

PERIODS IN AMERICAN JOURNALISM

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	1704-1832 The politicization of news	1833-1900 The commercialization of news	1900-1974 The professionalization of news	1965- The conglomeration of news	1995- The digitization of news
<i>Journalistic era</i>					
<i>Major trends</i>	Papers are small, independent, opinionated. Initially timid, they are forced by readers to take sides.	Owners expand to the scale of factory, elaborate the division of labor, and turn big-city daily into engines of profit and influence.	Papers grow. Some journalists aspire to professional status. Radio and the weekly news magazine challenge newspapers.	Media outlets become profit centers, controlled by global business executives. Many seek monopoly or oligopoly.	The Internet shatters the old business model, diverting revenues from ads and circulation while lowering barriers to entry.
<i>Key form of ownership</i>	Master printer (sole proprietor)	Private corp.; family trust.	Privately held corporations.	Stockholders	Individuals
<i>Leading business model</i>	The print shop (master, journeyman, apprentice)	The factory	Larger operations; media chains.	Publicly traded corporations; transnational conglomerates.	Sole proprietorship
<i>Revenue sources</i>	Subscriptions, (ltd adv), government subsidies	Advertising, subscriptions	Advertising, subscriptions Sponsors (radio)	Advertising, subscriptions, stock sale, carrier fees.	On-line advertising
<i>Key technologies</i>	Hand-powered press, movable type (Gutenberg)	Steam-powered, rotary presses. Photography.	Electric presses, radio, film photography, newsreels.	Computerized typesetting, radio, TV, cable, magazines, digital photos, Internet, ENG, etc.	Computers, digital cameras, the Internet.
<i>Audience</i>	White male elites	All literate whites, including immigrants and women.	Entire adult population.	All literate adults (plus the illiterate).	All computer users
<i>Dominant Philosophy of news</i>	Political argumentation; party-building; serving commerce	Anything that sells papers.	Non-partisan factuality	Factuality/ opinion/ infotainment	News is a conversation, not a lecture.
<i>Relation to government</i>	Initially subservient, later a partner.	Increasingly independent	From partnership (WWI & WWII) to challenges (Vietnam/Watergate)	Increasingly regulated, increasingly partisan.	TBD
<i>Characteristic frequency</i>	Weekly → daily	Daily	A.M and P.M. news cycles	24/7 coverage	Non-stop posting
<i>Emblematic figures</i>	Franklin, Paine, Bache	Pulitzer, Hearst, Ochs	Sarnoff, Sulzbergers, Luce	Murdoch, Turner, Neuharth	Marshall, Drudge, Huffington
<i>Contemporaneous alternatives (these categories are cumulative)</i>	The commercial press	"movement papers," (Garrison) small-town weeklies, black and ethnic papers, labor and socialist papers, the AP (a non-profit cooperative)	"patron" publications (Atlantic), syndication, Corp. for Public Broadcasting	Family-run corporations, think-tank outlets, partisan organs	All "legacy" media.