

# the age of information?

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**demarcation and transformation of  
the bourgeois public sphere**

concepts of information, Feb 12

# caution

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

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

# caution

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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

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# synopsis

**voluntas to ratio**

**auctoritas to veritas**

formation of *public* opinion

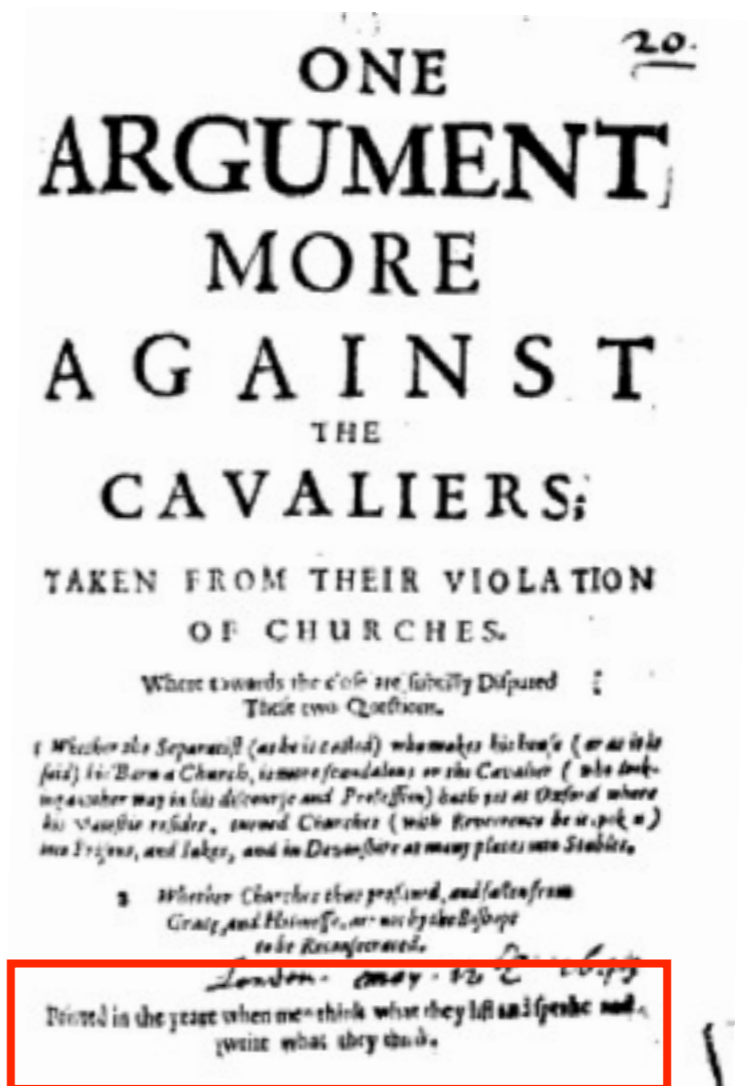
to

molding of *mass* opinion

[EEBO hits for "public opinion"

1473-1640, 0

1640-1660, 20]



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

# reason, facts, data

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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

# schema

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**growth of mercantile class**

**separation of private from public**

rise of overseas trade

traffic in commodities and news

commodification of news

"indissoluble link between the institutions and practices of mass public communication and the institutions and practices of democratic politics" --Nicholas Garnham

# chronology

- 1603 - Stuart Monarchy (James I)
  - 1641 - end of Star Chamber
  - 1642 - Parliamentary revolt
  - 1649 - Execution of the king (Charles I)
  - 1660 - Restoration (Charles II)
- 

*Hobbes*

- 1668 - Glorious Revolution (William & Mary)

*Locke*

- 1694 - lapse of licensing  
creation of Bank of England  
cabinet government

- 1710 - copyright

- 1720 - 89 Enlightenment

- 1776 - American Revolution

*Paine*

- 1789 - French Revolution

Hobbes, 1588-1679

Locke, 1632-1704

Addison, 1672-1719

Berkeley, 1685-1753

Voltaire, 1694-1778

Hartley, 1705-1757

Reid, 1710-1796

Hume, 1711-1776

Rousseau, 1712-1778

Ferguson, 1723-1816

Smith, 1723-1790

Kant, 1724-1804

Paine, 1737-1809

Priestley, 1733-1804

Knox, 1752-1821

Godwin, 1756-1836

## 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."

# getting the news

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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, as bewises,  
Do weareth by his simple witt and vanitie:  
Such by his sly and vntypicall guises,  
Such will example to yonge Comonitie.  
Suche one is a foole, and scant shall euer chide.  
And commonly it is sene that newe a dayes,  
One foles gladly folowes anothers wayes.

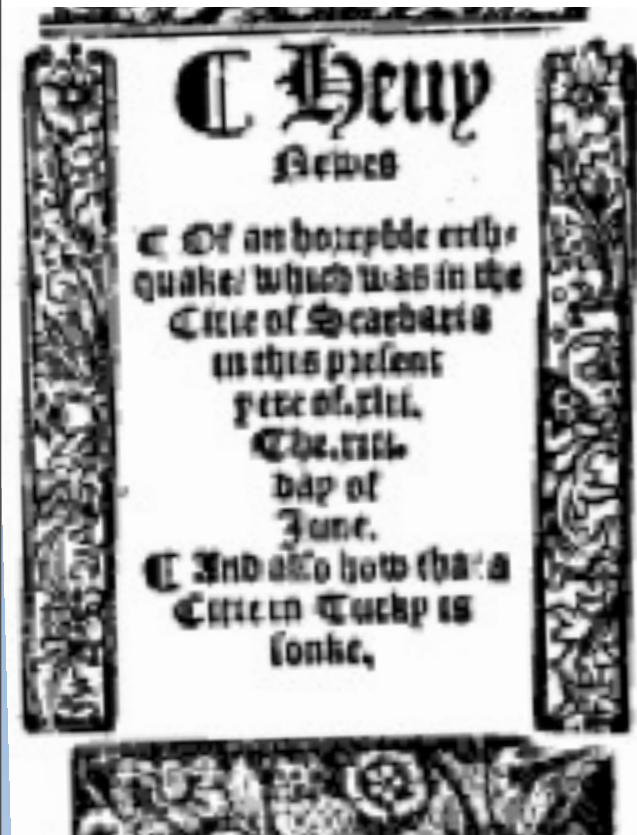


Have nere ye Courtiers and galants disguised,  
Ye counterfeit caitiffs that are not content  
As God hath you made, his worke is despised:  
Ye thinke you more wiser then God omnipotent,  
Unstable is your minde, that shewes by your garment.

# new to news

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

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



*Heuy 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

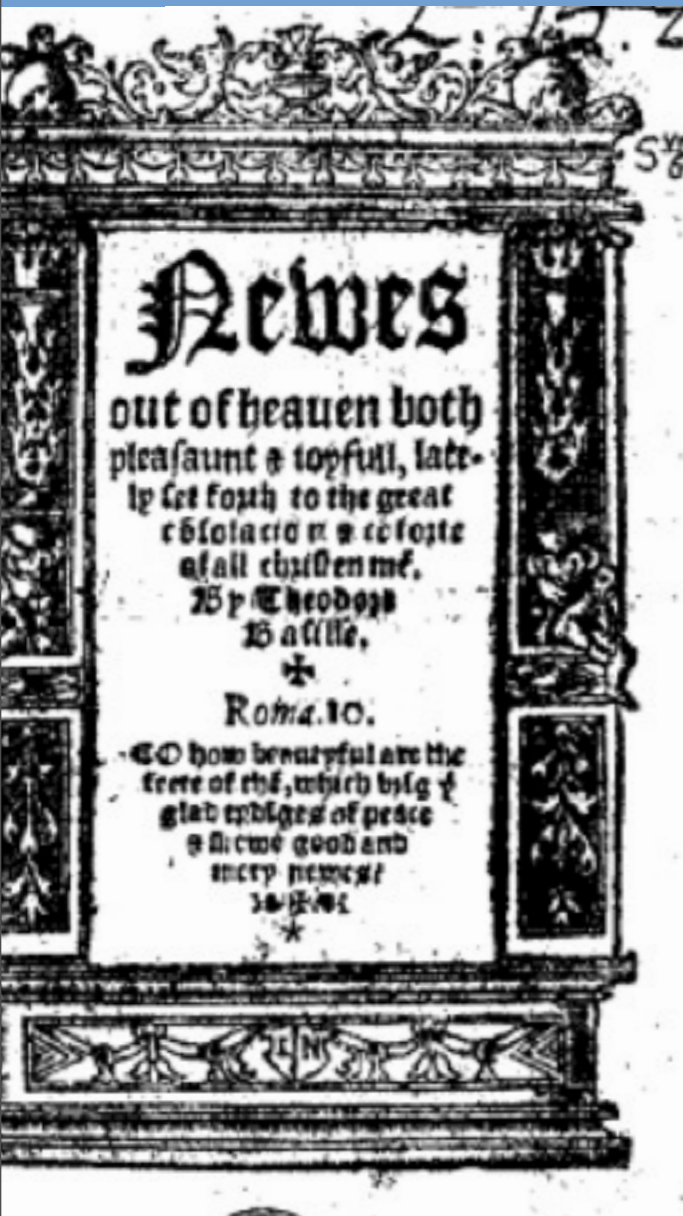
# good news

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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 prophecied"

--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 counsaill, 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



news

&

information

&

data

# 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.*

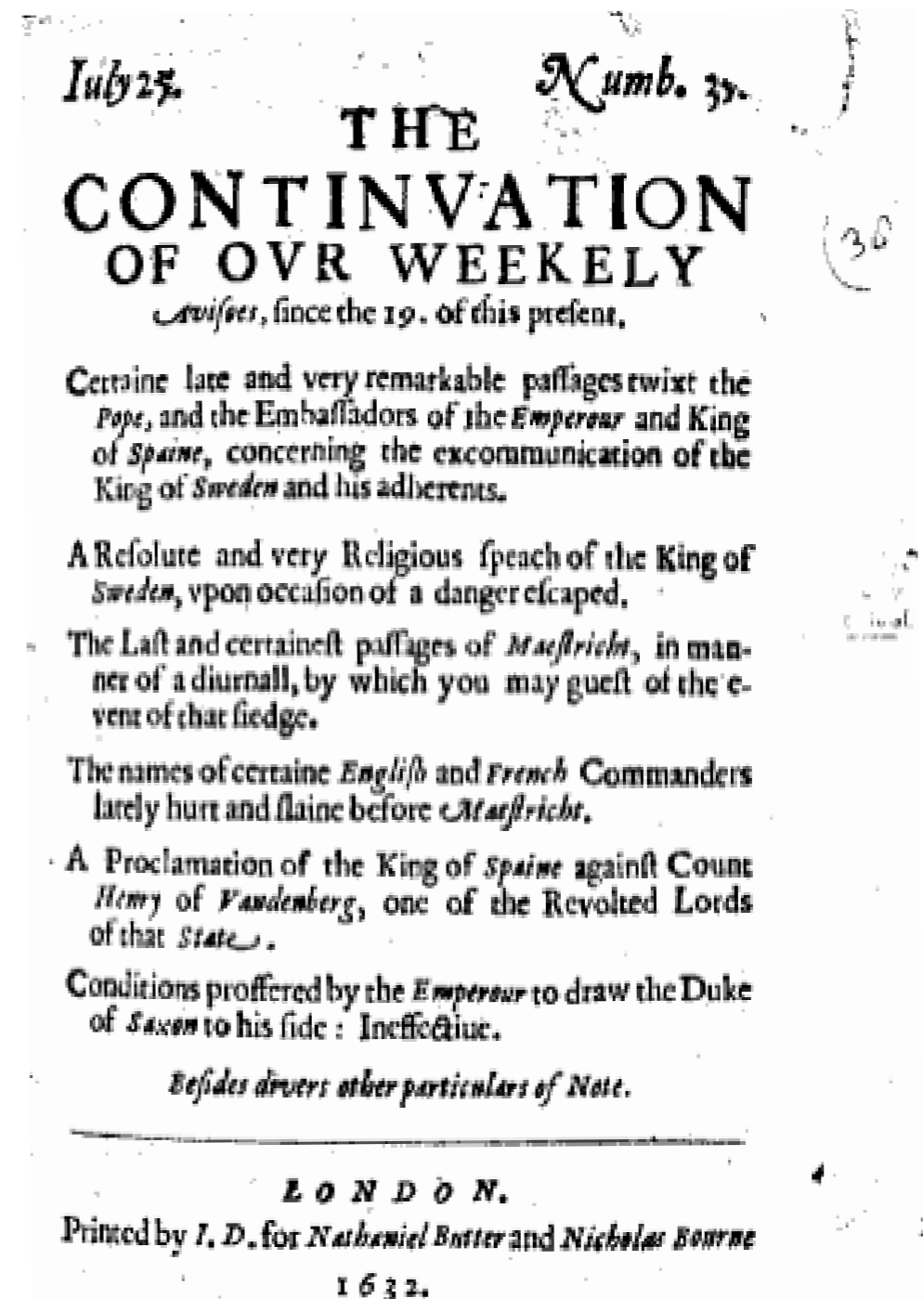


London, Printed for J. T. 1642.

"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 irregularitie of the Presse; (which since by the wisdom of the Parliament, is in a great measure suppressed) which did run Weekly in severall Channels to the greatest part of Europe, in great dishonour to our English Nation. Have enforced this

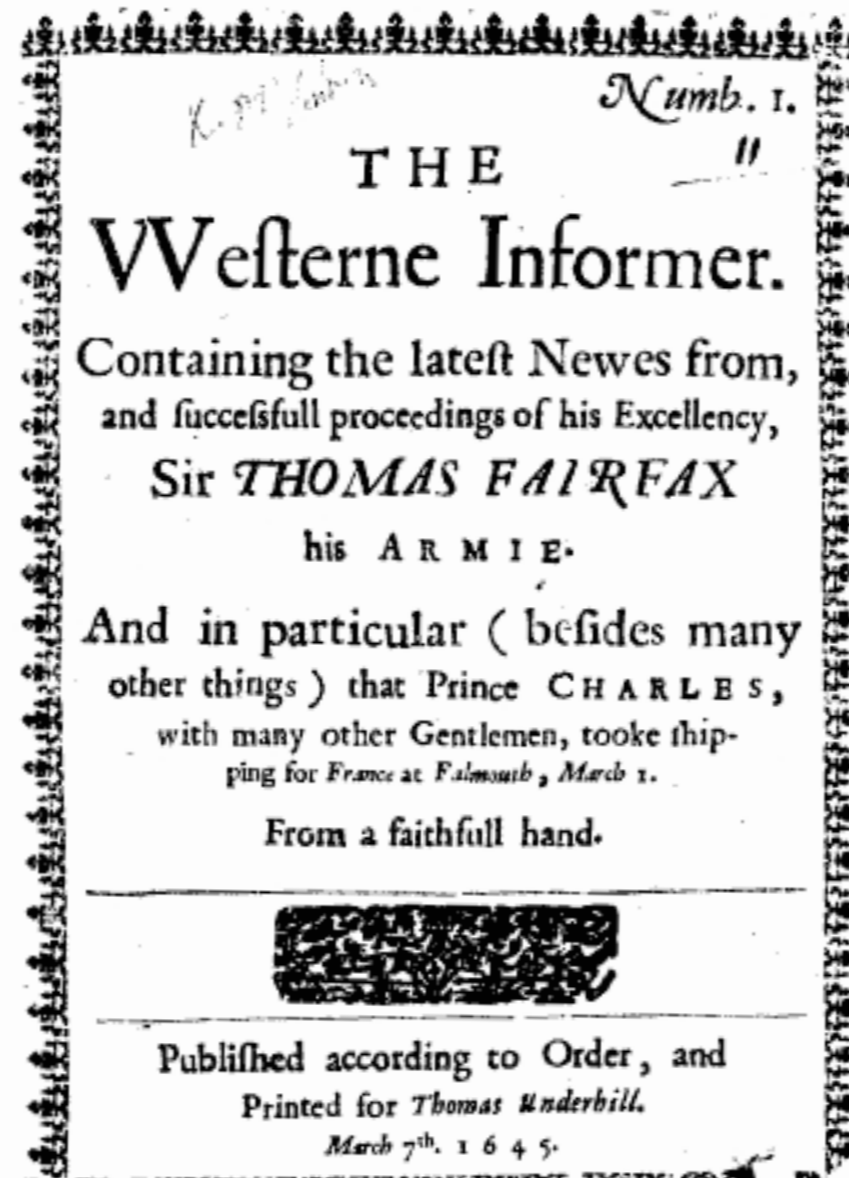
Numb. 1.

## 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 Holinesse is most intire upon the good Bairesse of a Pope, that is, in keeping 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 Treasurie, the late, Pope, when Successor he bought 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 Feuch, 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 Crown, 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 receive the Accounts of the Mischiefs, 'tis believed he will go further, and enforce Holinesse the Nephew, for if you please Betards of the Popes his Predecessors, to Account for the Benefices which they received, and the Mischiefs in their Administration, whereby a mighty Mass of Treasure may be brought to his Colles. 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 Holinesse has caused a new forbidden Book, intituled, The History of Grand Casasco, written by Dr. John Anker, 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 Holinesse, that his Master and his Holinesse 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 Holinesse 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 Madrid, 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 account of money with him, is that his Holinesse 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 Benefit 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 Benefit 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 a Quarter-Master Key, who was accused, and a Bill found against him for High Treason, for carrying

## ***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

# news & 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



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# 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*

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*Will's Best Coffee Powder at  
Manwarings Coffee House in  
Balcon Court over against S.<sup>t</sup>  
Dunstons Church in Fleet Street*

# an open press

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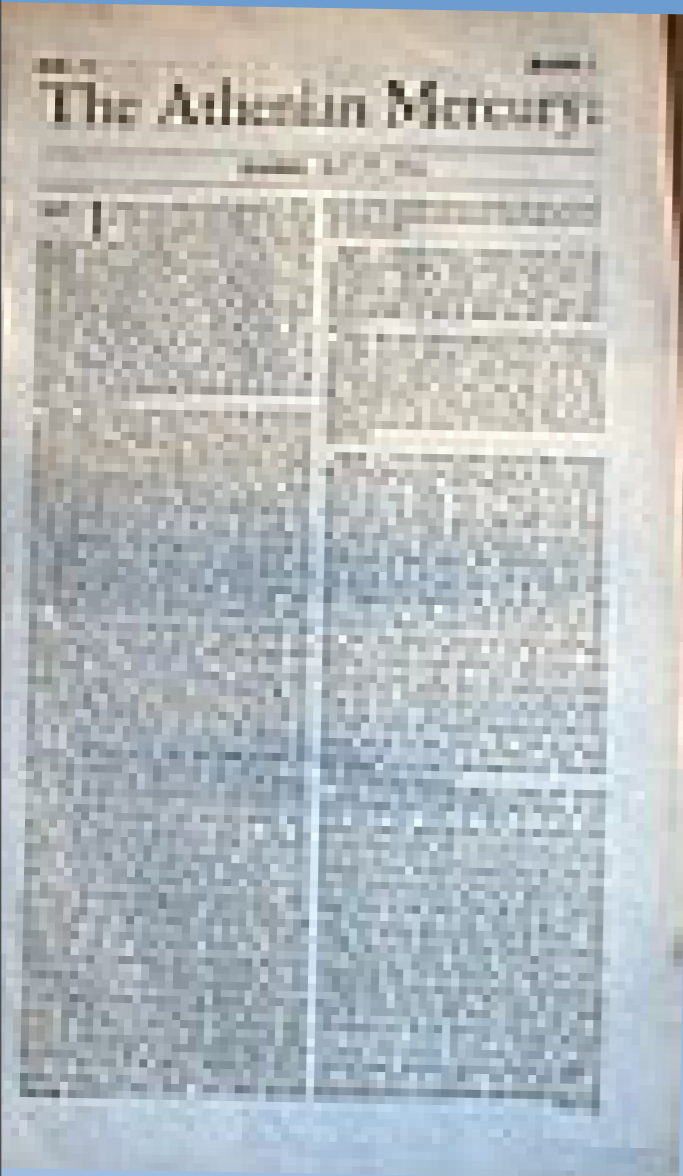
## **John Dunton 1669-1732**

*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



Wednesday, March 11, 1703.

From the *Netherlands Courant*, Dated March 27.  
Friday, Feb. 20. We are willing to sell and will be  
sold for the Society of the Christianized  
in the Indies, and have desired for many  
years Men of the Quality of Intendants. The Post  
has approved the Order of Service as per the  
Enclosure, and will be as per Enclosure  
in the Enclosure of Service. The last year being 1702.

## open-sourced

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





# sanctioned news

circulation, c. 6,000  
Payne  
[London population  
c. 500,000]

## 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



# coming of news



1618-48, *Corantos*, etc

1621 Butter & Bourne Newsbook

1637 weekly public post  
newsletters, diurnals, etc

1665 *Oxford Gazette*

1695 *Flying Post*

1696 *Post-Boy, Post Man, Mercury*



## 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

# newsmongers

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"We had no such things as printed newspapers to spread rumours and reports of things, and to improve them by the invention of men, as I have lived to see practiced since."

Defoe, *Journal of the Plague Years*, 1722

# 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 *Burrowsville*, 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 join there, as well with the Troops of the Elector Palatine, as these the Duke of *Burrowsville* 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 *Vaudruin* 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 Sarsbruc* to his Liberty.

**Cologne, June 15.** Yesterday arrived at *Gulckraet*, 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 *Saueber* 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 *Vianson* are Colonels; the first is now in Garrison at *Keyserwaers*, and the other at *Rhyeburg*.

**Aix la Chapelle, June 16.** Yesterday morning early, the Imperial Army, which hath lain some time encamped near *Dutren*, 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 join with the Army, they lay last night within a League of it, and the Prince of *Baden* is sent by the General *Saueber* 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 quantity of Ammunition Bread.

**Hagen, 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 Proclaet, 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 joynted now to the Regiment of Foot Guards, Monsieur *Raboulay* is gone to receive the Princes final Orders about the employing the Flying Army, which is to be brought together near *Kimurgen*. 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 join with the Prince of *Orange* 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 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 King's Physicians have order'd it into the Army. It will some Merchants 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. Hertefworth 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 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, G. Strahan, at the Golden Ball in Cornhill, and B. Barker, in Westminster-Hall; and by the Author, Dr. Spink, at his House at the Golden Ball, 3 Doors directly past the Sun-Tavern, in Milk-street Market, Cheapside. Price 2 s.

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

-- Defoe, Review, 1705

# honest fellows?

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“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”

*Spectator*, Friday April 25, 1711



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 enquir'd into. Pr. 2 d. Just Publish'd, an Essay on the South-Sea Trade, by the Author of the Review. Pr. 6 d. High-Church Aphorisms by those Twin Brothers in Scandal, the Examiner and modest Abel. Pr. 6 d. Printed for J. Baker in Paternoster-Row.

THIS is to give Notice, That Messieurs Brook and Heller of London, 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 Persons, in the respective Places, viz. By Mr. Barth. Arent in Plymouth; Messieurs James and John Arnold in Portsmouth; Messieurs James Wakeman, and John Negus in Dartmouth; 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 Hogshead or at 5 s. 4 d. per Gallon, and the Oporto Wines at 16 l. per Hogshead, or 5 s. per Gallon.

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

puffado

Messieurs Brooke and Hellier Merchants in B lane near Bread-street, having experienc'd that their new natural porto and Viana Wines do give such universal Satisfaction, they encourag'd further to accommodate the Town, and give Notice they resolve to retail the entire Cargoes of the Sophronia and Gallies just arriv'd and landing, consisting of 300 Pipes of new red and white Oporto, and 20 Pipes of red and white Anadea Wines (being the only Wines of these Sorts in Merchants Hands) in the several Vaults and Taverns following, viz. in Freeman's-yard in Cornhill under the Crown-Tavern in Breadstreet, under a front House in Salisbury-Court in Fleetstreet, under Mr. Rymes a Furrier against a May-pole in the Strand, and at the Horn-Tavern in Palace-Yard Westminster; and there is now open'd other Vaults, viz. in the Tavern-Yard against Billingsgate, in the middle Street in the Buildings, and under St. James's Market-house; also on Tuesday the 18th Instant will be open'd the Green-Dragon Tavern in Gray's Lane in Holborn. Note, The Prices of the abovesaid Wines, in the Vaults, the new natural red and white Oporto and white Viana 18 d. per Quart and 17 l. per Hogshead, and the new red Viana 15 d. per Quart and 13 l. per Hogshead; and in the said Taverns Oporto and white Viana at 20 d. and red Viana at 16 d. per Quart. Note, The new white and red Anadea Wines are at 2 s. per Quart and 20 l. per Hogshead, and to be had only in the aforesaid Vaults in York-Buildings, and under St. James's Market-House.

"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 ...*



"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

## to govern men

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"there would be need of fewer Laws, and less force to govern Men, if their Minds were rightly inform'd, and set strait, while they were yong, and pliable."

Thomas Sprat,

*History of the Royal Society, 1667*

# 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



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The spirit of the people for obtaining this necessary information is evident from the incredible number of newspapers and other periodical publications --Knox

the degree of correctness with which the common papers of intelligence appear, is really wonderful, and affords a striking instance how much industry can effect, when stimulated .. by the hope of that abundant gain, which our more than Athenian love of political information [#2] constantly supplies --Knox

# 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

# which branch?

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"Give [the public] fair and full information, and they will do the thing that is right"

--Vicesimus Knox

"for were the impulses of conscience clear, uniform, and irresistibly obeyed, man would need no other law giver"

--Tom Paine

# 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