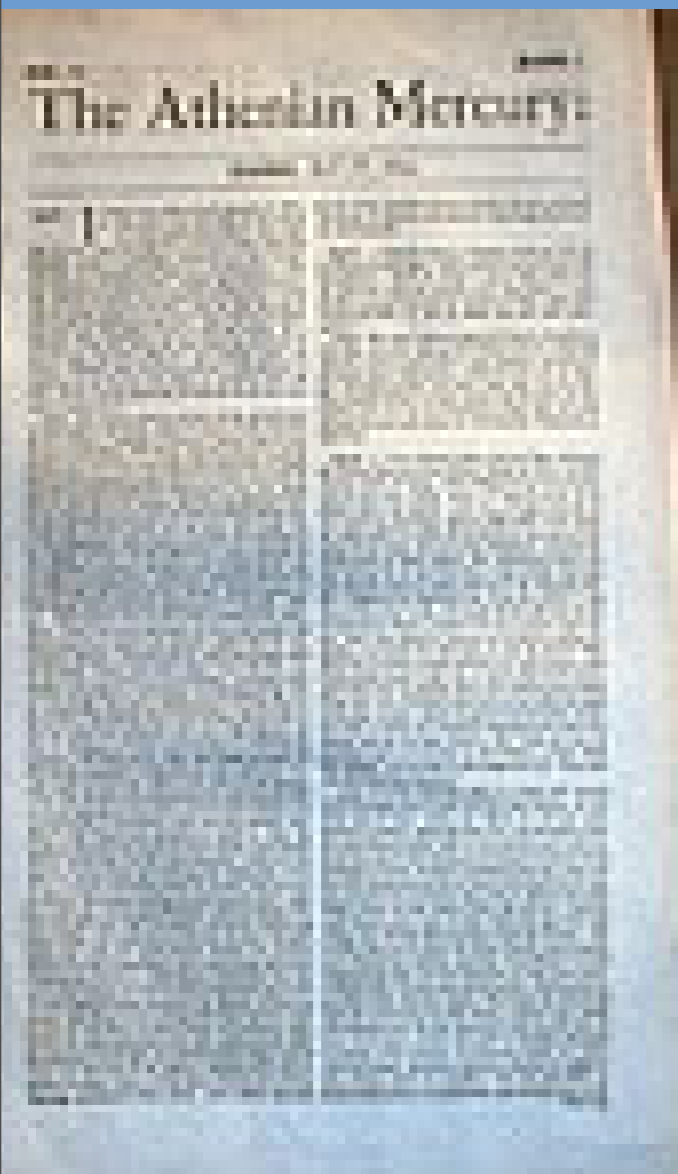
## **John Dunton 1669-1732**

*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

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1701, *New Observator* (Anne Baldwin)

1702, *Observator* (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*

# seventeenth century competition

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"Any Londoner who wanted to read his newspaper in English had a dozen to choose from. On Monday he could select *A Perfect Diurnall*, *Certain 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



# title wars

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*Domestick Intelligence, English Intelligencer, True Domestic Intelligence [#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]



# eighteenth century

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"[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

# a popular press

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"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." [London pop < 700,000]

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

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

# democratic press

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

--César de Saussure, 1726

# too democratic?

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"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

# listenership

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"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* ... where the principles of rebellion are instilled into them."

--Leslie, *The Rehearsal*, 1750

# The London Gazette.

Published by Authority.

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

Dantzick, June 9.

**O**ur Letters from *Warsaw* of the 5 instant tell us, That some of the Deputies of *Lithuania* had left the Dyets, which is still assembled there, and were departed on their way home, leaving a Protestation behind them against the proceedings of the Dyets, the occasion of which is said to be, That they could not obtain some points to be inserted in the *Pacta Conventa*, which they desired concerning the regulating the Kings Household. However that, the Dyets without having any regard to their Protestation, concluded the *Pacta 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*.

*Frankfort, June 13.* This day arrived here the Duke of *Burbonville*, 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 *Eichbawne*, two Leagues distant from this place, and when passed the *Main*, will direct their march towards *Ladenbourg* on the *Necker*, in order to their joining 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 those the Duke of *Burbonville* brings with him. That Monsieur *de Turenne* was the 10 instant still in his Quarters at *Hagfeldt*, 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 *Brissack*, and that thereupon he was preparing to march towards *Lorraine*. The Marquis of *Verdun* 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 *Nassau-Sarrebruck* to his Liberty.

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

Leagues from hence, 14 Troops of Horse, and 300 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 *Sauber* 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 *Esch* and Monsieur *Vinsens* are Colonels; the first is now in Garrison at *Keyserwaers*, and the other at *Rhyberg*.

*Aix la Chapelle, June 16.* Yesterday morning early, the Imperial Army, which hath lain some time encamped near *Duren*, broke up from thence, and came and lodged within three Leagues of this place, their farthestmost 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 *Sauber* 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 baking for them here great quantity of Ammunition Bread.

*H-g-c, 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 Proclaime, 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 *Grave*, 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 *Rabenhay* is gone to receive the Princes final Orders about the employing the Flying Army, which is to be brought together near *Kimwegen*. 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 addition of the Confederates 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

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## *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, Tobaccos, and other Goods; and a considerable quantity of Spanish Salt; to be delivered at Dover.



# beyond the state

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## *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 ;

# support

## ADVERTISEMENTS

**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 is also, had a Certificate from thence, That (to the Person's best Knowledge and Observation) not one who took it had had the Disease; and many are of Opinion it had been of great Use in stopping the Progress of it. He had 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 the Elixir (which for many Years he took with him) and by God's Blessing on it, sav'd every Man after. 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 Qu's Physicians have order'd it into the Army. It might some other hands would send it into Denmark, 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)

**M.** Martin's Seventh Edition of his Book and Second Edition of his Appendix, concerning Secret Diseases, both compos'd in One Volume, with Amendments, and many hundred Additions: It being the last he will ever write; and it is preface'd, contains as much as any can write on that Subject, for the Benefit of Patients; all the Degrees and Symptoms, Ways of Contracting; certain Signs discovering, Nature, Manner, and Cure, being shewn: as also the Use and Abuse of Mercury; Mischief by Quacks, Effects of ill Cures, Seminal Weakness, and all other Secret Infirmities in

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 odorous. The whole interspers'd with Prescriptions, Observations, Histories, Letters, and Proofs of many remarkable Cases and Cures. By John Martin, Surgeon. Sold at his House in Hatton-Garden; also by N. Crouch in the Pooling, A. Herberworth on London-Bridge, P. Varren, 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. 6 d.

**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 receiving, 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, G. Strahan, at the Golden Ball in Cornhill, and B. Barker, in Westminster-Hall; and by the Author, Dr. Spinke, at his House at the Golden Ball, 3 Doors directly past the Swan-Tavern, in Milk-street Market, Cheapside. Price 2 s.

"All the public papers now on foot depend on advertisements."

-- Defoe, *Review*, 1705

Printed for and sold by John Baker at the Black-Boy  
Passer-Nasser Row. 1711.

"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 presses roll on

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- 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*



# the news master

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## **cabinet papers**

*London Gazette*

*Review*

*Examiner*

*Post-Boy*

*Mercator*



## **in-house journalists**

*Defoe*

*Swift ...*





# the news masters?

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## or reaching its end?

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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, foodie Dec 67 2008

# endism?

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## **voice of America?**

population / circulation of top 5 newspapers

US	36.5
Australia	15.0
India	6.9
England	6.6
S. Korea	6.0
Japan	4.5



# sorry figures



**I SLEPT WITH  
1,000 MEN...  
BUT I USED  
TO BE ONE**

**Secret of telly Eamonn's sex-addict guest**

SEE EXCLUSIVE VIDEO

*USA Today:* 2,284,219

*Wall Street Journal:* 2,284,219

*New York Times:* 1,077,256

## Celebrity Watch

**aitlin Moran: they have  
dog. Please name it  
iddleton**



## Courtney Love

**Her lifestyle killed my  
pets, says singer's  
daughter**



**Ultimate mother-daughter feud  
exposed by leaked documents**

**THE TIMES**



**Celebrity Watch**

aitlin Moran: they have dog. Please name it  
iddleton



**Courtney Love**

Her lifestyle killed my  
pets, says singer's  
daughter



Ultimate mother-daughter feud  
exposed by leaked documents



# sorry figures

- USA Today: 2,284,219
- Wall Street Journal: 2,284,219
- New York Times: 1,077,256
- News of the World: 3,471,415
- The Sun: 3,006,565
- Daily Mail: 2,120,347
- Daily Mirror: 1,218,425



# Dainik Jagran

# No.1

WORLD'S LARGEST READ DAILY



## 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://rak.in/tags/business/2010/05/06/top-15-newspapers-india/>

# Japan circulation

読売新聞 YOMIURI ONLINE yorimo yomiDr. スポーツ報知 GIANTS データペー...

## YOMIURI ONLINE

▶ サイトマップ ▶ 会社案内

読売新聞ご購入 時事問題学習 SAPIX

ニュース マネー・経済 スポーツ 教育 医療と介護 エンタメ 大手小町 新おとな グルメ クラ...

総合トップ 新着順 政治 社会 国際 地域 科学 環境 社説 コラ...

2011年2月13日 11:32

→ 写真

→ 米保守派、イスラム原理主義の台頭を懸念 (10:53)

→ 覚醒剤押収量、アフリカから21倍増...東京税関 (10:10)

→ ムバラクー家、資産総額は5兆8400億円? (09:35) 特集 中野

→ 興石氏、苦しい立場に...小沢氏処分問題 (00:59) 特集 民主党

→ あの戦場カメラマン、故郷の観光大使第1号に (00:33)

→ ロシア国旗上下逆でした...NHKニュースおわび (09:41)

→ 秋田県横手市に「かまくら」100基 (11:19)

→ チーム青森、マリリンのLS北見下し決勝進出 (11:31)

PR情報

*Yomiuri:* 14,067,000

*Asahi:* 12,121,000

*Mainichi:* 5,587,000

*Nihon Keizai:* 4,635,000

*Chuchin Shimbun:* 4,512,000

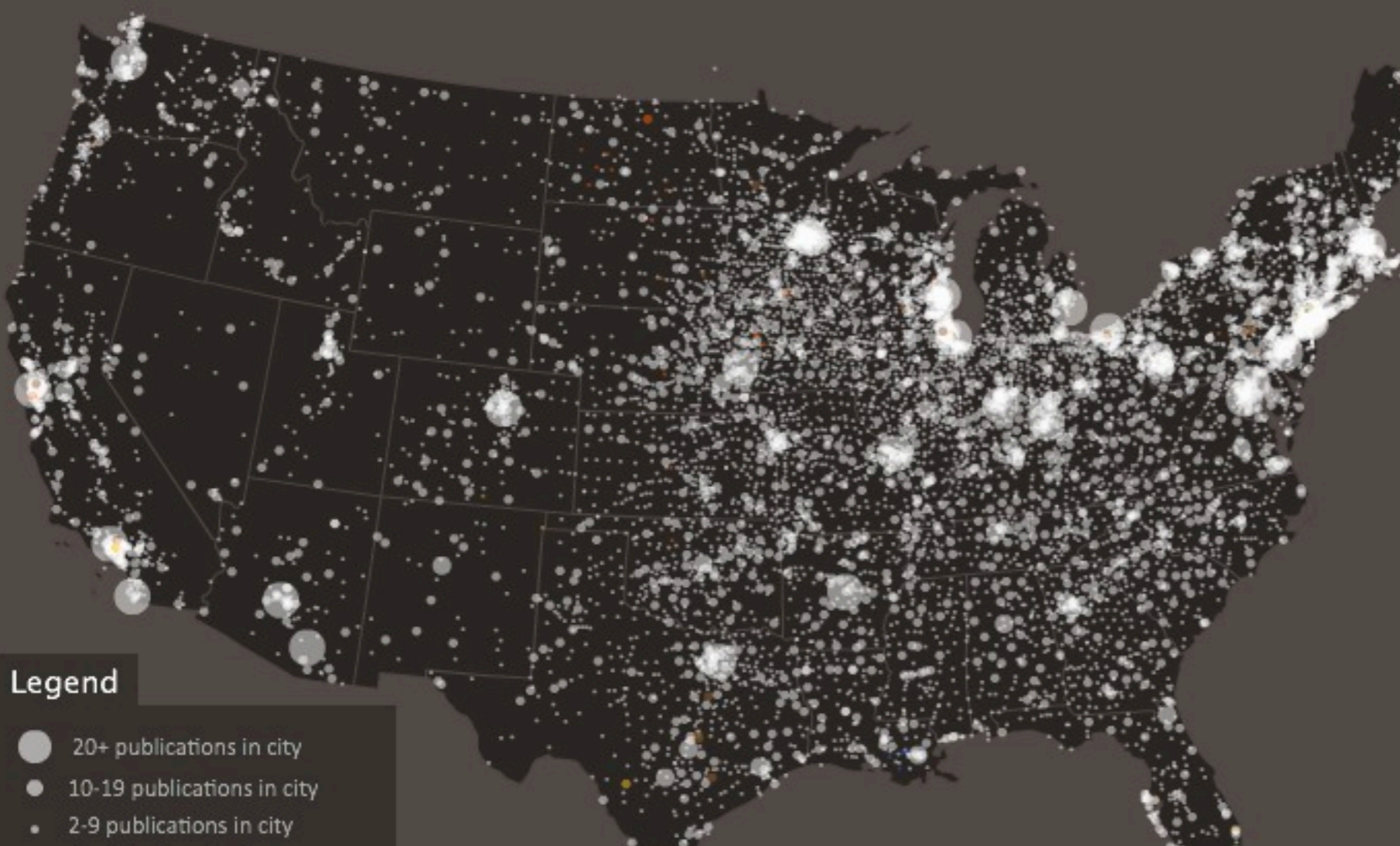
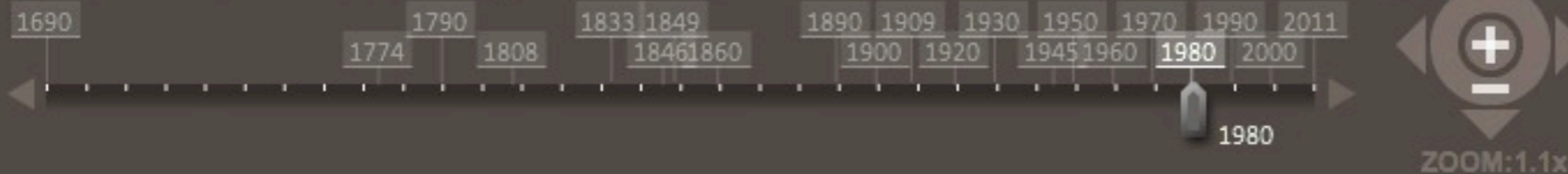
*Tokyo Sports:* 2,330,000

pop: 126,804,000



# back home: 1980

## The Growth of Newspapers Across the U.S.: 1690-2011



## 1980's Mass Media

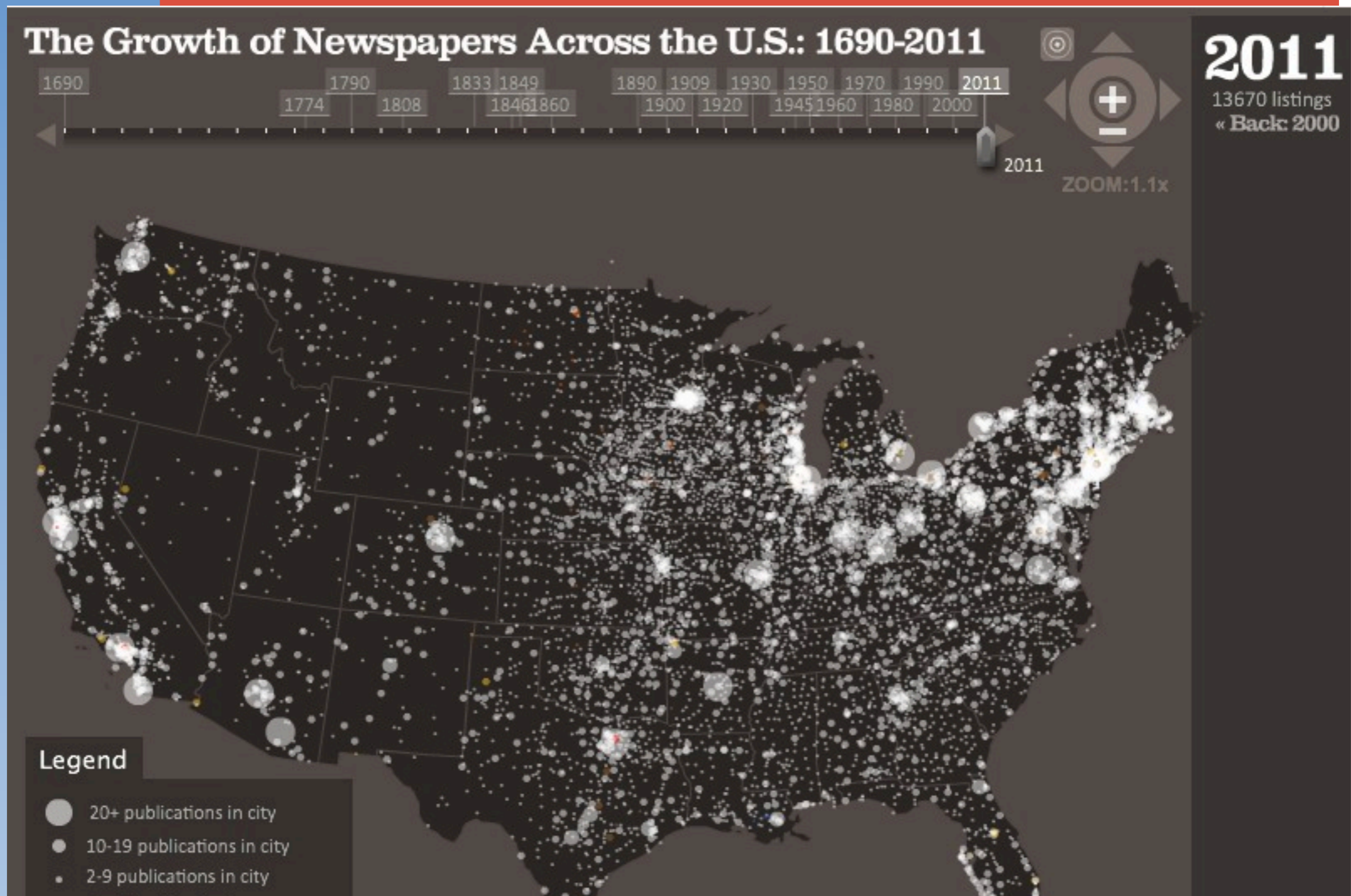
13947 listings

In 1982, *USA Today* debuted on newsstands across the country, declaring itself "the nation's newspaper." Delivered "via satellite" to printing plants nationwide, the paper revolutionized newspaper design with its lavish use of color, information graphics and brief, easy-to-read articles. Derided early on as a generic and superficial "McPaper," *USA Today* would eventually earn the industry's respect and, by 1993, 2 million readers. *The New York Times*, the *Washington Post* and other papers also pursued a national audience during a decade that saw the emergence of CNN and 24-hour cable tv news.

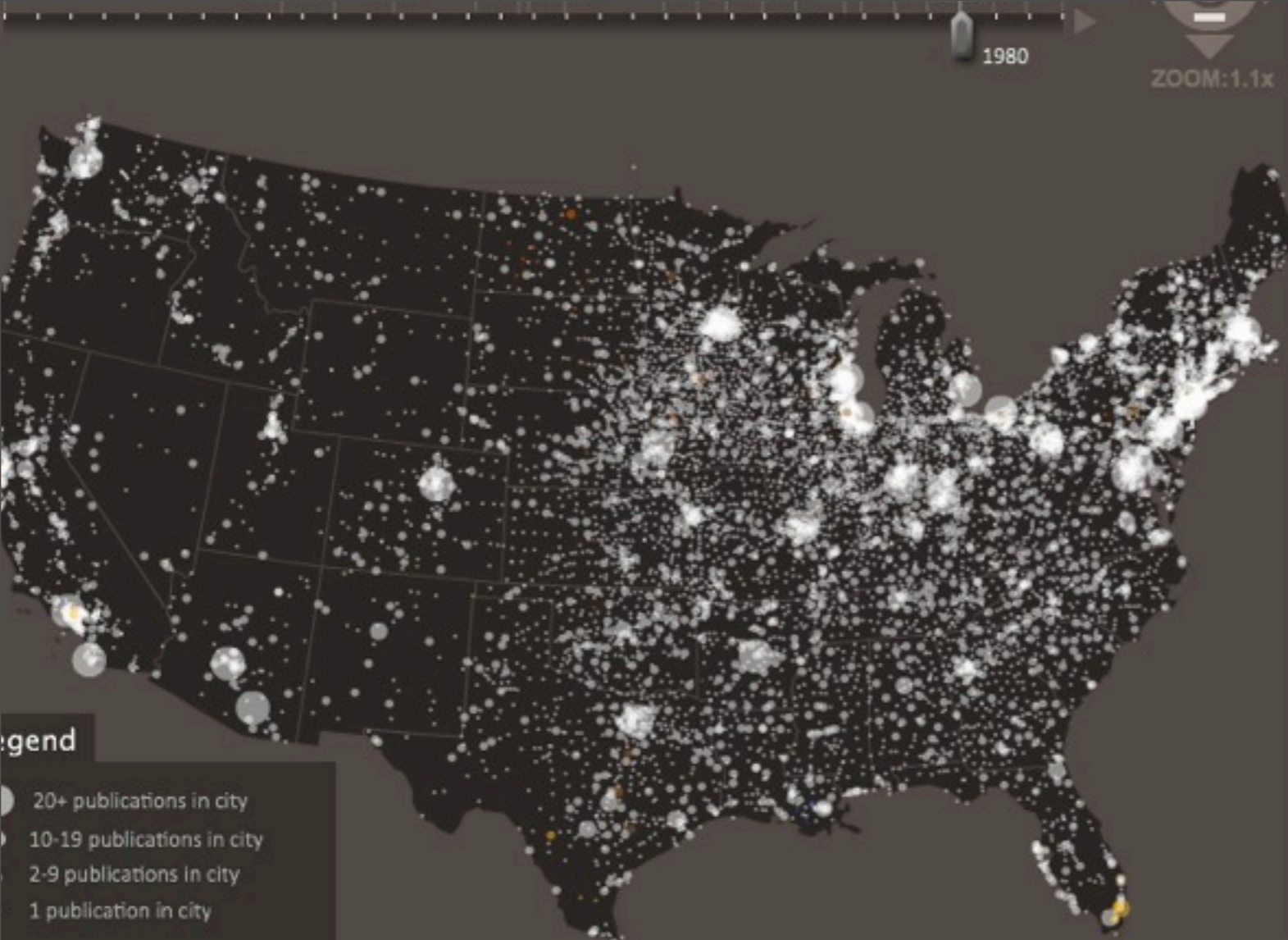
« Back: 1970 | Next: 1990 »



# back home: 2011







13947 listings

In 1982, *USA Today* debuted on newsstands across the country, declaring itself "the nation's newspaper." Delivered "via satellite" to printing plants nationwide, the paper revolutionized newspaper design with its lavish use of color, information graphics and brief, easy-to-read articles. Derided early on as a generic and superficial "McPaper," *USA Today* would eventually earn the industry's respect and, by 1993, 2 million readers. *The New York Times*, the *Washington Post* and other papers also pursued a national audience during a decade that saw the emergence of CNN and 24-hour cable tv news.

« Back: 1970 | Next: 1990 »

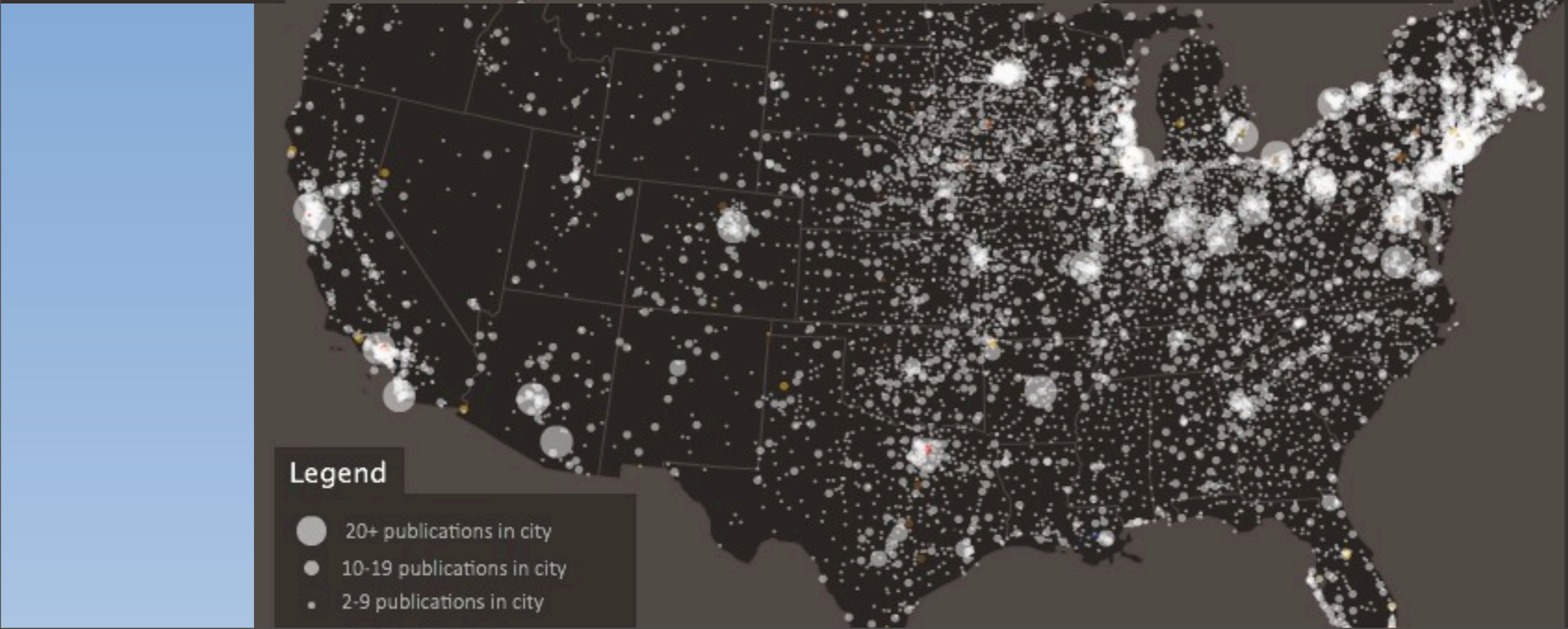
2011

2011

13670 listings

« Back: 2000

ZOOM: 1.1x

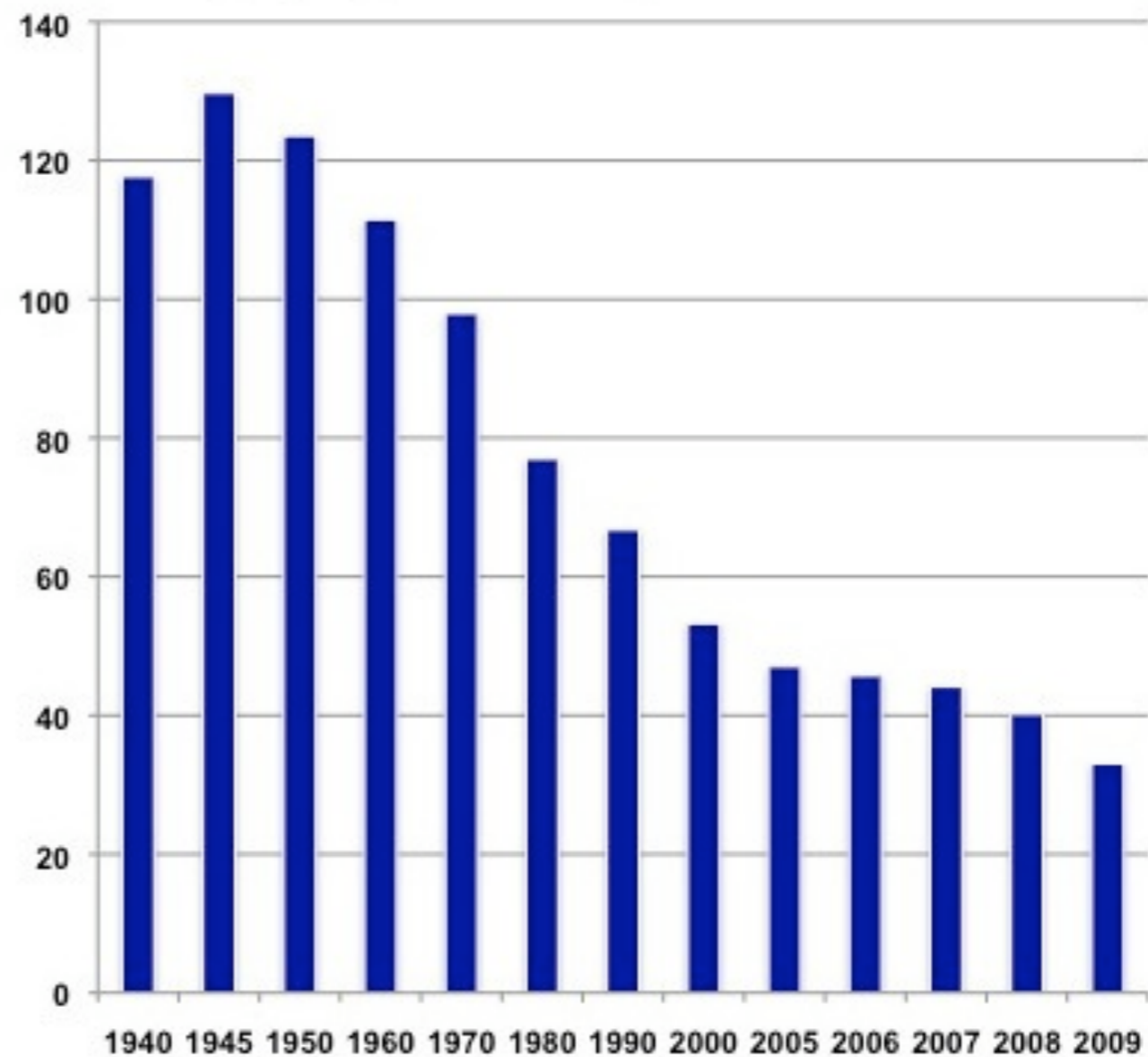




# digitally driven?

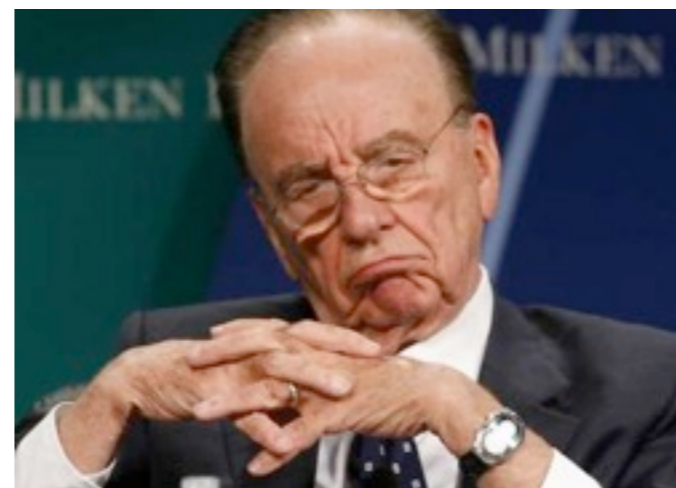
## Weak circulation

Newspaper penetration per 100 households



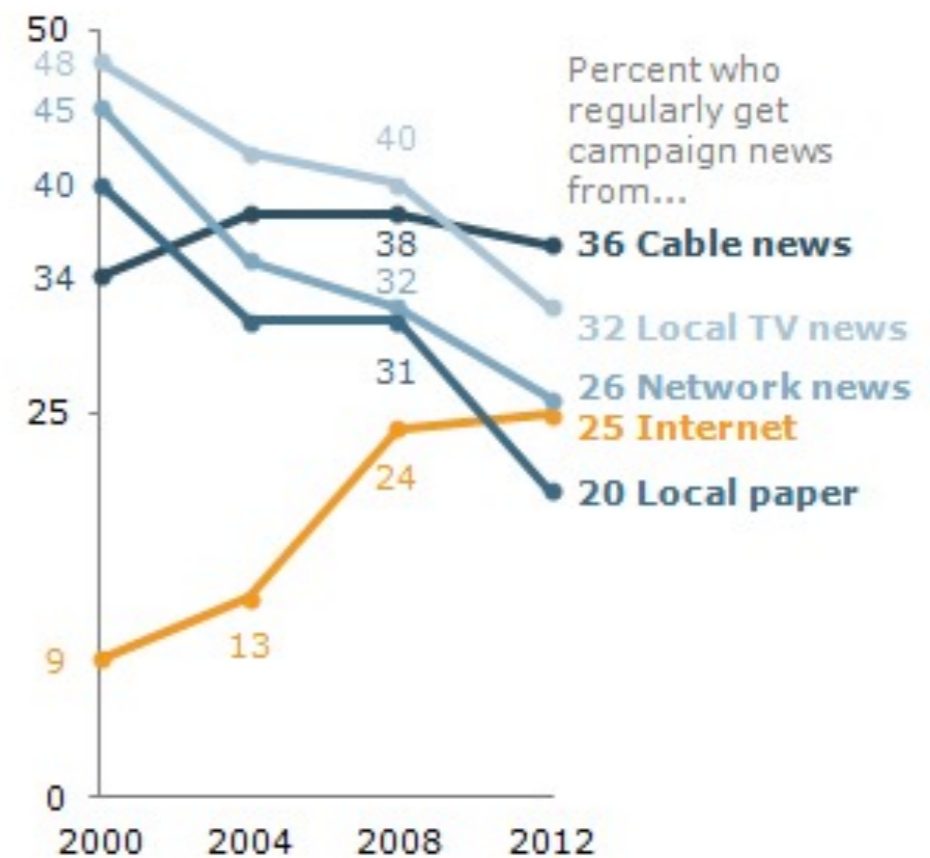
# the road ahead?

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# hot from Pew

**Campaign News Sources: Internet, Cable Flat, Others Decline**



PEW RESEARCH CENTER Jan. 4-8, 2012.