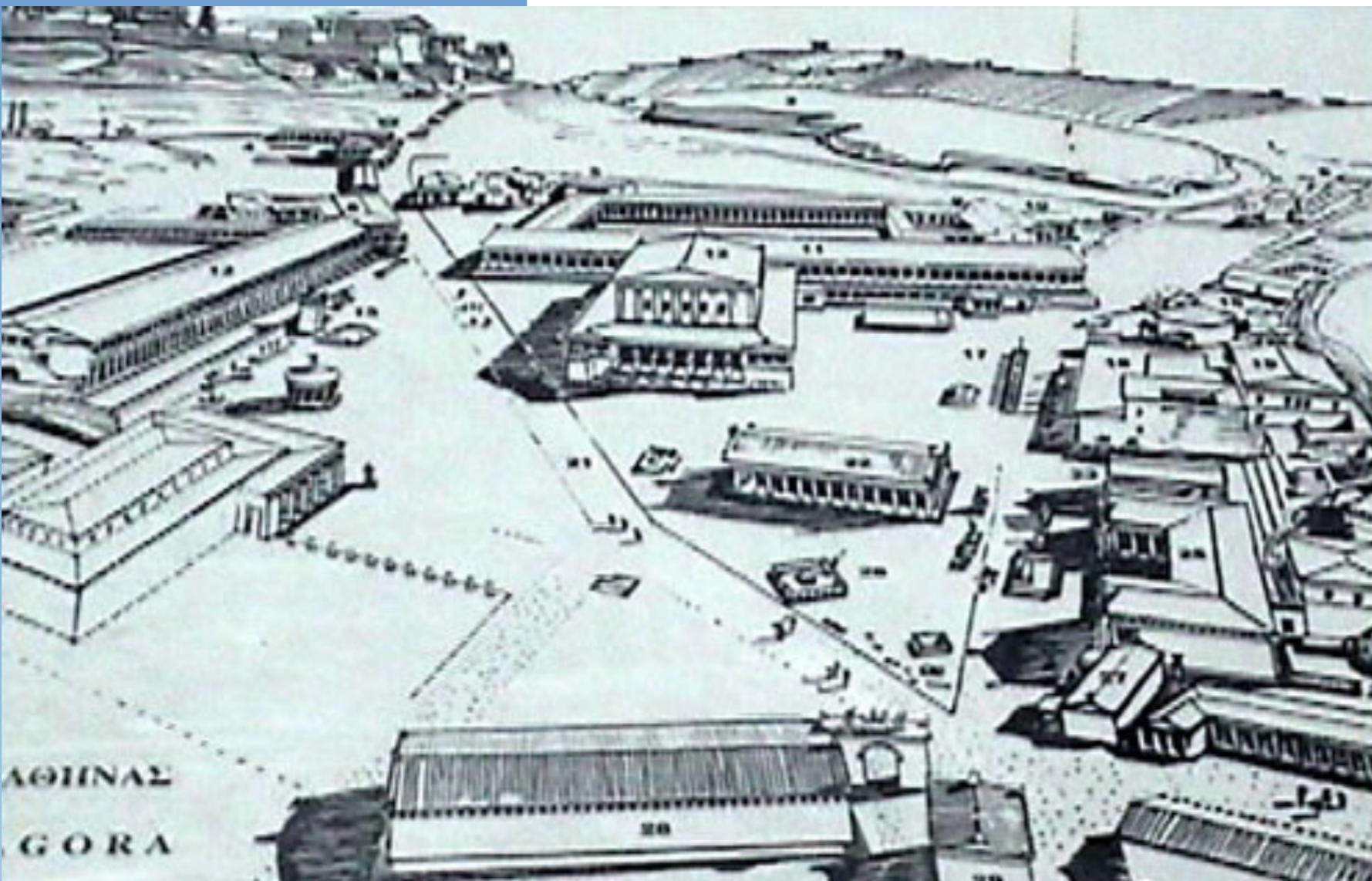


the “public sphere”

**demarcation and transformation
& thoughts about**

**an “age of
information”**

concepts of
information,



*agora
polis
oikos*

enlightened times

public sphere / private sphere

public opinion

representation

civil society

common sense

news

information

Enlightenment



private sphere

Showing 1- 10 of 93

1 2 3 4 5 ... 10 ▶

TITLE: [A sermon preached before the Right Honourable the Lord Mayor, aldermen, and citizens of London. At the cathedral church of St. Paul, on the 29th. ...](#)

AUTHOR: Newton, Robert

DETAIL: London, 1703. 23pp. Religion and Philosophy

public sphere

Showing 1- 10 of 129

1 2 3 4 5 ... 13 ▶

TITLE: [The conduct of the late and present m-----ry compared. With an Impartial Review of Public Transactions since the Resignation of the Right ...](#)

AUTHOR: Pulteney, William, Earl of Bath.

DETAIL: London, 1742. 54pp. Social Sciences

This was evident in the Question upon the Merits of the *Westminster* Election, which was the *next*, and indeed the *decisive* Measure, that gave a Turn to the State of his Affairs. It was a Question purely political on the Side of the Opposition; by which I mean, that very few or no personal Considerations enter'd into it that could influence the Decision of it in favour of the Petitioners:

These were Men of the middling Rank of Life, and destitute of all Support and Countenance from those who were in any Branch of the Civil Magistracy of the City. As to their Candidates, their Merits in a public Sphere were yet untry'd, and consequently their personal Interest to influence so decisive a Vote could not be very considerable.

On the other hand, one of the fitting Members had had great Opportunities by long Experience in Business, by long Possession of

enlightened times

public / private sphere

public interest / opinion

representation

civil society

common sense

news

information

Enlightenment



past and present

"The public sphere, bears the imprint of bureaucratic and mass media jargon"

J.H., *STPS*

"According to Habermas and others, the way the new media have been commoditized through this evolutionary process from hand-printed broadside to telegraph to penny press to mass media has led to the radical deterioration of the public sphere."

— Howard Rheingold, *Virtual Community*, 1993

"The function of [Twitter's] platform as a global opinion machine is hardly novel. Jürgen Habermas (1989) theorized that media channels ... constitute a social space through which norms for communication and interaction are produced"

— José Van Dijck, *The Culture of Connectivity*, 2013



World thinkers 2015: the results

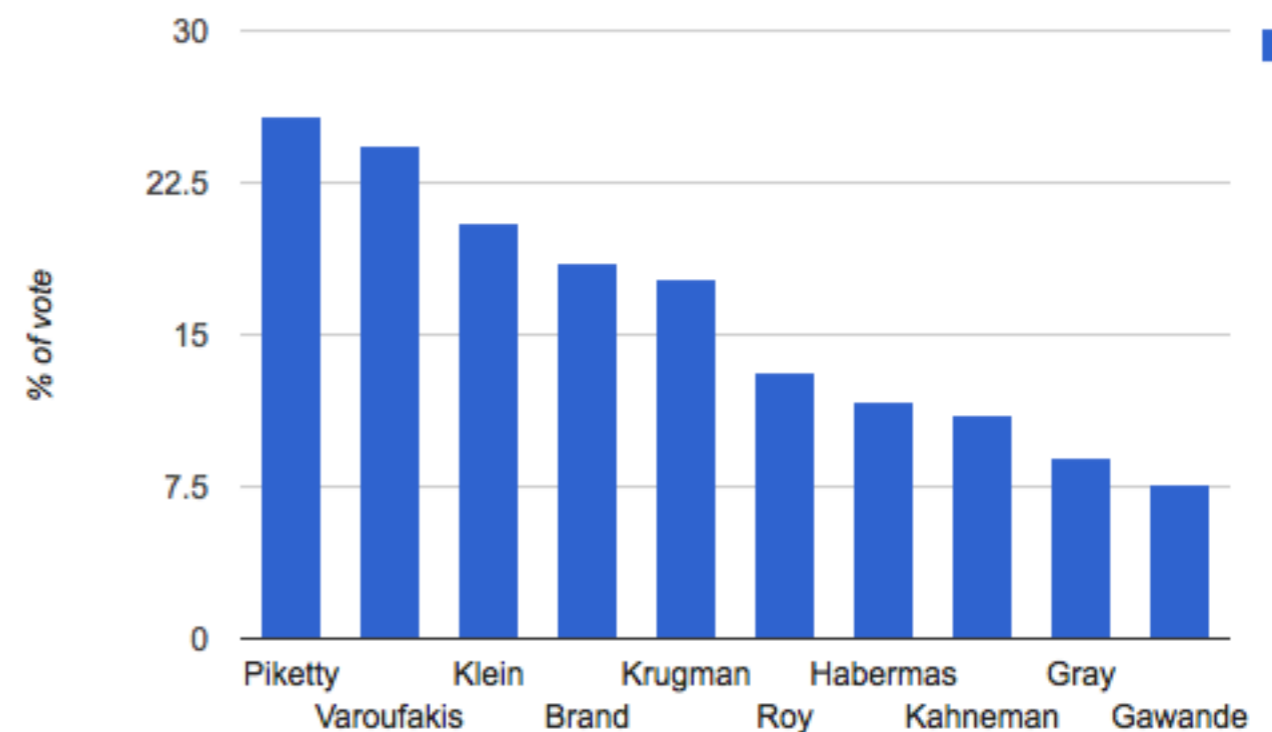
Prospect asked readers to select their favourites from a list of the world's leading thinkers. The results are in

by Prospect Team / March 25, 2015 / [Leave a comment](#)

contemporary placement

- Thomas Picketty
- Yanis Varoufakis
- Naomi Klein
- Russel Brand
- Paul Krugman
- Arundati Roy
- Jürgen Habermas
- Daniel Kahneman
- John Gray
- Atul Gawande

Our top ten thinkers





approach with caution

"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

"auctoritas, non veritas facit legem"

a change in *representation*



"one can properly speak of public opinion ... only with regard to late-seventeenth century Great Britain and eighteenth-century France"

—Habermas, *STPS*

EEBO hits for "public opinion"

1600-1640, 5

1640-1660, 15



from **voluntas** to **ratio**

from **auctoritas** to **veritas**



"auctoritas, non veritas facit legem"

synopsis



from **voluntas** to **ratio**

from **auctoritas** to **veritas**

and then **back again?**



from
formation of *public* opinion
to
molding of *mass* opinion

going public

John Locke noted self-deprecatingly that the work was "not meant for those that had already Mastered the Subject ... but for my own Information."

John Locke, *Essay Concerning Human Understanding*, 1690

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

-Tom Paine, *Rights of Man*, 1794

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

--Calhoun, "Habermas and ..."

contributing factors

growth of mercantile class

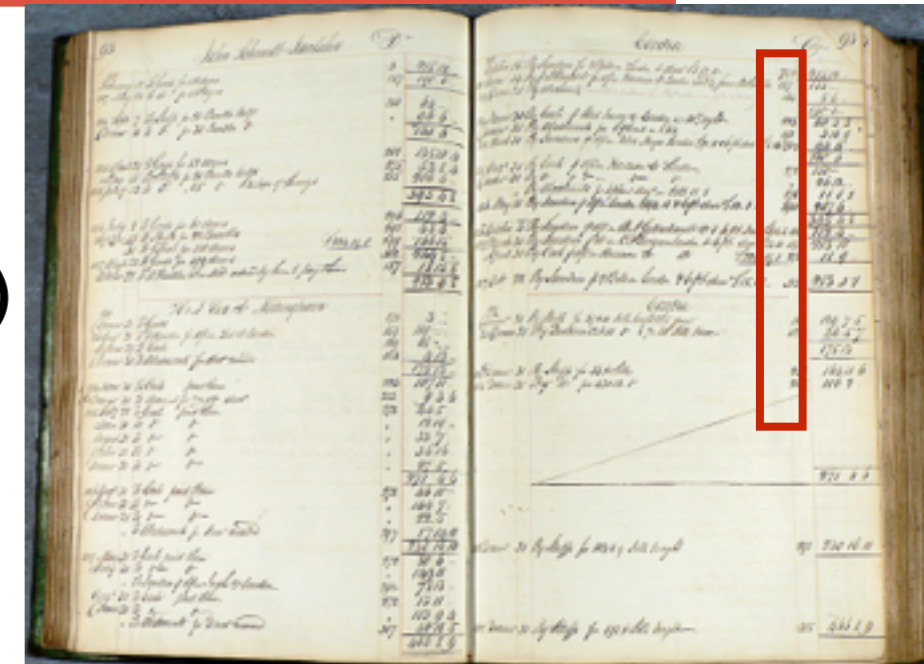
rise of overseas trade (and credit)

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



context & 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*

Hobbes, 1588-1679

1668 - Glorious Revolution /Bill of Rights (William & Mary) — *Locke*

Locke, 1632-1704

Addison, 1672-1719

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

Montesquieu, 1689-1775

Reid, 1710-1796

Hume, 1711-1776

1710 - copyright

Rousseau, 1712-1778

Ferguson, 1723-1816

1776 - American Revolution — *Paine*

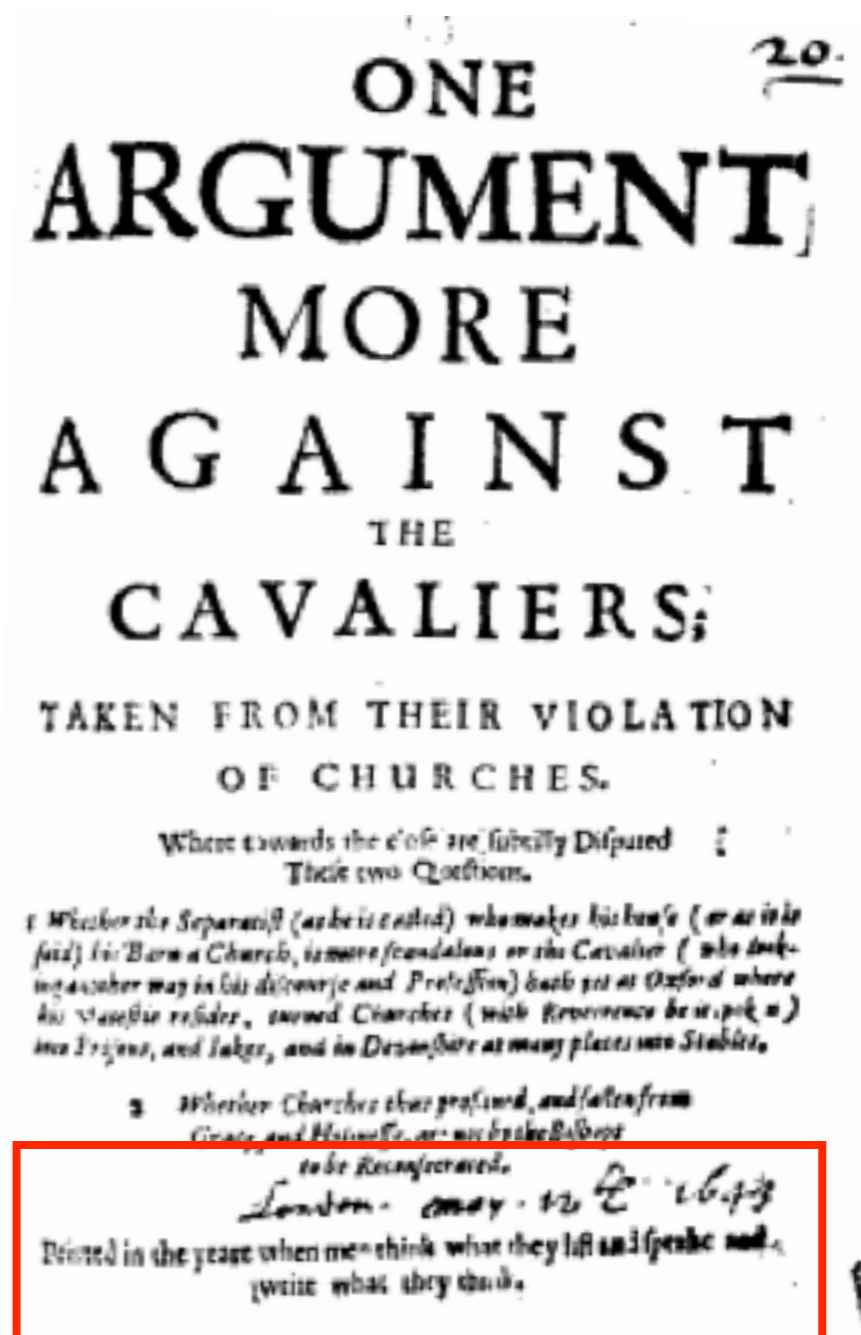
Smith, 1723-1790

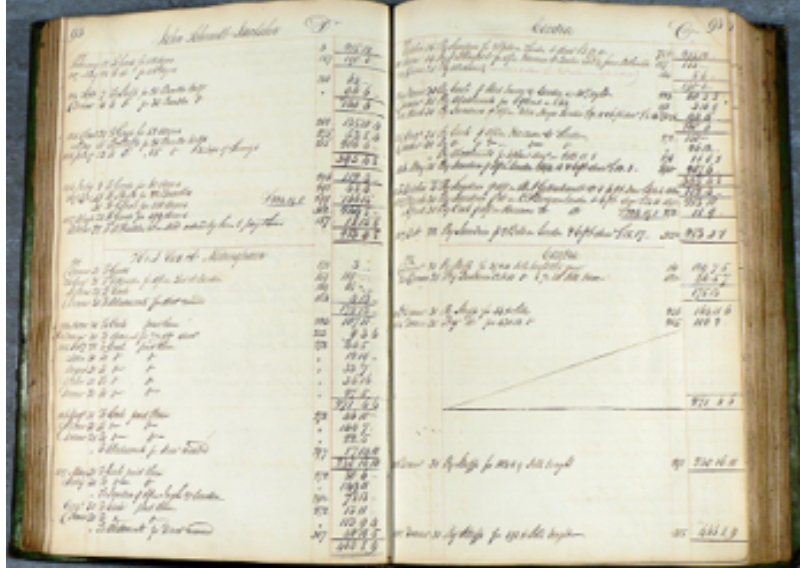
1789 - French Revolution

Paine, 1737-1809

anticipating the public sphere?

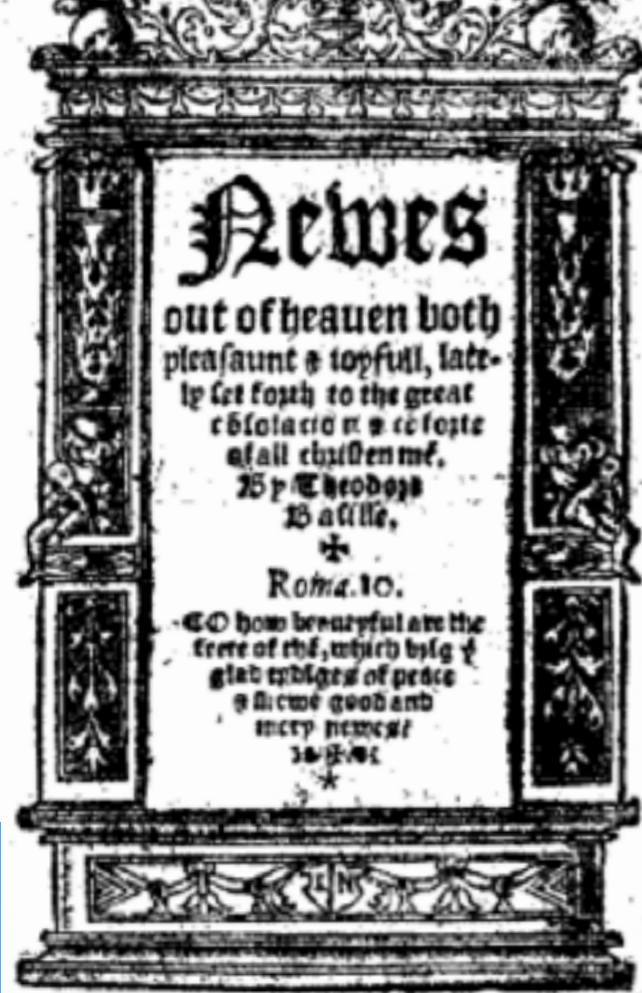
Printed in the year
when men think what
they speak and write
what they think.





circulation

"[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**."



"Salvation in Christ is no newes, but a thyng prophecyed" --Epistle of Peter, *Bible* [Coverdale] 1535

getting to the news

conceptions of new(s)

from heavenly to earthly

from adjective to substantive

new account **to** news

from particularistic to general

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

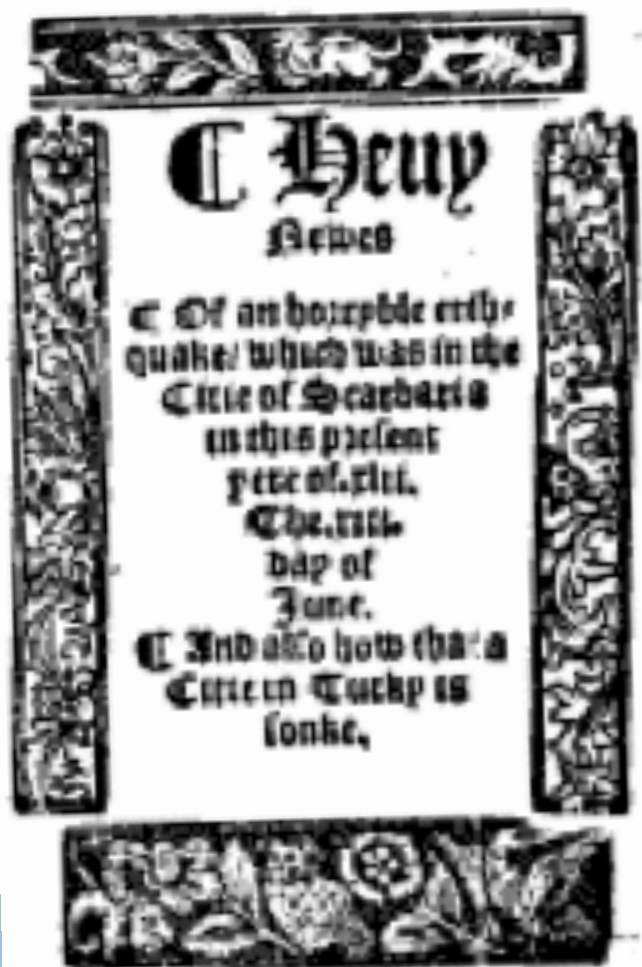
from spoken or written to printed

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

institutionalized

"BBC can report ..."

"what's on the news?"



a matter of action...

cp information

"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



... and reaction

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.

China *tipao* [Han Dynasty, 202 bce]

Rome *Acta Diurna* [131 bce]

more telling

Venice: *Notizie Scritte* [sold 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"

truth

fact

speculation

comment

opinion

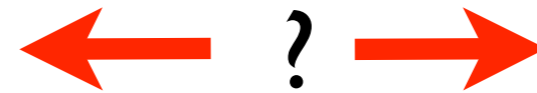
rumour

gossip

hoax

misinformation (1575)

falsehood



news
&
information
&
data

Certain late and very remarkable passages twixt the Pope, and the Embassadors of the Emperour and King of Spaine, concerning the excommunication of the King of Sweden and his adherents.
A Resolute and very Religious speech of the King of Sweden, vpon occasion of a danger escaped.
The Last and certtainest passages of Maastricht, in manner of a diurnall, by which you may quest of the event of that sledge.
The names of certaine English and French Commanders lately hurt and flaine before Maastricht.
A Proclamation of the King of Spaine against Count Henry of Vandenberg, one of the Revolted Lords of that State.
Conditions proffered by the Emperour to draw the Duke of Saxon to his side: Ineffeative.
Besides divers other particulars of Note.

LONDON.
Printed by I. D. for Nathaniel Butter and Nicholas Bourne
1632.

establishing "the news"

seriality

periodicity

periodical, journal, daily, weekly, monthly, annual

currency

courant, post

voice, independence

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

source

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

completeness

full, complete, entire





THE SPECTATOR.

VOL. I.

N^o 1. Thursday, March 1, 1711.

*Non fumum ex fulgore, sed ex fumo dare lucem
Cogitat, ut speciosa debinc miracula promat. Hor.*

I Have observed, that a Reader seldom peruses a Book with Pleasure, 'till he knows whether the Writer of it be a black or a fair Man, of a mild or choleric Disposition, Married or a Batchelor, with other Particulars of the like nature, that conduce very much to the right understanding of an Author. To gratifie this Curiosity, which is so natural to a Reader, I design this Paper, and my next, as Prefatory Discourses to my following Writings, and shall give some Account in them of the several Persons that are engaged in this Work. As the chief Trouble of Compiling, Digesting, and Correcting will

VOL. I. B fall

The TATLER.

By the Wits of the Age.

Printed for James Knapton at the Sign of the Sun in St. Dunstons Church-yard.

From Monday April 11. to Friday April 15. 1711.

In a short time, I have had the Honour to receive from several of our Readers, some very kind and obliging Letters, in which they have expressed their great Pleasure in perusing the Tatler, and their Desire to see it continue.

After having considered these Letters, I have thought fit to give my Readers an Account of the Design of this Paper, and to let them know, that I have no other Aim, but to give them some Amusement, and to let them see, that the Wits of the Age are not so much degenerated, as they are commonly supposed to be.



THE GUARDIAN.

VOL. I.

N^o 1. Thursday, March 12, 1713.

— *Life quam reperio.* — Mar.

IHERE is no Passion so universal, however diverted or disguised under different Formed Appearances, as the Vanity of being known to the rest of Mankind, and communicating a Man's Parts, Virtues or Qualifications to the World; this is so strong upon Men of great Genius, that they have a restless Fondness for satisfying the World in the Mistakes they might possibly be under, with relation even to their Physiognomy. Mr. A's, that excellent Penman, has taken care to affix his own Image opposite to the Title Page of his Learned Treatise, wherein he instructs the Youth of this Nation to arrive at a flourishing Hand.

Vol. I. B The

voices

Spectator

Tatler

Guardian

Rambler

Idler



THE SPECTATOR

theguardian

Winner of the Pulitzer prize



THE
SPECTATOR.

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VOL. I. B fall

news & information

cause and effect

"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

effect to cause

“Mr. Burke observed, that it was the first Time he ever heard News-paper Information made a Foundation for any solemn Proceedings in that House.”
— *St James Chronicle* 1775

“Mr Burke ... believed the letter ... genuine, though founded on news-paper information”
— *Gazetteer and New Daily Advertiser*, 1779

“If the public suffer their opinions to be at all warped by news-paper information ...”
—*Parker’s General Advertiser and Morning Intelligencer*, 1785

MR. EDMUND BURKE'S

S P E E C H E S

A T

His ARRIVAL at BRISTOL,

AND AT

The CONCLUSION of the POLL.

THE SECOND EDITION.



L O N D O N :

Printed for J. DODSLEY, in PALL-MALL,

MDCCLXXV.

representation

"You choose a member indeed; but when you have chosen him, he is not member of Bristol, but he is a member of parliament. If the local constituent should have an interest, or should form an hasty opinion, evidently opposite to the real good of the rest of the community, the member for that place ought to be as far, as any other, from any endeavour to give it effect."

—Edmund Burke, *To the Electors of Bristol*, 1774

an open press

Dyer's newsletter 1688

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

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

-Susanne Centlivre, *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

The Daily Courant.

Wednesday, March 11, 1702



free press

- 1701, *New Observator* (Anne Baldwin)
- 1702, *Observator* (John 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*

"[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

underwriting the public sphere

"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

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

—Vicesimus Knox

a popular press

"On Saturdays during 1746 at least 45,000 papers were sold Allowing for the moderate estimate of ten readers per page ... a de facto readership of not far short of half-a-million." [London pop < 700,000]

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

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

news for all

"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

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

— César de Saussure, 1726

"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

To the IDLER.

SIR,

IN time of public danger, it is every man's duty to withdraw his thoughts in some measure from his private interest, and employ part of his time for the general welfare. 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.

IN a battle every man should fight as if he was the single champion; in preparations for war, every man should think, as if the last event depended on his counsel. None can tell what discoveries are within his reach, or how much he may contribute to the public safety.

FULL of these considerations I have carefully reviewed the process of the war, and find, what every other man has found, that we have hitherto added nothing to our military reputation: that at one time we have been beaten by enemies whom we did not see, and at another, have avoided the fight of enemies left we should beaten.

national conduct

in time of public danger

"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, 1758

what public?

"[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

"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

cp "consensual hallucination experienced daily
by billions"

the sense of a nation

The newspaper "fulfills in America the cultural function of the drama of Aeschylus. I mean that it is the expression through which a people -- a people numbering many millions -- becomes aware of its spiritual unity. The millions, as they do their careless reading every day at breakfast, in the subway, on the train and the elevated, are performing a horrendous and formless ritual"

—J. Huizinga, *America:
A Dutch Historian's Vision from Afar and Near*, 1972[1920]

periodicity?

seriality?

currency?

voice?

unity?

death of a nation?

or self-sufficiency?

The era of the self-contained news package ... is coming to an end. News has become disaggregated, and the thing that people share is not the newspaper, but **the news story. Which can come from anywhere.** A couple of decades ago, readers would read a story and remember which newspaper or magazine they read it in, while paying almost no attention to the byline. Today, readers read a story and while they might remember that they found it on Facebook, or Twitter, they pay almost no attention either to the byline or to the publication. **The important thing is the information itself,** rather than the place it came from.

Felix Salmon, "How Facebook Could Kill the News Brand," Fusion, March 24, 2015

"The public sphere with which Marx saw himself confronted contradicted its own principle of universal accessibility--the public could no longer claim to be identical with the nation, civil society with all of society"
—JH, STPS

disenchanted

"Protection, therefore, against the tyranny of the magistrate is not enough; there needs protection also against the tyranny of the prevailing opinion and feeling; against the tendency of society to impose, by other means than civil penalties, its own ideas and practices as rules of conduct on those who dissent from them; to fetter the development, and, if possible, prevent the formation, of any individuality not in harmony with its ways, and compel all characters to fashion themselves upon the model of its own. There is a limit to the legitimate interference of collective opinion with individual independence; and to find that limit, and maintain it against encroachment, is as indispensable to a good condition of human affairs, as protection against political despotism. ... individual liberty will probably be as much exposed to invasion from the government, as it already is from public opinion. ... physical force in the form of legal penalties, or the moral coercion of public opinion."

— John Stuart Mill, *On Liberty*, 1859

between auctoritas & veritas

"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

"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

"the Art of printing will so spread knowledge that the common people, knowing their own rights and liberties, will not be governed by way of oppression"

—Samuel Hartlib, *A Description of the Famous Kingdome of Macaria* [London, 1641]

benefit of hindsight?

"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

“a process of decomposition”

" 'Public Opinion' takes on a different meaning depending on whether it is brought into play as a critical authority ...or as the object to be molded in connection with a staged display of ... publicity in the service of persons and institutions, consumer goods, and programs ... Both forms ... compete in the public sphere ..."

—JH, *STPS*

"Structural transformation came about ... as private organizations began increasingly to assume public power on the one hand, while the state penetrated the private realm on the other" - Calhoun

political transformation

cabinet papers

London Gazette

Review
Examiner

Post-Boy
Mercator



in-house journalists

Defoe
Swift ...



commercial transformation

"[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."

—JH, STPS

EXTRACTS

From several *MERCATORS*, &c.

A Comparison of the Duties payable on the Four Species excepted out of the Rate of the Tariff of 1664, with what they are now liable to by several subsequent Tariffs; and how they will stand charged by the Tariff of 1699.

	1664		1665		1667		1687		1701		1699	
	£	s	£	s	£	s	£	s	£	s	£	s
Wheat Flour 3 C. Weight	2	30	---	---	15	00	---	---	---	---	---	---
Wheat Flour 3 C. Weight	3	00	---	---	10	00	---	---	---	---	---	---
Wheat Oyl 10. and 101. Wt.	3	00	---	---	15	00	---	---	---	---	---	---
Bread 25 Sls.	47	00	---	---	50	00	110	00	proh.	---	---	---
Rum 15 Sls. 100 25 Cask	10	00	---	---	15	00	14	00	proh.	---	---	---
Sugar refined and in loaf or otherwise, and Sugar Candy, white or brown, 10. Weight.	15	00	22	10	28	10	---	---	---	---	22	10

It will be necessary to enter a little into the History of our Trade with France, for the last 40 or 45 Years: And because some Period of Time is proper in all such Cases to take a Rise from, it shall be placed at the Year 1660. If any think that Time is not sufficiently remote, they shall be fairly followed, for they go back as far as they please: In the mean while, I must take Notice to the Reader, that the Particulars are too copious and extensive, and especially their Numbers so pressing; that no Time or Room can be spared for Precisions, and Introdutions.

About the Year 1660, the general Book of Rates was made in England, according to an Act of Parliament, whereby a Subsidy of Tonnage was laid on Wines and Brandy, and a Subsidy of Poundage after the Rate of 5 $\frac{1}{2}$ per Cent. upon all Goods and Merchandises Imported.

In Imitation of this, in the Year 1664, the French made a General Tariff or Book of Rates, wherein they followed up in Rating all Goods and Merchandises at a Tax of about 12 per Cent. *ad Valorem*, except that for the Encouragement of their People to improve in Trade and Manufactures, all the Manufactures of Silk, Gold, Silver, Hair, Thread, and Wool, were Rated at 10 per Cent. according to their Value. This Tariff was

The London Gazette.

Published by Authority.

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

Dantzick, June 9.

Our Letters from *Warsaw* of the 5 instant tell us, That some of the Deputies of *Lybia* had left the Dyet, which is still assembled there, and were departed on their way home, leaving a Protestation behind them against the proceedings of the Dyet, the occasion of which is said to be, That they could not obtain some points to be inserted in the *Pacta Conventa*, which they desired concerning the regulating the Kings Household. However that, the Dyet 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 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 *Bourbonville*, and to morrow his Troops, consisting in three thousand Horse and one thousand Foot will follow, and pass the *Main* here over our Bridge; The last night they had their Quarters at *Eichbarck*, two Leagues distant from this place, and when passed the *Main*, will direct their march towards *Ladenbourg* on the Neckar, 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 those the Duke of *Bourbonville* brings with him. That Monsieur *de Yverne* 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 Governour of *Brissack*, and that thereupon he was preparing to march towards *Lorraine*. The Marquis of *Vaubran* will remain in the mean time with his Troops at *Magenaw*, which place he continues to fortify, as likewise *Saverne*. We hear that the French have restored the Count of *Nassau Sarbruc* to his Liberty.

Cologne, June 15. Yesterday arrived at *Gulckbrack*, 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 *Saxer* 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 *Mellingner*, at present in the Diocess of *Hildesheim*, and two of Foot, whereof Monsieur *Esch* and Monsieur *Vissours* are Colonels; the first is now in Garrison at *Keysermaers*, and the other at *Rhyenberg*.

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 join with the Army, they lay last night within a League of it, and the Prince of *Baden* is sent by the General *Saxer* 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 looking for them here great quantities of Ammunition Bred.

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

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

public priority

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.

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

to self-serving?

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 ;



still a suspect relationship?

"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. **This causes search engine technology to remain largely a black art and to be advertising oriented.** ... we have a strong goal to push more development and understanding into the academic realm."



dependency?

ADVERTISEMENT.

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 Brooke and Hellier 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. Avent in Plymouth; Messieurs James and John Arnold in Portsmouth; Messieurs James Wakeman, and John Negus in Tarmouth; 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 6 s. per Gallon.

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

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 N
Galies just arriv'd and landing, consisting of 300 Pipes of new
and white Oporto, and 20 Pipes of red and white Anadea Wines (b
ing the only Wines of these Sorts in Merchants Hands) in the fo
ral Vaults and Taverns following, viz. in Freeman's-yard in Corn
under the Crown-Tavern in Breadstreet, under a front House in S
lisbury-Court in Fleetstreet, under Mr. Rymes a Furrier against
May-pole in the Strand, and at the Horn-Tavern in Palace-Yard
Westminster; and there is now open'd other Vaults, viz. in De
Tavern-Yard against Billingsgate, in the middle Street in Ye
Buildings, and under St. James's Market-house; also on Tuesday
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 Qua
Note, The new white and red Anadea Wines are at 2 s. per Qua
and 20 l. per Hogshead, and to be had only in the aforesaid Vaults
York-Buildings, and under St. James's Market-House.

--Steele, Spectator, Friday April 25, 1712

the presses roll on

advertise and inform

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



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

—Samuel Johnson, 1759



selling what to whom?

“We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will render our enterprise a remunerating one.”

—Horace Greeley, (editor of the *New York Tribune*)

disenchanted

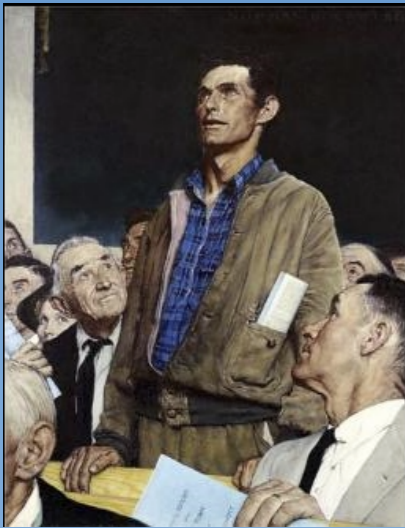
"The man who never looks into **a newspaper is better informed** than he who reads them, inasmuch as he who knows nothing is nearer to truth than he whose mind is filled with falsehoods and errors. He who reads nothing will still learn the great facts, and the details are all false."

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



"auctoritas, non veritas facit legem"

synopsis



from **voluntas** to **ratio**

from **auctoritas** to **veritas**

and then **back again?**



from
formation of *public* opinion
to
molding of *mass* opinion

up ahead

Week 12

April 7: From the Bourgeois Public Sphere to the Internet

Reading:

- Calhoun, Craig. 2004. "[Information Technology and the International Public Sphere](#)" pp. 229-252 in D. Schuler & P. Day (eds.), *Shaping the Network Society: The New Role of Civil Society in Cyberspace*. Cambridge, MA: MIT Press.
- Darnton, Robert. 2000. "[An Early Information Society: News and the Media in Eighteenth-Century Paris.](#)" *American Historical Review* 105(1): 1-35.
- Papacharissi, Zizi. 2002. "[The Virtual Public Sphere: The Internet as a Public Sphere.](#)" *New Media & Society* 4(1): 9-27.
- Poster, Mark. 1995. "[The Net as a Public Sphere](#)" *Wired* 3.11.

Background:

- Dahlberg, L. 1998. "[Cyberspace and the Public Sphere: Exploring the Democratic Potential of the Net.](#)" *Convergence* 4(1), 70-84.
- Dean, Jodi. 2003. "[Why the Net Is Not a Public Sphere.](#)" *Constellations* 10(1): 95-11.
- Poor, Nathaniel. 2005. "[Mechanisms of an Online Public Sphere: The Website Slashdot.](#)" *Journal of Computer-Mediated Communication*. 10(2).
- Shirky, Clay. 2011. "[The Political Power of Social Media: Technology, the Public Sphere, and Political Change.](#)" *Foreign Affairs* 90: 28-41.