

## 10/13: Print & the Press

### 1. Housekeeping

- search project

- term papers:

  - proposal

  - deadlines

### 2. Bloggers?

### 3. AOB?

### 3. Print, the book, & the author

### 4. The press & the public sphere

- PD: England, 1600-1900, quality,  
authenticity, & corruption

- GN: U.S, 1900- present, objectivity

Authorial, authority, reputation, print

Making the familiar unfamiliar --

information, knowledge, quality, nation, author,  
news/press/media

Author -- inventor, originator, authenticator, brand

The weakest link

The press and the idea of journalism

## Author as brand

Mark Rose, Authors & Owners (1993)

1: The author-work relation is embedded in library catalogues, the indexes of standard literary histories, .... It is pervasive in our education system .... institutionalized in our system of marketing cultural products ... the name of the author .... becomes a kind of brand name.

## Property & Propriety

O, for my sake do you with Fortune chide,  
The guilty goddess of my harmful deeds,  
That did not better for my life provide  
Than public means which public manners breeds.  
Then comes it that my name receives a brand,  
And almost thence my nature is subdued  
To what it works in like the dyer's hand.

Sonnet 111

Liability to asset?

Author in Open Source?

## Property & control

Foucault's moment

Problematic chronology

Chartier

Pornography and the paradox of property

Robert Southey, Wat Tyler

Harriet Wilson, Memoirs

Byron, Dugdale & Don Juan

## Authorial control

### Boyle's rejection

xii: The notion of the author does for information, for the knowledge-value revolution, what the Divine Right of Kings did for the monarchy, what classical economists' notion of the justice of "natural" unregulated markets did for the economic relations of the industrial revolution

xiv : it is hard even to imagine an alternative system.

## Death of the author

### Barthes's imagination

"Once the Author is removed, the claim to decipher a text becomes quite futile. To give a text an Author is to impose a limit on that text, to furnish it with a final signified, to close the writing

" ... the birth of the reader must be at the cost of the death of the Author

" ... the voice loses its origin, the author enters into his own death, writing begins"

& Techno enthusiasm (Landow, Bolter)

Quality of Information 7, 10/13- 7

## Author Function

### Foucault's caution

143: "A certain number of notions that are intended to replace the privileged position of the author actually seem to preserve that privilege

145: This usage of the notion of writing runs the risk of maintaining the author's privilege



## Romantic naiveté?

### Barlow's history

[The Net] resembles the 19th-century American West in its natural preference for social devices that emerge from its conditions rather than those that are imposed from the outside. Until the West was fully settled and "civilized" in this century, order was established according to an unwritten Code of the West, which had the fluidity of common law rather than the rigidity of statutes.

... Ethics were more important than rules.

Understandings were preferred over laws.

... In fact, until the late 18th century this model was applied to much of what is now copyrighted. Before the industrialization of creation, writers, composers, artists, and the like produced their products in the private service of patrons.

## Romantic naiveté?

Either: we wish away the author (Barthes)

Or: we wish away the institutions and preserve the author  
(Barlow, OSS)

## Author-function

"A privileged position"

## Author-function

143: the privileged position

147: the author's name performs a certain role with regard to narrative discourse, assuring a classificatory function ... to characterize a certain mode of being of a discourse

151: [from Jerome] quality, consistency, stylistic homogeneity, temporal unity

153: (1) the author function is linked to the juridical and institutional system that encompasses, determines, and articulates the universe of discourses; (2) it does not affect all discourses in the same way at all times and in all types of civilization; (3) it is not defined by the spontaneous attribution of a discourse to its producer, but rather by a series of specific and complex operations; (4) it does not refer purely

## Author-function

- 153: (1) the author function is linked to the juridical and institutional system that encompasses, determines, and articulates the universe of discourses;
- (2) it does not affect all discourses in the same way at all times and in all types of civilization;
- (3) it is not defined by the spontaneous attribution of a discourse to its producer, but rather by a series of specific and complex operations;
- (4) it does not refer purely and simply to a real individual, since it can give rise simultaneously to several selves.

# Whig histories

Kernan

## A DICTIONARY in Spanish and English:

FIRST PUBLISHED INTO THE  
English tongue by R. C. PERCIVALE Gent. Now enlarged and ampli-  
fied with many thousand words, as by this mark \* to each of them prefixed may appear,  
together with the accounting of every word, throughout the whole DICTIONARY, for the more  
pronunciation of the language, as also for the distinct significations of one and the selfsame word.  
And for the learners ease and furtherance, the declining of all hard and irregular Verbs,  
and for the same cause the former order of the Alphabet is altered, divers hard and  
unuseth phrases and speeches out of sundry of the best Authors explained,  
with divers necessary notes and especial directions for all such  
as shall be desirous to attain the perfection of the  
SPANISH TONGUE.

All done by *John Minshew* Professor of Languages  
in *LONDON*.

Hereunto for the further profit and pleasure of the learner or delighted in  
this tongue, is annexed an ample English Dictionary, Alphabetically set down  
with the Spanish words thereto annexed, as also an Alphabetical Table of the  
Spanish and Moorish words more commonly received, and used in the Spanish tongue,  
which being dispersed in divers formal and plain dialogues,  
the whole DICTIONARY is more easily learned than  
by the late *John Stephens*.

FOR THE RIGHT USE OF THIS WORKE,  
I referre you to the Directions before the Dictionary, contained in divers  
pages following from other DICTIONARIES heretofore set forth.



Printed at London by JOHN HAVELAND for  
*Matthew Lowrey*. 1627.

In the Eighteenth century, the author fights free of patronage, as part of the development of "print culture"

## Whig histories with a U-turn

Lessig, Bollier ...

The independent author has been appropriated as ventriloquist dummy for large corporate interests

[Availability](#) [Cal ID](#) [Patron ID](#) [Log in for more services](#)

[Save](#)

**Title** Ulysses : the corrected text / James Joyce ; edited by Hans Walter Gabler with Wolfhard Steppe and Claus Melchior.

**Author** [Joyce, James, 1882-1941.](#)

**Edition** 1st ed.

**Place/Publisher** New York : Vintage Books,

**Date** 1986.

**Description** xiii, 649 p. ; 24 cm.

**Uniform Title** [Bancroft poetry archive.](#)

**Other Authors** [Gabler, Hans Walter, 1938-Steppe, Wolfhard.](#)  
[Melchior, Claus.](#)  
[Whalen, Philip. asn CU-BANC](#)

## A Long History

Compare the independent author of the 18th century:

- | **Title** Prefaces, biographical and critical, to the works of the English poets. By Samuel Johnson.
- Author** [Johnson, Samuel, 1709-1784.](#)
- Place/Publisher** London, Printed by J. Nichols, for C. Bathurst [etc.]
- Date** 1779-81.
- Description** 10 v. 16 cm.
- Notes** Later published under title: The lives of the most eminent English poets.  
Spine title: Johnson's English poets.
- Subject Headings** [Poets, English.](#)  
[English poetry -- Early modern, 1500-1700 -- History and criticism.](#)  
[English poetry -- 18th century -- History and criticism.](#)
- Alternate Title** Lives of the most eminent English poets. Johnson's English poets.
- Other Authors** [Johnson, Samuel, 1709-1784. Works of the English poets.](#)  
[Nichols, John, 1745-1826. bkp CU-BANC](#)
- Classification** [P113 .J63](#)



## Alliance of Old and new?

Barthes, (Derrida, écriture and auteur)

"We know that a text is not a line of words releasing a single 'theological' meaning (the 'message' of the Author-God) but a multidimensional space in which a variety of writings, none of them original, blend and clash. The text is a tissue of quotations ...

"the inner 'thing' he thinks to 'translate' is only a ready-formed dictionary, its words only explainable through other words"

"Poems can only be made out of poems" -- N. Frye

## Corporate identity only in the Old Wave?

Software

Ken Thompson & the individual author

Orbiten Free Software Survey

Author	% of total
free software foundation	11.231
sun microsystems	1.848
regents of the university of california	1.359
gordon matzigkeit	1.216

## An overview of rights in copy



1450: Gutenberg

### Patents

1469: Venice: John of Speyer's printing privilege

1502: Venice: Aldus's privilege

1511: Various cities: Durer's AD

### Legal demands

1546: Printers and author's names on published documents

### Privileges

1553: England: Patent for legal printing

1557: Stationers' Company receives charter

1586: Stationers licensing privilege; shift of copy from printers to booksellers

### Privileges:

Personal patents & crown revenue

Chartered monopoly

Private control over communication

NYTimes: [Home](#) - [Site Index](#) - [Archive](#) - [Help](#)

Go to a Section

Go

Quotes:

Go

[NYTimes.com](#) > [Business](#) > [Media & Advertising](#)

## 169 Fox Stations Fined in Indecency Case

By STEPHEN LABATON

Published: October 13, 2004

**W**ASHINGTON, Oct. 12 - The Federal Communications Commission said on Tuesday that it would fine 169 Fox television stations \$7,000 each, or a total of \$1.18 million, for violating indecency rules when it showed a particularly graphic episode of the show "Married by America" last spring.

The show, one of the reality programs in Fox's lineup, features a group of single adults who agree to be engaged and marry, even though they had never previously met.

The commission found an April episode of the show violated the indecency rules through a series of sexually suggestive and explicit scenes.

"The material is gratuitous, vulgar and clearly intended to pander to and titillate," said the commission's order, which was unanimously approved by the five commissioners.


### ARTICLE TOOLS

-  [E-Mail This Article](#)
-  [Printer-Friendly Format](#)
-  [Most E-Mailed Articles](#)
-  [Reprints & Permissions](#)

### TIMES NEWS TRACKER

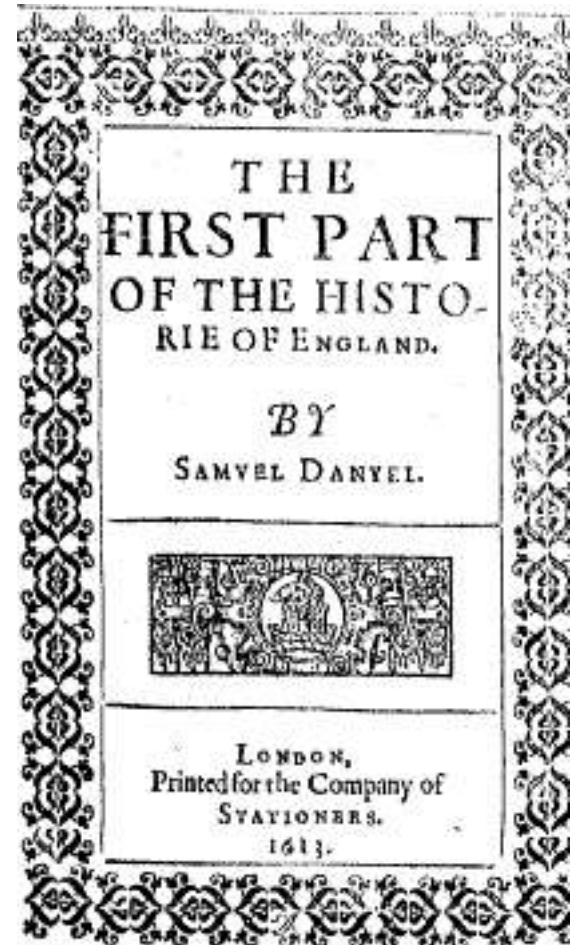
Topics	Alerts
<a href="#">Television</a>	<input type="button" value="Create"/>
<a href="#">Telephones and Telecommunications</a>	<input type="button" value="Create"/>
<a href="#">Federal Communications Commission</a>	<input type="button" value="Create"/>
<a href="#">Viacom Incorporated</a>	<input type="button" value="Create"/>

- ▶ [Create Your Own](#)
- ▶ [Manage](#)
- ▶ [Most Popular Alerts](#)
- ▶ [Take a Tour](#)


[CLICK HERE TO SUBSCRIBE](#) 


## Revolution, repression, license to liberty


- 1603: Development of 'English stock'  
(Bibles to ballads)
- 1616: Jonson's Works
- 1623: Shakespeare's Plays
- 1641: Revolution;  
end of Star Chamber
- 1689: Revolution, Bill of Rights,  
parliament v crown
- 1694-5: Triennial Act &  
End of Licensing Act



## The "publishing complex"

The collection of the  history of England. By Samuel Daniel. ; VWith a continuation of the history, unto the reign of Henry the Seventh, by John Trussel.

Continuation of the collection of the  history of England.

 Daniel, Samuel, 1562-1619.

Trussel, John, fl. 1620-1642.

London, : Printed by F. Leach, for Rich. Chiswell, Benj. Tooke, and Tho. Sawbridge; and are to be Sold by Will. Whitwood, next the Crown Tavern in Duck-lane.

1685

# The "publishing complex"

**Guardian** Unlimited **The Guardian**

	<a href="#">Online</a>	<a href="#">World dispatch</a>	<a href="#">The Wrap</a>	<a href="#">Newsblog</a>	<a href="#">Talk</a>	<a href="#">Search</a>
de	<a href="#">Arts</a>	<a href="#">Special reports</a>	<a href="#">Columnists</a>	<a href="#">Audio</a>	<a href="#">Help</a>	<a href="#">Quiz</a>

2.30pm

---

## **Murdoch plans move out of Wapping**

Chris Tryhorn, City correspondent  
Thursday October 7, 2004

Rupert Murdoch is planning to move his Wapping printing plant to a greenfield site outside London, 18 years after smashing the Fleet Street unions to set up the east London complex.

The company, which publishes the Sun and the Times, is reportedly on the brink of lodging a planning application for a new building on a 40-acre site in Hertfordshire.

# The "publishing complex"

The New York Times

## Technology

NYTimes: [Home](#) - [Site Index](#) - [Archive](#) - [Help](#)

Go to a Section

Go

Search

[Technology Home](#)

[Circuits](#)

[Product Reviews](#)

### New Google Service May Strain Old Ties in Bookselling

By EDWARD WYATT

Published: October 8, 2004

**F**RANKFURT, Oct. 7 - [Google](#) Print, the new search engine that allows consumers to search the content of books online, could help touch off an important shift in the balance of power between companies that produce books and those that sell them, publishing executives said here on Thursday.

Google announced the introduction of the service at the Frankfurt Book Fair, the industry's most important annual meeting, where publishers, authors and their agents convene to buy and sell the rights to publish books in countries worldwide.



Erin Lubin/Bloomberg News

Google headquarters is in Mountain View, Calif.



## Authorial copyright

1701: Cranston Library founded

1703-14: War of Spanish Succession; eruption of the press

1710: Statute of Anne -- the rights of the author

1710: Harley, Swift, Defoe

1712-14: Negotiations for Treaty of Utrecht

1741: Pope v. Curl

1774: Donaldson v. Becket

## Globalization of copyright

1808: UK Copyright extension

1814: UK Copyright extension

1842: UK Copyright extension

1891: US joins international conventions

## Of the making of books ...

### Allgemeines Oeconomisches Lexicon (1753)

#### Book,

either numerous sheets of white paper that have been stitched together in such a way that they can be filled with writing;

or, a highly useful and convenient instrument constructed of printed sheets variously bound in cardboard, paper, vellum, leather, etc. for presenting the truth to another in such a way that it can be conveniently read and recognized. Many people work on this ware before it is complete and becomes an actual book in this sense. The scholar and the writer, the papermaker, the type founder, the typesetter and the printer, the proofreader, the publisher, the book binder, sometimes even the gilder and the brass-worker, etc. Thus many mouths are fed by this branch of manufacture

## Quality, responsibility, and cultural supply chains

"somebody to answer ... the last seller ... unless the Name of the Author, Printer, or Bookseller be affix'd to the Book" --Defoe, 1704

### Books

booksellers--publishers--printers--editors--authors

### Movies

theatres--producer--director-- actors--screenwriter

### Plays

theatres--producer--director--actors--playwrights

### Television

stations -- networks -- production companies --  
directors -- actors -- playwrights

### Music

record company -- producer -- musicians -- songwriters

[Dictionaries, encyclopaedias, romances, software]

Quality of Information 7, 10/13- 28

Go to a Section   Search: All of Movies

Easy as **DELL**™ Free Flat Panel Monitor Upgrade with select new Dell Home Dimension™ desktops. Offer ends 10/13. [Click for Details](#)

[Movies Home](#) | [Current Releases](#) | [Showtimes & Tickets](#) | [Coming Soon](#) | [News](#) | [Reviews](#) | [DVD & Video](#) | [Box Office](#)

## Appeals Court Ruling May Shift Power to Writers

By ANNE THOMPSON

Published: October 13, 2004

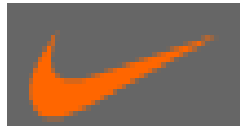
**L**OS ANGELES, Oct. 12 - Since the dawn of the film industry, it has been common practice for writers to send scripts and pitch stories to movie executives and producers. And for almost as long, scores of writers have sued the studios for stealing their ideas, only to have suits, filed on hard-to-prove copyright infringement grounds, which are dismissed or quietly settled.

**Showtimes & Tickets**

Search by Movie Title:

And/Or by ZIP Code:

## Brands & chains



## Brands & chains



## Brands & chains

Software	IBM	DEC	3d party	3d party	3d party
OS	IBM	DEC/VAX (3BSD-Unix)	Apple	Sun/Solaris (AT&T-Unix)	Microsoft <small>BIOS</small>
CPU	IBM	DEC	Apple	Sun	Intel & co
Hardware	<u>IBM</u>	<u>DEC</u>	<u>Apple</u>	<u>Sun</u>	[IBM]/OEM



## Brands & chains

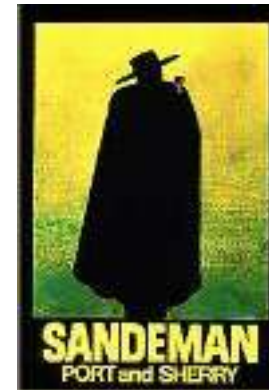
1800: Port held 75% of UK market

**Hedges & Butler**

1834: Collapse of port monopoly

1850s: Concerns over  
adulteration,  
falsification, fraud

1860: Deregulation of wine retail



## Forging the common law of brands before 1862

Medical Preparation	46
Spirits	25
Publications	23
Toiletries	22
Tobacco	16
Newspapers	15
Sauces	13
Iron	12
Bottles	10
Beer	9
Sewing Machine	8
Wine	8
Soap	7
Oil	6
Pens	6
Mineral Water	5
[Booze:	42]
[Publishing:	38]

## Quality, uncertainty, and struggles in the chain

Of 60 common law alcohol cases, only 7 were between “brand rivals”.

The rest involved suits along the “supply chain”, brewers v. bottlers, bottlers v. labellers, importers v. distributors, distributors v. retailers, etc.

Retailers, the old “branders” sought a name more reliable than their own.

The claim of “Sandeman inside” ultimately ceded power to Sandeman

## Author as brand

"That the Author of very Manuscript or Copy hath ... as good right thereunto, as any Man ... Those who purchased such Copies ... having the Authors right thereby transferred".

--The Case of the Booksellers and Printers Stated (1666)

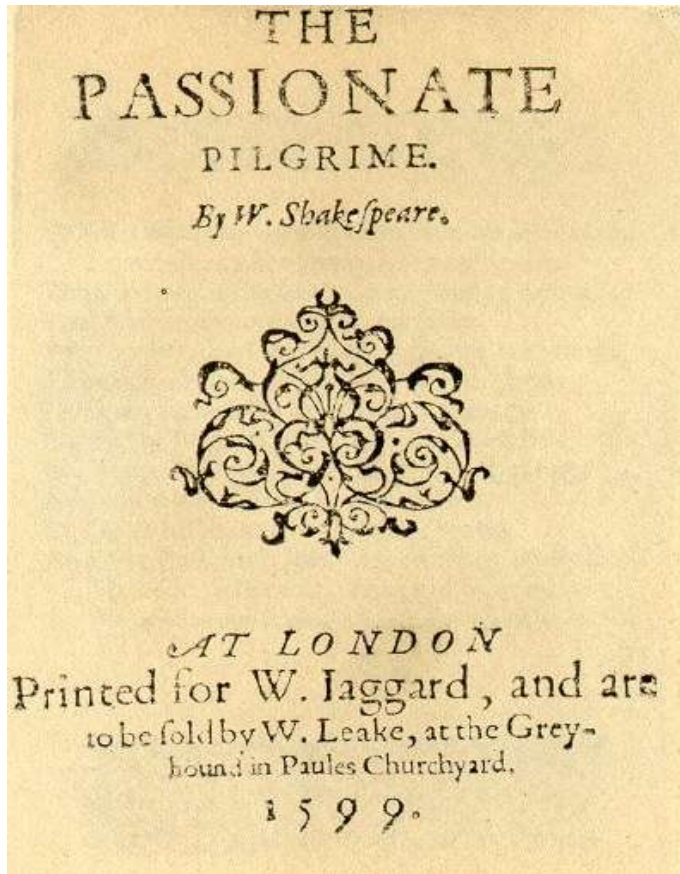
"The author is an instrumental convenience in regulatory struggles being carried on within the book trade"

-- Joseph Loewenstein

"Print made Johnson a writer"

-- Alvin Kernan

My name becomes a brand



"The Stationers made  
'Shakespeare'" -- Lukas Erne

## The Press and the Public Sphere

"Can the press justify its claim to be the voice of the public sphere, capable of challenging institutional politics or vested interests?"

## Public Opinion

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

Charles James Fox, 1792

## The Long Revolution

"We are living through a long revolution, which our best descriptions only in part interpret. It is a genuine revolution, transforming men and institutions; continually extended and deepened by actions of millions, continually and variously opposed by explicit reaction and by the pressure of habitual forms and ideas.

... democratic revolution

... industrial revolution

... cultural revolution ... expanding education and ...  
developing new means of communication"

Raymond Williams, Long Revolution, 1961, x-xi



## Public & Private

"The public sphere as a functional element in the political realm was given the normative status of an organ for the self-articulation of civil society with a state authority corresponding to its needs. The social precondition for this "developed" bourgeois public sphere was a market that, tending to be liberalized, made affairs in the sphere of social reproduction as much as possible a matter of private people left to themselves and so finally completed the privatization of civil society"

Jürgen Habermas, The Structural Transformation of the Bourgeois Public Sphere, 1962/1989, 74

"the abstraction of the state as such belongs only to modern times, because the abstraction of private life belongs only to modern times. The abstraction of the political state is a modern product"

Karl Marx, Contribution to the Critique of Hegel's Philosophy of Law, 1844, 32

Quality of Information 7, 10/13- 41

## Public & Private

“The public sphere as a functional element in the political realm posed the issue of pouvoir [power] as such. Public debate was supposed to transform voluntas [the will of one or many] into a ratio [rational-universal] that in the public competition of private arguments came into being as the consensus about what was practically necessary in the interest of all.”

Jürgen Habermas, The Structural Transformation of the Bourgeois Public Sphere, 1962/1989, 82–83

## The Rise of Print Journalism

- 1618-48: 30 Years War, Corantos, etc.
- 1621: Butter & Bourne's Newsbook
- 1624: Jonson's Staple of the News
- 1637: weekly public post
- 1662: Licensing Act
- 1665: Oxford (then London) Gazette
- 1695: Failure to renew Licensing Act

## The Press in the Public Sphere

- 1695: Flying Post  
Dyer's Newsletter
- 1696: Post-Boy, Post Man
- 1702: Observator, Daily Courant
- 1704: Review [Defoe & distribution]



“all the public papers now on foot depend on  
advertisements” Defoe, 1705

- 1709: Tatler [Steele]
- 18 papers, 35 issues per week
- 1710: Examiner [Swift]
- Statute of Anne
- 1711: Spectator [20 readers per paper; circ, 2,000]
- 1712: Stamp Act

## The Press in the Public Sphere

1712: Stamp Act

1713: Guardian

Mercator

British Merchant

Oxford's 5 papers:

Gazette, Review, Examiner, Post-Boy, Mercator

1714: Englishman

1715: Freeholder

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

1719: Daily Post

1720: London Journal

## The Government and the Press

1710: Fall of the Whigs; government of Oxford & Bolingbroke

1711: Negotiations in France; Prior apprehended

Swift, A New Journey to Paris

Swift, Examiner

Swift, Conduct of the Allies (11,000 copies)

attack on the Whigs and the "Moneyed-Interest"

Defoe's Review

1713: Treaty of Utrecht & the commercial treaty

Free trade vs "balance"

Wine & Wool

1713: Defoe, Mercator

The British Merchant

Davenant, Milner and statistics

1713: election, trade vs peace

## The Size of the Bourgeois Public Sphere

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

César de Sussure, 1726

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

Harris, London Newspapers in the Age of Walpole, p. 190

[the population was under 700,000]

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

## Rational-Critical Debate

Spectators, Observers, Tatlers, Guardians, Ramblers ...

"Impartial Spectator...

"An insatiable Thirst after Knowledge ...

"I live in the World, rather as a Spectator of Mankind, than as one of the Species; by which means I have made my self a Speculative Statesman, Soldier, Merchant, and Artizan ... can discern the Errors in the Oeconomy, Business, and Diversion of others who are in the Game...

"I never espoused any Party with Violence, and am resolved to observe an exact Neutrality between the Whigs and Tories .... In short, I have acted in all the parts of my Life as a Looker-on ...

"I have neither Time nor Inclination to communicate the Fulness of my Heart in Speech, I am resolved to do it in Writing; and to Print myself out, if possible, before I Die."



## The notion of collective readership

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

Centlivre, Love's Contrivance, 1703

## Quality & Authenticity

“there are solid Readers, who read for Information; and there are others more Mercurial, who value not a Book any farther, than for the Diversion and Amusement it affords.”

British Mercury, June, 1715

## Quality & Integrity

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

'The Examiner', Morning Post, 1780

## Quality & Authenticity

“as the Reason for omitting Domestic Occurrences hitherto, has been purely to avoid the Errors almost inseparable from the Papers which aim at hasty or too early Intelligence, it shall be the constant Care of the Managers of the Daily Courant rather to be Exact than Early and that their Home Articles shall rather be Important than Numerous. ... We shall only add, That as we pretend not to Infallibility: if by Mistake or Misinformation any thing should escape us that requires it, we shall think we owe it to the Reputation we aim to preserve, and to Ingenuity, to take notice of it as soon as possible.”

Daily Courant, 1729

## Quality & Integrity

"Mr. SPECTATOR.

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

[Steele, Spectator, Friday April 25, 1711

## Quality & Integrity

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 accomodate the Town, and give Notice  
they resolve to retail the entire Cargoes of the Sophronia and  
Galies just arriv'd and landing, consisting of 300 Pipes of new  
and white Oporto, and 20 Pipes of red and white Anadea Wines  
(being 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 Houe in  
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 the  
Tavern-Yard against Billingsgate, in the middle Street in the  
Buildings, and under St. James's Market-house; also on Tuesday  
18th Instant will be open'd the Green-Dragon Tavern in Gresham  
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  
York-Buildings, and under St. James's Market-House.

## Late 18th Century

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

## Nineteenth & Twentieth Century

- 1836: Reduction in Stamp Duty
- 1840s "Popular" and "radical" press
- 1855: End of Stamp Duty
- 1855: Daily Telegraph
- 1856: Morning Star
- London Chronicle

Sensation, Consolidation

Rise of Press Barons

Northcliffe

Pearson

Rothermere

Beaverbrook

Thompson

Maxwell

Murdoch

Black