EIGHTH EDITION

THE PRESS AND AMERICA

AN INTERPRETIVE HISTORY OF THE MASS MEDIA

MICHAEL EMERY EDWIN EMERY

Eighth Edition

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AN INTERPRETIVE HISTORY OF THE MASS MEDIA

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Preface

Journalism history is the story of humanity's long struggle to communicate: to discover and interpret news and to offer intelligent opinion and entertaining thoughts in the marketplace of ideas. Part of the story has as its theme the continuing efforts by men and women to break down the barriers that have been erected to prevent the flow of information and ideas upon which public opinion is so largely dependent. A separate and less appreciated challenge has been the internal battle by some journalists against the bias and self-censorship that has plagued so much of journalism.

Another aspect of the story is concerned with the means, or media, by which essential news, opinion, and other desired information reached the public, from the days of the handwritten ":newes letter" to the printed page, radio, television, and more recently, enhanced cable and computer services. Just as important to this story are the heroes and villains, as well as the bit actors, who made the world of communication what it is today. Finally, all of this becomes truly meaningful when the development of America's journalism is related to the progress of its people.

This eighth edition of *The Press and America* marks the passing of Edwin Emery, who until his death in September 1993, was involved in planning the rewriting, organization, and illustration of text, along with changes in the extensive bibliography that was his province from the book's debut in 1954. Michael Emery, who began his association with the third edition, assumed responsibility for the updating and strengthening of the manu-

script, enlisting the assistance of Nancy L. Roberts, a former student and colleague of Edwin Emery at the University of Minnesota who specializes in media history, the literary aspects of journalism, and magazine journalism. She coordinated information about women and minorities, books, film, advertising, public relations, and magazines, and shared responsibility for the bibliography.

The examination of American life and the American media remains the heart of the book. The Bibliography and Notes are again presented chapter by chapter at the back of the text. This organization facilitates both the listing of rapidly expanding new research and the shifting of extensive data listings to the Notes as reference sources. Mass communications researchers should note they may locate in earlier editions some secondary data and older bibliographical citations necessarily eliminated from these pages in the updating process.

The title, *The Press and America,* was conceived in 1949 when work began on the first edition and the newspaper industry was dominant. There was only a smattering of interest in the history of radio, and television was in its infancy. There have been many changes in media roles and communications technologies since. For reasons of tradition and continuity, our title remains the same, reflecting as always the emphasis placed upon the correlation of journalism history with political, social, economic, and cultural trends. In this interaction, the media have had their influence upon the course taken by the United States. Conversely, the conditions and influences present in each historical era have cumulatively determined the shape and character of the media. Within this framework emerges the special story of the men and women of journalism and of the institutions and traditions they created. Thus, the story ranges from newspaper editor James Franklin to television reporter Dan Rather; from newspaper publisher Mary Katherine Goddard to Katharine Graham; from opinion-molder Horace Greeley to Edward R. Murrow; from radical publicist Sam Adams to I. F. Stone; from talented writer Tom Paine to Tom Wolfe.

There is extensive examination of all the media: newspapers, press associations, magazines, book publishing, advertising, public relations, photojournalism, motion pictures, radio, television, and cable. Thus in the 1920s, the stories of radio's David Sarnoff and Amos 'n' Andy, of Hollywood's David Wark Griffith and Charlie Chaplin, of the newspapers' Adolph Ochs and the *New York Daily News,* of the *Reader's Digest* and the *New Yorker,* and of the rise of advertising agencies and public relations counsels become interrelated. With words and pictures the book surveys landmark events in communications history, probing significant issues, personalities, and media organizations, all the while tracing how major events in American history were covered by reporters, editors, and broadcasters and how other writers, advertisers, and advocates influenced American life.

New information includes an examination of the Clinton presidency and the challenge from Speaker of the House Newt Gingrich and his media supporters; a hard look at distressing trends in the journalism world; expansion of earlier material on problems with sex and violence in television programming; a description of the battle between the networks and cable television; data about women and minorities in the media and the gay/lesbian press; updates on the ownership patterns of major media organizations; new public opinion surveys regarding media credibility; revised circulation, audience, and sales data for major media, with the addition of new tables; profiles of leading television news figures and discussion of the trend toward "tabloid TV," typified by the O. J. Simpson trial; the pros and cons of the "new technology" for print and electronic media.

In the international area, there is new information about the flow of news and the internationalizing of both media impact and media technologies. The coverage of foreign events is an important part of this story. For example, the Gulf War and the Iran/Contra

scandal are backgrounded by a review of Middle Eastern and Central American events and there is a section on China and the Pacific Rim. New illustrations have been added.

ACKNOWLEDGMENTS

Thanks are due to many persons who have aided this venture during five decades. For this edition, criticisms and suggestions for change were elicited from Professor Donald M. Gillmor of the University of Minnesota in the legal area, and Professor Irving Fang, also at Minnesota, in sections dealing with broadcasting. Professor Virginia Goff, University of Wisconsin-Green Bay, contributed to material dealing with Spanish-language and frontier journalism. As in the past, Dr. Félix Gutiérrez, Freedom Forum, provided assistance.

The debts for aid with earlier editions can be acknowledged here only in part. A substantial acknowledgment is due Professor Henry Ladd Smith, then of the University of Wisconsin, co-author with Edwin Emery of the first edition. Of great assistance was research compiled by the late Professor Emeritus Robert W. Desmond of the University of California, as well as research findings organized and compiled for *Journalism History* by its founder, Professor Tom Reilly of California State University, Northridge, and his successors, Professor Susan Henry, also of Northridge, and Professor Barbara Cloud, University of Nevada, Las Vegas. Professor Harold L. Nelson of the University of Wisconsin has given many suggestions for text revisions, particularly in the colonial period, and gave invaluable assistance during work on the first edition. Journalism bibliographers upon whom we have most depended are Warren C. Price, University of Oregon; Calder M. Pickett, University of Kansas; Eleanor Blum, University of Illinois; and Christopher H. Sterling.

Manuscript critics (with university affiliations) have been Professors Ralph D. Casey, Minnesota; Frederick B. Marbut, Pennsylvania State; Kenneth E. Olson and Richard A. Schwarzlose, Northwestern; William H. Taft, Missouri; Bruce Westley, Kentucky; Calder M. Pickett, Kansas; Sam Kuczun, Colorado; Ted C. Smythe, California State, Fullerton; George Everett, Tennessee; Ernest C. Hynds, Georgia; Peter Mayeux, Nebraska-Lincoln; and Peter Mellini, San Francisco State. Mention must be made of past aid by journalism professors (with affiliation): Ralph O. Nafziger and William A. Hachten, Wisconsin; Quintus C. Wilson, Northern Illinois; Roland E. Wolseley, Syracuse; Paul Jess, Kansas; Sharon Murphy, Bradley; Barbara Reed, Rutgers; Corban Goble, Kentucky; Warren Francke, Nebraska-Omaha; Betty Winfield, Missouri; Henry G. La Brie III, Boston; John D. Stevens and Marion Marzolf, Michigan; and Everette E. Dennis, Freedom Forum.

Other critics: David Nord, Indiana; Jeffery Smith, Iowa; William E. Ames and Richard B. Kielbowitcz, Washington; Donald L. Shaw, North Carolina; Randall L. Murray, California Polytechnic, San Luis Obispo; Ralph E. Kliesch, Ohio; Joseph P. McKerns and Paul Peterson, Ohio State; Harvey Saalberg, Angelo State; Fenwick Anderson, Southern Connecticut State; Robert V. Hudson, Michigan State; and R. Smith Schuneman, Hazel Dicken-Garcia, Raymond B. Nixon, Edwin H. Ford, and J. Edward Gerald, Minnesota. The debt to the many scholars and writers whose contributions to media history are listed in the notes and bibliographies also is acknowledged.

Our special thanks to our editor at Allyn and Bacon, Joseph Opiela; and Mary McDonald of P. M. Gordon Associates, editorial/production supervisor. John Hinschberger's research assistance and the proofreading and indexing work of my daughter, Andrea Scott, were greatly appreciated, along with the constant support of my wife, Lu.

Michael Emery

ABOUT THE AUTHORS

The first edition of *The Press and America* won the coveted Sigma Delta Chi national research award, the highest in the field of journalism.

Michael Emery, Ph.D., is Professor of Journalism at California State University, Northridge. He is author of *On the Front Lines: Following America's Foreign Correspondents Across the Twentieth Century,* and co-editor of *Readings in Mass Communication* and of *America's Front Page News, 1690–1970.* He is a contributing editor of *Journalism History* and has been a consultant to the Freedom Forum's Newseum project. He was a United Press International correspondent and is a freelance foreign correspondent who has contributed to the *Village Voice, Los Angeles Times,* and other media while reporting from the Middle East, Yugoslavia and Central America.

Edwin Emery, Ph.D., was Professor Emeritus of Journalism and Mass Communication at the University of Minnesota where he was a faculty member from 1945 to 1984. He was president of the Association for Education in Journalism and Mass Communication, editor of its research journal, *Journalism Quarterly,* from 1964 to 1973, and author or co-author of 11 books, including *Introduction to Mass Communications.* He was honored with the Sigma Delta Chi national award for his *History of the American Newspaper Publishers Association,* the AEJ Bleyer and Blum awards, the American Journalism Historians Association's Kobre award, and a Guggenheim Fellowship. He was a former United Press bureau manager and World War II war desk editor.

Nancy L. Roberts, Ph.D., is Associate Professor of Journalism and Mass Communication at the University of Minnesota. She has been president of the American Journalism Historians Association, book review editor for its journal, *American Journalism,* and head of the History Division, Association for Education in Journalism and Mass Communication. She is author of *American Peace Writers, Editors, and Periodicals: A Dictionary; Dorothy Day and the "Catholic Worker,"* and numerous articles for magazines and newspapers including *Americana,* the *Christian Science Monitor* and the *Philadelphia Inquirer.*

Introductory Bibliography

Indispensable references for students of the history of American journalism are Warren C. Price, *The Literature of Journalism: An Annotated Bibliography* (Minneapolis: University of Minnesota Press, 1959), which has 3147 entries, and Warren C. Price and Calder M. Pickett, *An Annotated Journalism Bibliography, 1958–1968* (Minneapolis: University of Minnesota Press, 1970), which has 2172 entries, including some from pre-1958. Entries are particularly full in the areas of general journalism histories, specialized and individual histories, biographies, and narratives of journalists at work. Other sections cover press appraisals, press law, international communication, magazines, radio and television, public opinion and propaganda, communication theory, techniques of journalism, journalism education, periodicals of the press, bibliographies, and directories. British and Canadian journalism is well covered.

The best single volume of bibliography for mass communication, and one that updates the Price-Pickett work by two decades, is Eleanor Blum and Frances Wilhoit, *Mass Media Bibliography: Reference, Research, and Reading* (Urbana: University of Illinois Press, 1990), continuing Dr. Blum's 1972 and 1980 editions of *Basic Books in the Mass Media.* The compilers selected 1947 entries. Current annotated bibliography is reported in *Communication Booknotes,* edited by Christopher H. Sterling, and published bimonthly by the Center for Advanced Study in Telecommunications, Ohio State University.

For listings of American newspaper files, Clarence S. Brigham's *History and Bibliography of American Newspapers, 1690–1820* (Worcester, MA: American Antiquarian Society, 1947) is the guide to surviving early newsprint (updated and corrected in the April 1961 *Proceedings* of the Society and a 1962 edition; the Society published chronological tables to accompany Brigham in 1972). Winifred Gregory's *American Newspapers, 1821–1936: A Union List of Files Available in the United States and Canada* (New York: Wilson, 1936) has diminished usefulness since libraries began to discard their more recent bound volumes in favor of microfilm. The Library of Congress publishes *Newspapers on Microfilm,* updating periodically, listing microfilm holdings of libraries newspaper by newspaper.

The largest single newspaper collection for the entire period of American history is at the Library of Congress; the largest for the colonial period, at the American Antiquarian Society. Ranking high in overall strength are the libraries of the Wisconsin State Historical Society and Harvard University; the Bancroft Library of the University of California is famous for its western U.S. collections as well. Strong in importance for their regions are the New York Historical Society, New York Public Library, Chicago Historical Society, University of Chicago, Pennsylvania Historical Society, Boston Public Library, Connecticut Historical Society, and the Kansas State Historical Society. Noteworthy for general collections are the University of Missouri, University of Minnesota, Yale University, University of Washington, UCLA, University of Illinois, University of Texas, Duke University, and the Western Reserve Historical Society. The motion picture, broadcast, and recorded sound division of the Library of Congress houses 100,000 motion picture films, 80,000 television programs, a half-million radio broadcasts, and more than 1.5 million sound recordings.

The major U.S. museum exhibit was expected to be the Newseum, being constructed by Freedom Forum at its Arlington, Virginia headquarters. The Smithsonian Institution in Washington offers an artifacts exhibit, "Information Age: People, Information & Technology." New York City is home to the extensive Museum of Television and Radio, the American Museum of the Moving Image, and the Museum of Modern Art's research center for film study. Another film museum is California's Hollywood Studio Museum. The International Center of Photography has New York showings. Portland houses the substantial American Advertising Museum, and the Smithsonian has established a Center for Advertising History. Broadcast collections are found at the Vanderbilt University Television News Archive, the Library of Congress, the National Archives, and at UCLA. Cartoon museums are housed in Boca Raton and Orlando, Florida, and in San Francisco.

Among bibliographies for specific subjects are Joseph P. McKerns, *News Media and Public Policy: An Annotated Bibliography* (New York: Garland, 1985); Wm. David Sloan, *American Journalism History: An Annotated Bibliography* (Westport, CT: Greenwood Press, 1989); Roland E. and Isabel Wolseley, *The Journalist's Bookshelf: An Annotated and Selected Bibliography of United States Print Journalism* (Indianapolis, IN: R. J. Berg, 1986); Richard A. Schwarzlose, *Newspapers: A Reference Guide* (Westport, CT: Greenwood Press, 1987); Robert Armour, *Film: A Reference Guide* (Westport, CT: Greenwood Press, 1980), a selective list, particularly for U.S. films; Fred and Nancy Paine, *Magazines: A Bibliography for Their Analysis with Annotations* (Metuchen, NJ: Scarecrow Press, 1987); Arthur F. Wertheim, *American Popular Culture: A Historical Bibliography* (New York: ABC-Clio Information Services, 1984); and J. William Snorgrass and Gloria T. Woody, *Blacks and Media: A Selected, Annotated Bibliography, 1962–1982* (Tallahassee: Florida A&M University Press, 1985). James P. Danky was editor and Maureen E. Hady compiler of two major listings: *Native American Periodicals and Newspapers, 1828–1982:*

Bibliography, Publishing Record and Holdings (Westport, CT: Greenwood Press, 1984), and *Women's Periodicals and Newspapers from the 18th Century to 1981* (Boston: G. K. Hall, 1982). For broadcasting, see Michael Murray, "Research in Broadcasting: An Overview of Major Resource Centers," *American Journalism,* I:2 (1984), 77.

Two encyclopedias are a chronological history: *Mass Media* (New York: Garland Publishing, 1987), by Robert V. Hudson, and *The Encyclopedia of American Journalism* (New York: Facts on File, 1983), edited by Donald Paneth. Two valuable reference-research guides are *The Aspen Handbook on the Media,* edited by William L. Rivers, Wallace Thompson, and Michael J. Nyhan (New York: Praeger, 1977), and *Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies, 1920–1983,* edited by Christopher H. Sterling (New York: Praeger, 1984). Three biographical dictionaries are Joseph P. McKerns, *The Biographical Dictionary of American Journalism* (Westport, CT: Greenwood Press, 1989), detailing some 500 newspeople in a variety of media positions; *Encyclopedia of Twentieth-Century Journalists* (New York: Garland, 1986), edited by William H. Taft; and *American Newspaper Journalists,* edited by Perry J. Ashley in five volumes of the *Dictionary of Literary Biography* (Chicago: Gale Research, 1983 ff.), followed by three volumes, *American Magazine Journalists,* edited by Sam G. Riley.

The earliest annual directory of U.S. periodicals was *George P. Rowell & Co.'s American Newspaper Directory* (1869), superseded by *N. W. Ayer & Son's American Newspaper Annual* (1880), later titled the *Directory of Newspapers & Periodicals* and after 1990 the *Gale Directory of Publications and Broadcast Media.* A standard U.S. source is the *Editor & Publisher International Yearbook* (1921), which also includes international listings. From London, *Benn's Press Directory* (1846) has separate *United Kingdom* and *International* volumes annually. The *Willings Press Guide* (1874) is international in scope, focusing on Britain.

Two major bibliographies for the study of American history are *A Guide to the Study of the United States of America* (Washington, DC: Library of Congress, 1960), and the *Harvard Guide to American History* (Cambridge, MA: Harvard University Press, 1974). The former, although less voluminous, carries extensive annotations lacking in the latter. The United States Information Agency (USIA) in 1989 published a *Handbook for the Study of the United States,* edited by William Bate and Perry Frank, with basic bibliographies in American studies, including journalism and the media, film, popular culture, history, law, and politics. Two source books are *The American History Sourcebook* (Englewood Cliffs, NJ: Prentice Hall, 1988), edited by Joel Makower, and John A. Garraty's *1001 Things Everyone Should Know about American History* (New York: Doubleday, 1989).

HISTORIOGRAPHY

Discussions of historical method are found in Michael Kammen, ed., *The Past Before Us: Historical Writing in the United States* (Ithaca, NY: Cornell University Press, 1980), a book of 20 essays planned by the American Historical Association; John Higham and Paul K. Conkin, *New Directions in American Intellectual History* (Baltimore: Johns Hopkins University Press, 1979); John Clive, *Not by Fact Alone* (New York: Knopf, 1989), essays on the writing and reading of history; David W. Noble, *The End of American History* (Minneapolis: University of Minnesota Press, 1985), a revisionist's denial of America's uniqueness; and Barbara Tuchman, *Practicing History* (New York: Knopf, 1981), which discusses her views on the writing of history and the role of history in society. Richard E. Beringer, *Historical Analysis* (New York: Wiley, 1978), explores 19 approaches to historical study;

James West Davidson and Mark Hamilton Lytle examine historical method in terms of debatable episodes in *After the Fact: The Art of Historical Detection* (New York: Knopf, 1982); and quantification techniques are discussed in Robert P. Swierenga, *Quantification in American History* (New York: Atheneum, 1970), and Roderick Floud, *An Introduction to Quantitative Method for Historians* (Princeton, NJ: Princeton University Press, 1973).

For well-balanced discussions of trends in American historiography—involving the progressive, consensus, and New Left schools—see Richard Hofstadter, *The Progressive Historians: Turner, Beard, Parrington* (New York: Knopf, 1968), by a one-time consensus advocate; John Higham, *Writing American History* (Bloomington: Indiana University Press, 1970), by a critic of the newer schools; and C. Vann Woodward, ed., *The Comparative Approach in American History* (New York: Basic Books, 1968). Bibliographies in this volume identify leading exponents of these various approaches to American history.

For historiography in journalism and mass communication, the best single volume is John D. Stevens and Hazel Dicken-Garcia, *Communication History* (Beverly Hills: Sage, 1980). Others include James D. Startt and Wm. David Sloan, *Historical Methods in Mass Communication* (Hillsdale, NJ: Erlbaum, 1989); Lucy Shelton Caswell, ed., *Guide to Sources in American Journalism History* (Westport, CT: Greenwood Press, 1989); Jo A. Cates, *Journalism: A Guide to the Reference Literature* (Englewood, CO: Libraries Unlimited, 1990); and M. Gilbert Dunn and Douglas W. Cooper, "A Guide to Mass Communication Sources," *Journalism Monographs,* LXXIV (November 1981). Two chapters on historiography by David Paul Nord, Harold L. Nelson, and MaryAnn Yodelis Smith are found in Guido H. Stempel, III, and Bruce H. Westley, eds., *Research Methods in Mass Communication* (Englewood Cliffs, NJ: Prentice Hall, 1981). The Freedom Forum Media Studies Center at Columbia University in 1991 published for the American Society of Newspaper Editors' Newspaper History Task Force a book containing a lengthy bibliographical essay on books about journalists and a detailed inventory of major U.S. newspaper archives. Titled *Untapped Sources: America's Newspapers and Archives,* it was written by Jon Vanden Heuvel.

Among journal articles, an extensive overview of journalism and mass communication historiography is found in Michael Emery, "The Writing of American Journalism History," *Journalism History,* X (Autumn–Winter 1983), 3. Others include Wm. David Sloan, "Historians and the American Press, 1900–1945," *American Journalism,* III:3 (1986), 154; "A Conversation with Edwin Emery," *Journalism History,* VII (Spring 1980), 20; "A Conversation with James W. Carey," *Journalism History,* XII (Summer 1985), 38; and a symposium, "Seeking New Paths in Research," with essays by Garth S. Jowett, Richard A. Schwarzlose, John E. Erickson, Marion Marzolf, and David H. Weaver, in *Journalism History,* II (Summer 1975).

Notes for the 21 chapters begin on page 615. In some cases, chapter notes will include supplementary reference material (names of individuals, lists of newspapers, other valuable research resource data). Annotated bibliographies listing books, monographs, and periodical articles in mass communication—as well as representative background histories—appear chapter by chapter beginning on page 643. The index begins on page 713.

Contents

1

The Heritage of the American Press

Give me but the liberty of the press and I will give to the minister a venal House of Peers . . . and servile House of Commons . . . I will give him all the power that place can confer upon him to purchase up submission and overawe resistance—And yet, armed with liberty of the press . . . I will attack the mighty fabric he has reared and bury it amidst the ruins of the abuses it was meant to shelter.

—Richard Brinsley Sheridan

The modern press system is the gift of no one nation. It is only the current stage in the evolution of communications efforts, spanning all continents and at least 10,000 years. A series of developments in printing and writing, beginning in the Middle East and Asia, slowly spreading to Europe and finally to America, led to today's marvelous linkage of reporting talent, computers, high-speed color presses, and satellites. Each historic breakthrough was motivated by the need to keep track of trading records, communicate to far-flung empires, spread religious ideas, or leave behind artistic records of accomplishments. The story of American journalism would not be complete without tracing a number of these notable achievements.

THE DEVELOPMENT OF PRINTING

The first systematic attempt to collect and distribute information was *Acta Diurna,* the hand-lettered "daily gazette" posted regularly in the Roman Forum between 59 B.C. and A.D. 222. Prepared by *actuarii,* the earliest known news writers, the reports told of both senate votes and popular events. These were in turn copied by scribes and carried throughout the empire. This enlightened program, enjoyed by Romans who learned of government decrees, legal notices, and even the latest gladiatorial results, had been preceded by many attempts to make the storage and distribution of information convenient. Around 3500 B.C. the Sumerians of the Middle East devised a system of preserving records by inscribing

The Daily Courant.

Wednesday, March 11. 1702.

From the Harlem Courant, Dated March 18. N. S.

Naples, Feb. 22.

ON Wednesday last, our New Viceroy, the Duke of Escalona, arriv'd here with a Squadron of the Galleys of Sicily. He made his Entrance dreſt in a French habit; and to give us the greater Hopes of the King's coming hither, went to Lodge in one of the little Palaces, leaving the Royal one for his Majeſty. The Marquis of Grigni is alſo arriv'd here with a Regiment of French.

Rome, Feb. 25. In a Military Congregation of State that was held here, it was Reſolv'd to draw a Line from Aſcoli to the Borders of the Eccleſiaſtical State, thereby to hinder the Incurſions of the Tranſalpine Troops. Orders are ſent to Civita Vecchia to fit out the Galleys, and to ſtrengthen the Garriſon of that Place. Signior Caſali is made Governor of Perugia. The Marquis del Vaſto, and the Prince de Caſerta continue ſtill in the Imperial Embaſſador's Palace; where his Excellency has a Guard of 50 Men every Night in Arms. The King of Portugal has deſir'd the Arch-Biſhoprick of Lisbon, vacant by the Death of Cardinal Souſa, for the Infante his ſecond Son, who is about 11 Years old.

Vienna, Mar. 4. Orders are ſent to the 4 Regiments of Foot, the 2 of Cuiraſſiers, and to that of Dragoons, which are broke up from Hungary, and are on their way to Italy, and which conſiſt of about 14 or 15000 Men, to haſten their March thither with all Expedition. The 6 new Regiments of Huſſars that are now raiſing, are in ſo great a forwardneſs, that they will be compleat, and in a Condition to march by the middle of May. Prince Lewis of Baden has written to Court, to excuſe himſelf from coming thither, his Preſence being ſo very neceſſary, and ſo much deſir'd on the Upper-Rhine.

Francfort, Mar. 12. The Marquiſs d' Uxelles is come to Strasburg, and is to draw together a Body of ſome Regiments of Horſe and Foot from the Gariſons of Alſace; but will not leſſen thoſe of Strasburg and Landau, which are already very weak. On the other hand, the Troops of His Imperial Majeſty, and his Allies, are going to form a Body near Germeſhein in the Palatinate, of which Place, as well as of the Lines at Spires, Prince Lewis of Baden is expected to take a View, in three or four days. The Engliſh and Dutch Miniſters, the Count of Friſe, and the Baron Vander Meer; and likewiſe the Imperial Envoy Count Lowenſtein, are gone to Nordlingen, and it is hop'd that in a ſhort time we ſhall hear from thence of ſome favourable Reſolutions for the Security of the Empire.

Liege, Mar. 14. The French have taken the Canon de Longie, who was Secretary to the Dean de Mean, out of our Caſtle, where he has been for ſome time a Priſoner, and have deliver'd him to the Provoſt of Maubeuge, who has carry'd him from hence, but we do not know whither.

Paris, Mar. 13. Our Letters from Italy ſay, That moſt of our Reinforcements were Landed there; that the Imperial and Eccleſiaſtical Troops ſeem to live very peaceably with one another in the Country of Parma, and that the Duke of Vendome, as he was viſiting ſeveral Poſts, was within 100 Paces of falling into the Hands of the Germans. The Duke of Chartres, the Prince of Conti, and ſeveral other Princes of the Blood, are to make the Campaign in Flanders under the Duke of Burgundy; and the Duke of Maine is to Command upon the Rhine.

From the Amſterdam Courant, Dated Mar. 18.

Rome, Feb. 25. We are taking here all poſſible Precautions for the Security of the Eccleſiaſtical State in this preſent Conjuncture, and have deſir'd to raiſe 3000 Men in the Cantons of Switzerland. The Pope has appointed the Duke of Berwick to be his Lieutenant-General, and he is to Command 6000 Men on the Frontiers of Naples: He has alſo ſettled upon him a Penſion of 6000 Crowns a year during Life.

From the Paris Gazette, Dated Mar. 18. 1702.

Naples, Febr. 17. 600 French Soldiers are arrived here, and are expected to be follow'd by 3400 more. A Courier that came hither on the 14th. has brought Letters by which we are aſſur'd that the King of Spain deſigns to be here towards the end of March; and accordingly Orders are given to make the neceſſary Preparations againſt his Arrival. The two Troops of Horſe that were Commanded to the Abruzzo are poſted at Peſcara with a Body of Spaniſh Foot, and others in the Fort of Montorio.

Paris, March. 18. We have Advice from Toulon of the 5th inſtant, that the Wind having long ſtood favourable, 22000 Men were already ſail'd for Italy, that 2500 more were Embarking, and that by the 15th it was hoped they might all get thither. The Count d' Eſtrees arriv'd there on the Third inſtant, and ſet all hands at work to fit out the Squadron of 9 Men of War and ſome Fregats, that are appointed to carry the King of Spain to Naples. His Catholick Majeſty will go on Board the *Thunderer*, of 110 Guns.

We have Advice by an Expreſs from Rome of the 18th of February, That notwithſtanding the preſſing Inſtances of the Imperial Embaſſadour, the Pope had Condemn'd the Marquis del Vaſto to loſe his Head and his Eſtate to be confiſcated, for not appearing to Anſwer the Charge againſt him of Publickly Scandalizing Cardinal Janſon.

Facsimile of the first daily newspaper in the English language

signs and symbols in wet clay tablets using cylinder seals and then baking them in the sun, They also devised a cuneiform system of writing, using bones to mark signs in wet clay. Stamp seals, engraved objects used to denote ownership, had been common 1000 years earlier. Pictographs or ideographs—drawings of animals, commonly recognized objects, and humans—were popular in the Mediterranean area, China, India, what is now Mexico, and Egypt, where they became known as hieroglyphs. There is evidence that a system of movable type was devised in Asia Minor prior to 1700 B.C., the date of a flat clay disk found in Crete. The disk contained 45 different signs that had been carved on individual pieces of type and then pressed onto the clay.

Elaborate carvings in stone and wood became common in the eastern Mediterranean around 1500 B.C., roughly the same time that the Phoenicians, successful traders and bankers for 1000 years, introduced symbols for sounds and created an alphabet. Colored fluids were used to outline the "letters" of the alphabet and to produce the pictographs. Around 500 B.C. the Egyptians used reeds found along the Nile River to make papyrus. Scribes using brushes or quills could then "write" their hieroglyphics, and sheets of papyrus could be joined to make a scroll. For several hundred years, the scroll collections were housed at the centers of learning. Whereas the clay and stone tablets were heavy and difficult to store or carry any distance, the papyrus sheets and scrolls allowed information to be shared easily.

Vellum was used as another writing surface beginning about A.D. 100. The parchment, made from animal skins, was used in the Greek and Roman empires for special manuscripts or scrolls. At this same time the Chinese invented a smooth, white paper from wood pulp and fibers and also discovered a way to transfer an ideograph from stone to paper after inking the surface. These "rubbings" were joined together to produce beautifully colored scrolls.

Wang Chieh published what is considered the world's oldest preserved book from wood blocks in A.D. 868. Large blocks could be carved so that one sheet of paper, printed on both sides, could be folded into thirty-two pages of booksize. Feng Tao printed the Confucian classics between 932 and 953, and in about 1045 the artisan Pi Sheng was inspired to devise a set of movable clay carvings—a sort of earthenware "type"—that could be reused. The process was also used in Persia and Egypt. Wood-block printing was introduced to Europe when Marco Polo returned from China in 1295 and became popular in Europe during the fourteenth and fifteenth centuries. Its most striking use came in the production of illustrated books. Meanwhile, in Asia, the innovations continued; movable type cast in copper or bronze was used in Korea in 1241.

Johann Gutenberg of Mainz and Strasbourg is credited with introducing printing from movable type in Europe. Beginning about 1450, with the help of his partner Johann Fust, Gutenberg used a mixture of lead and other metals to cast individual letters in reverse and high relief. Apparently he was unaware this was being done in China. After printing several books using an adapted wine press, he began to reproduce the Bible in 1456. However, unable to pay his loans to Fust, Gutenberg lost his shop the following year, and Fust finished the printing of the Bible in 1460. William Caxton imported the first printing press into England in 1476, and by 1490 at least one printing press was operating in every major European city.

THE PRINTING PRESS AS AN AGENT OF CHANGE

The effect of the advent of the printing press upon life in Western Europe was tremendous. Dr. Elizabeth Eisenstein, in her probing study,[1] assembled evidence to support her thesis that the spread of printing in the late fifteenth and sixteenth centuries ripped apart the

social and structural fabric of life in Western Europe and reconnected it in new ways that gave shape to modern patterns. The availability of printed materials made possible societal, cultural, familial, and industrial changes facilitating the Renaissance, the Reformation, and the scientific revolution.

How could movable type make such a change in thinking and habits accepted for centuries? First, it made it possible to produce literature and printed materials cheaply enough to reach the masses. Each copy of a hand-produced book or newsletter cost as much to make as the last, and took as long. The printing press reduced the unit cost, and produced copies in bulk. This meant that knowledge was no longer the exclusive property of the privileged classes. Availability of cheap printed reading matter encouraged the growth of literacy. Learning to read is likely to make a man or woman curious, simply because matters are brought into focus that have never been imagined. As the Middle Ages ended, various tendencies broke the crust of fixed custom and ushered in an age of discussion.

The so-called cradle books of the fifteenth century were much like their handwritten predecessors. But soon the printing press spewed forth simpler books, pamphlets, and single sheets. Book production spread from universities and monasteries to smaller towns and villages. Martin Luther and his supporters spread the word of Protestantism throughout the German countryside after 1520 on printed sheets that were widely copied and argued about. Since many in the audience lacked the requisite literacy background and experience for reasoning, appeals were often made through the emotions. When people react to emotion rather than to rational thinking, they sometimes forsake the orderliness of the status quo and the safety of docility, hallmarks of medieval society's ruling nobility and the Catholic church. The traditional elite groups had good cause to fear the social consequences of custom-breaking appeals to emotions through the printing press. Thus Henry VIII, noting Luther's success in Germany with a Protestant-based Reformation rooted in reading, would quickly move to limit printing in England.

The newspaper was the most novel product of the printing press. As it began to develop its role of providing news and entertainment, it became the primary catalyst of the printing press for influencing social and political change. Telling the story of those newspapers and their printers and writers is a major theme of this book. Later the story of the print media merges with those of the visual and electronic media, equally important today as agents of change. Central to their influence is their transmission of information and news.

EARLY WRITINGS: PRESERVING HISTORY

The longest continuing information program on record was in China, where, beginning about A.D. 750, the imperial court published semiannual reports on the condition of the people, in addition to monthly bulletins and calendars. Known as *Tching-pao,* these bulletins were printed weekly beginning around 1360; by 1830 they had become daily publications. Known later as the *Peking Gazette,* the reports lasted until the end of the empire in 1911. Another publication for provincial governors appeared in about 950 and also lasted until 1911.

The preservation of history was a goal of writers from the earliest of times. In the opening pages of his monumental four-volume history of world news reporting, the press historian Dr. Robert W. Desmond suggests that the first writers were performing functions "akin to those performed later by literary men and by journalists of the printed media. They were writing of their own times and people; they were gathering and recording informa-