

Media Studies: 7

Newspapers: 1

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Outline

- Why start with newspapers?
- A bit of history (mainly Japan)
- Industry structures
- Circulations
- Subscriptions, funding etc
- News Production Models



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What is a newspaper?

- Publicity
- Seriality
- Periodicity
- Currency / actuality
 - a single current-affairs series published regularly at intervals short enough for readers to keep abreast of incoming news



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Printing "press"

https://upload.wikimedia.org/wikipedia/commons/5/59/Printing_towns_incunabula.svg

15th century printing towns of incunabula

- 1-9 incunabula editions
- 10-99 incunabula editions
- 100-999 incunabula editions
- more than 1000 incunabula editions

decade of first print

incunabulum | ɪŋkʊˈnabjələm |
noun (plural incunabula | ɪnˈkjʊˌnabjʊlə |)
an early printed book, especially one printed before 1501.



First Newspapers

- First weekly
- *Relation aller Fürnemmen und gedenckwürdigen Historien* (Account of all distinguished and commemorable stories)
- Johann Carolus, 1605



First Newspapers

- First dailies
- 1650 - *Einkommende Zeitungen* (Leipzig)
- 1702 - *Daily Courant* (London, Elizabeth Mallet)
 - 1 sheet, foreign news and advertisements



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Kawaraban/yomiuri news-sheets

- Earliest known *kawaraban* from 1615
- Printed broadsheets using carved woodblocks
- Content included such things as:
 - Fires, assassinations, sightings of ghosts and mermaids, double-love suicides, volcanic eruptions, pictures of festivals etc
- Major national events...

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Kawaraban publishing

- 3000 catalogued issues during Edo Era
- In Edo during 1853-4:
 - Apx. 500 broadsheets produced
 - Perhaps 1,000,000 copies sold (pop. apx. 1.1m)
- Regulated censorship started 1673, over time various rules tried to restrict information distasteful to the ruling classes

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1853: The Black Ships



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Staying informed

- Tokugawa government (Bakufu) wanted to both...
 - Gather and control information about the new foreign visitors, and...
 - Restrict and control the access to this information amongst ordinary people.
- Also, they needed to buy time to develop some sort of 'foreign policy'

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Kaiseijo (Office to carry out the Opening)

- A few years after the arrival of the Black Ships the Tokugawa state was facing internal dissent
- 1863: *Kaiseijo* (prev. *Bansho Shirabesho*) also starts to gather and collate domestic 'news'
- Started to 'publish' translated extracts from a variety of overseas papers.
- 1860: *Kanhan Batabia Shimbun*

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Kanhan Batabia Shimbun



Series ran for just two months but is considered by many to be Japan's first 'newspaper'.

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English-language papers



Nagasaki Shipping List and Advertiser
10 July 1861



Yokohama, 1861

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"Shimbunshi"

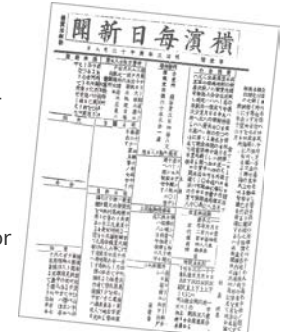
- Japan's first 'Japanese' newspaper
- Hamada Hikozaō (Joseph Heco 1837-97)
- Published a regular biweekly news publication starting in 1864. Later renamed *Kaigai Shimbun*
- Included translated articles from foreign newspapers
- **Printed from woodblock**, had apx.100 readers around Yokohama, lasted 24 issues.



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Yokohama Mainichi

- Jan 1871: Japan's first regular modern daily newspaper
- Printed with movable type (Wood? Metal?)
- Covertly funded/run by senior Foreign Ministry and other officials



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Yomiuri Shimbun (1874 -)

- Pioneered 'popular' journalism
- Avoided too much politics; instead, fires, 'miracles', mad-dog attacks...
- Less elitist style made it easier to read
- Published 3 times/week, cost 1 *rin*
 - 10 *rin* = 1 *sen*, 100 *sen* = 1 *yen* (from 1870)

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Osaka Asahi Shimbun

- 1879: Launched by Murayama Ryūhei
- "Profit was his sole purpose, [...] he concentrated his attention on giving good news, spending large amounts of money, and making means of every available means of communication"



(Kawabé, K. (1921) *The Press and Politics in Japan: A Study of the Relation Between the Newspaper and the Political Development of Modern Japan*. U. of Chicago. p104)

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'Levels' of operation

- (International?)
- National
- Regional
- Local
- Hyper-local
- Others....
- Industry
- Professional
- Special interest
- Etc...

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Examples from Japan

- **International** print media ?
- **National:** Yomiuri, Asahi, Mainichi, sports papers
- **Regional:** Nishi-Nihon, Tokyo Shimbun(?)
- **Local:** Kyoto Shimbun
- **Hyper-local:** ?

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Others...

- Industry: *Nihon Nōgyō SB* (Japan Agricultural News), Daily Industry News (Metals News), *SB Tsūshin* (Newspaper News)
- Political: *Akahata*
- Religion: *Seikyō SB*
- Military: *Asagumo SB* (Defence, SDF-related)
- Etc etc ...



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Newspaper ownership in Japan

Asahi Shimbun

Shareholder	Per cent
Asahi Newspaper Employees Group	24.6
TV Asahi Holdings	11.88
Murayama Michiko	11.02
Ueno Seiji	11.02
Kosetsu Gallery	10
Toppan Insatsu (Printers)	7.31
Asahi Hōsō (Radio)	2.31
Ueno 貴生	1.56
Ueno 信三	1.54
Konishi Katsuhide	1.11
	82.35

http://www.asahi.com/shimbun/company/short_financial_result_032018a.pdf

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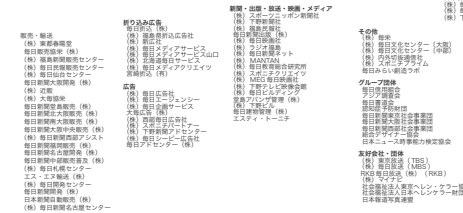
'Concentration' vs 'diversity'

- **Horizontal & vertical**
 - H: mergers within the same market
 - V: within the process of production/distribution
- **Levels of concentration**
 - Ownership: increased power of owners, through business 'rationalisation' → Reduced 'difference'
 - Editorial: difficult to assess as 'independence' of editorial from business highly variable.
 - Audience: market share - who has access to what size/share of market?

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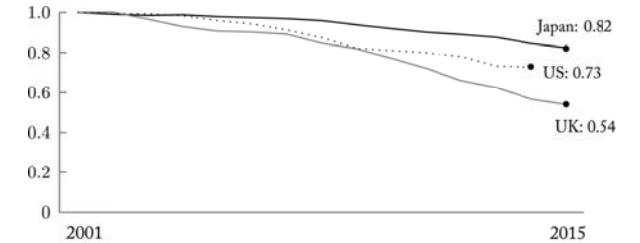
Mainichi SB: vertical integration

- <https://www.mainichi.co.jp/company/ghd.html>



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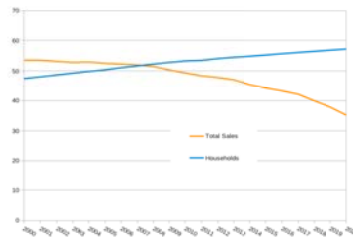
Circulations are dropping



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Sales v households

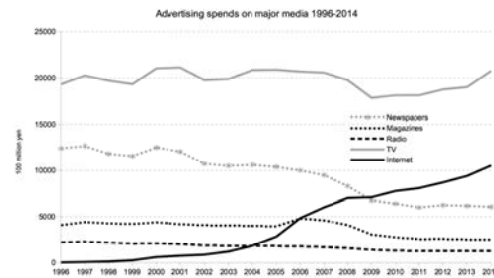
- Apx 35m newspapers sold daily in Japan



<http://www.pressnet.or.jp/data/circulation/circulation01.php>

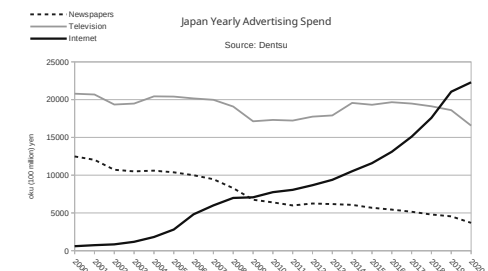
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Advertising income is falling



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Advertising income is falling and falling...



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News Online

- Slow but gradual shift of advertising spend to online
- 'A culture of "the free"'
- 10-20% of total readership typically willing to pay
- "74% of users say they would change their media outlet if their favourite news website chose to charge" (p66)

Casero-Ripollés, A. and Izquierdo-Castillo, J. (2013) Between Decline and a New Online Business Model: The Case of the Spanish Newspaper Industry. *Journal of Media Business Studies*, 10(1):63-78

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WAN-IFRA

<https://www.wan-ifra.org/>

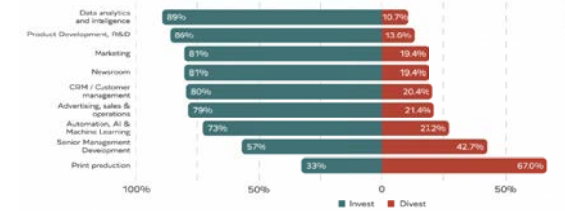
- **2018** Global newspaper revenue: -3% YoY
 - paper -7%, online +5%
- Paying readers growing slowly (apx 640m/day)
 - Makes up 54% of newspaper incomes
- Globally print circs. largely unchanged (-0.5%)

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WAN-IFRA 2021-2

<https://wan-ifra.org/2022/05/world-press-trends-outlook-publishers-face-the-future-with-optimism/>

Q: To what extent is it important for your organisation to invest or divest in the following areas over the next 12 months?



Source: WPT Outlook Survey 2021-22

Online news funding models

- Free (fully ad funded...probably)
- All-paying ("paywall")
- Metered
- Freemium
- Donations ('membership', 'contributor' etc...)

Casero-Ripollés, A. and Izquierdo-Castillo, J. (2013) Between Decline and a New Online Business Model: The Case of the Spanish Newspaper Industry. *Journal of Media Business Studies*, 10(1):63-78

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Models of News Production

- What is 'news'?
 - The stuff that appears in newspapers
 - Certain types of events that happen in the world
- How do 'newspapers' produce news?
- If we want to understand the process, what should we focus on?

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Models of News Production

- "an attempt to reconstruct the essential framework of the event" (Schramm 1949)
 - The relationship between an event and the way it is reported is straightforward, 'journalistic'
- "Gatekeeping" (Manning White)

Schramm 1949, The Nature of News, *Journalism Bulletin*, 26(3): 259-269
Manning-White, 1950 The 'Gatekeeper': A Case Study in the Selection of News. *Journalism Quarterly*, 27(4):383-390

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Models of News Production

- Media Routines
- Organisational 'self-interest'
- External influences (Gans, Bagdikian)
- Ideologies / social ideas (Altschull, Herman & Chomsky)

Gans, H. J. (1980) *Deciding What's News: A Study of CBS Evening News, NBC Nightly News, "Newsweek" and "Time"*. Vintage, New York.
Bagdikian, B. H. (1983) *The media monopoly*. Beacon Press, Boston.

Altschull, J. H. (1984) *Agents of power: The role of the news media in human affairs*. Longman, New York.

Herman, E. S. and Chomsky, N. (1988) *Manufacturing consent: A propaganda model*. Pantheon, New York.

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McManus: Market-driven Journalism

- "common and central to all the relationships in the model is a way of reasoning that is essentially economic. In other words, there is a 'bottom line' to each of these relationships"
- Newspapers operate in four 'markets'

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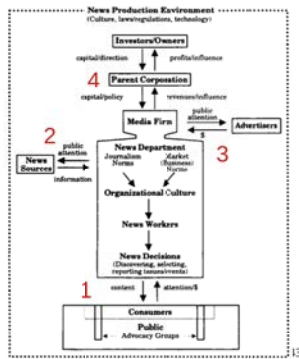
McManus: Market-driven Journalism

1. **Readers** exchange attention/cash for 'content'
2. **Sources** exchange information for exposure
3. **Advertisers** exchange money for attention
4. **Owners/investors** exchange(?) capital for profits and ongoing growth (they hope!)

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McManus: 3

1. Readers
2. Sources
3. Advertisers
4. Owners/investors



Example 'Actor': Newsroom workers

- Newswriters are **employees** with few of the characteristics of semi-independent professionals such as doctors, engineers, lawyers, or tenured professors.
- In few newsrooms will it be *written* that a reporter may not initiate critical coverage of major advertisers

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News selection

McManus, p327

The probability of an event/issue becoming news is:

- Inversely proportional to harm the information might cause investors or sponsors
- Inversely proportional to the cost of uncovering it
- Inversely proportional to the cost of reporting it
- Directly proportional to the expected breadth of appeal of the story to audiences advertisers will pay to reach

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Other Models 1: 'News Values'

- The choice and weighting given to events chosen to be 'news' is determined by some qualities of the events themselves
- 'relevance', 'scale' etc
(This will be covered in detail in a future session)

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Other Models 2: 'Gatekeeping'

- What ends up in newspapers is the result of a **series of choices** made by individual 'gatekeepers'
- The workings of the 'gates' they monitor and operate may be influenced by organisational and individual factors
- 'News' is the stuff that gets through all the 'gates'!

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Summary

- Newspapers were the first genuine mass media
- Many of the theories and approaches we use today have their origins in the study of newspapers
- Many different approaches exist; these may agree and they may not. A researcher's job is to understand them and assess when they are appropriate and useful.

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ENDS

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