



A Reading List on the Early History of  
Journalism, with Special Reference to  
the Development of Newspaper  
Advertising



Advertisement, *Kilburn Times*, 28<sup>th</sup> May 1870

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## **The History of Journalism**

Mitchell Stephens – *A History of News* (Penguin, 1998 and other editions)

Mitchell Stephens – History of Newspapers, *New York University* website

<<http://www.nyu.edu/classes/stephens/Collier's%20page.htm>>

Mitchell Stephens – Call for an International History of Journalism, *New York University* website

<<http://www.nyu.edu/classes/stephens/International%20History%20page.htm>>

*The Newspaper Society* – History of British Newspapers timeline

<<http://www.newspapersoc.org.uk/Default.aspx?page=304>>

*The British Library* – Concise History of the British Newspaper Since 1620

<<http://www.bl.uk/collections/britnews.html>>

*Colorado State University* – A Short Chronology of Communication

<<http://lamar.colostate.edu/~hallahan/hchron.htm>>

*The Media History Project Timeline*

<<http://www.mediahistory.umn.edu/time/1400s.html>>

BDZV (The Federal Association of German Newspaper Publishers) – 400 Jahre Zeitung - 1605 erschien in Straßburg erstmals die „Relation“

<<http://www.bdzv.de/pressemitteilungen+M5a3957bb4a1.html>>

Hanni Butkay – Fischer Lexikon: Pressegeschichte on Munich's *Ludwigs-Maximilians-Universität's* website

<[http://fachschaft.ifkw.lmu.de/zp/fischerlexikon\\_pressegeschichte.doc](http://fachschaft.ifkw.lmu.de/zp/fischerlexikon_pressegeschichte.doc)>

*Wikipedia* (Germany) – Intelligenzblatt

<<http://de.wikipedia.org/wiki/Intelligenzblatt>> (the Wikipedia article gets the dates of Renaudot's *Feuille* and Nedham's *Publick Adviser* wrong!)

Halifax Gazette - Canada's First Newspaper on the *Nova Scotia Archives & Record Management* (NSARM) website <<http://www.gov.ns.ca/nsarm/virtual/gazette>>

Early Printing in Eastern Canada on the *University of Alberta School of Library and Information Studies* pages <<http://www.slis.ualberta.ca/cap03/nancy/quebec.htm>>

The History of the Observer in Guardian Unlimited's resources for schools

<<http://image.guardian.co.uk/sys-files/Guardian/documents/2006/07/10/Resourcesforschools.doc>>

*Guardian Unlimited* – The Guardian years (September 10, 2005)

<<http://www.guardian.co.uk/theguardian/story/0,,1566083,00.html>>

More media, less news in *The Economist* Vol. 380 No. 8492 (26<sup>th</sup> August 2006) pp. 50-2 <[http://www.economist.com/opinion/displaystory.cfm?story\\_id=7827135](http://www.economist.com/opinion/displaystory.cfm?story_id=7827135)>

Who killed the newspaper? in *The Economist* Vol. 380 No. 8492 (26<sup>th</sup> August 2006) pp. 9-10 <[http://www.economist.com/opinion/displaystory.cfm?story\\_id=7830218](http://www.economist.com/opinion/displaystory.cfm?story_id=7830218)>

### **Newspapers in Seventeenth Century England**

Joseph Frank – *The Beginnings of the English Newspaper 1620-1660* (Harvard U.P., 1961)

Joad Raymond – *The Invention of the Newspaper: English Newsbooks 1641-1649* (Oxford U.P., 1996 and 2005)

Joad Raymond – *Pamphlets and Pamphleteering in Early Modern Britain* (Cambridge U.P., 2003)

Joad Raymond (ed.) – *News, Newspapers and Society in Early Modern Britain* (Frank Cass, 1999)

Joad Raymond – *Making the News: An Anthology of the Newsbooks of Revolutionary England, 1641-1660* (Windrush Press, 1993)

Folke Dahl – *A Bibliography of English Corantos and Periodical Newsbooks 1620-1642* (The Bibliographical Society, 1952)

Frederick J. Varley – *Mercurius Aulicus* (Basil Blackwell, 1948)

Malcolm Barrès-Baker – *The Siege of Reading: The Failure of the Earl of Essex's 1643 Spring Offensive* (EbooksLib, 2004) (for use of newspapers as a source for an English Civil War campaign)

A. W. Ward & A. R. Waller (eds) – *The Cambridge History of English and American Literature An Encyclopedia in Eighteen Volumes Volume VII: English Cavalier and Puritan*, Chapter XV. The Beginnings of English Journalism (by J.B. Williams) <<http://www.bartleby.com/217/index.html>>

Edward Haig – [The History of the Earliest English Newspapers, 1620-1642](http://www.lang.nagoya-u.ac.jp/tagen/media/journal/200603/M&CVol2-Haig.pdf#search=%22haig%20The%20History%20of%20the%20Earliest%20English%20New) on the Nagoya University website <<http://www.lang.nagoya-u.ac.jp/tagen/media/journal/200603/M&CVol2-Haig.pdf#search=%22haig%20The%20History%20of%20the%20Earliest%20English%20New>>

[The English Press, Continental Monthly](http://www.gutenberg.org/files/18554/18554-8.txt), Vol. 5, Issue 2 (February, 1864) <<http://www.gutenberg.org/files/18554/18554-8.txt>>

### **Théophraste Renaudot and early French newspapers**

Howard M. Solomon – *Public Welfare, Science and Propaganda in Seventeenth Century France: Innovations of Théophraste Renaudot* (Princeton U.P., 1973)

Kathleen Anne Wellman – *Making Science Social: The Conferences of Théophraste Renaudot, 1633-1642* (University of Oklahoma Press, 2003)

Pierre Roudy – *Théophraste Renaudot: Journaliste & médecin du peuple* (Le Bord de l'Eau Editions, 2005)

Michel Emery – *La Maison du Coq* (1885)

La réclame au XVII<sup>e</sup> siècle in *La France Pittoresque* numéro 2 (Avril/Mai/Juin 2002)

Pierre Albert – Les Débuts de la Presse en France, *IFLANET (International Federation of Library Associations and Institutions)*

<<http://www.ifla.org/IV/ifla63/63albp.htm>>

Folke Dahl – *Les Débuts de la Presse Française, Nouveaux Aperçus* (Wettergren & Kerber/Librairie Haymann, 1951) (see also a review of this by William F. Church in *The American Historical Review*, Vol. 57, No. 2 (Jan., 1952), pp. 422-423

<[http://links.jstor.org/sici?sici=0002-8762\(195201\)57%3A2%3C422%3ALDDLPF%3E2.0.CO%3B2-L](http://links.jstor.org/sici?sici=0002-8762(195201)57%3A2%3C422%3ALDDLPF%3E2.0.CO%3B2-L)>

Jean Sgard (ed.) – *Dictionnaire des Journaux 1600-1789* (Universitas/Voltaire Foundation, 1991)

Stephen Auerbach – “*Encourager le Commerce et Répandre les Lumières:*” *The Press, the Provinces and the Origins of the Revolution in France: 1750-1789* (2000)

<[http://etd.lsu.edu/docs/available/etd-1113101-205213/unrestricted/Auerbach\\_dis.pdf](http://etd.lsu.edu/docs/available/etd-1113101-205213/unrestricted/Auerbach_dis.pdf)>

Ch. Drèze – Théophraste Renaudot 1586-1653 Médecin, Philanthrope, Premier Gazetier, Protégé de la Cour in *Louvain Médical* 2005; 124, 8 pp. 364-74, on the *Université catholique de Louvain* website

<<http://www.md.ucl.ac.be/loumed/V124/364-374.pdf>>

W. Boyd Rayward – Four Lives in Search of a Story: or the Republic of Letters and Information Infrastructure on the eve of modernity, *Danmarks Biblioteksskole* website

<<http://www.db.dk/he/BDI/Bibliotek%20og%20Samfund/Four%20Lives%20in%20Search%20of%20a%20Story.doc>>

*Musée Virtuel du Protestantisme Français*

<<http://www.museeprotestant.org/Pages/Notices.php?noticeid=763&scatid=136&lev=1&cim=0>>

Allen Debus – Chemistry and the Universities in the Seventeenth Century, *Estudos Avançados* 4(10), available on the *Scientific Electronic Library Online* website

<<http://www.scielo.br/pdf/ea/v4n10/v4n10a09.pdf>>

*Renaudot museum, Loudun* <<http://www.museerenaudot.com>>

Johanna Taube – Il a inventé le journal Théophraste Renaudot et sa Gazette on the *Tricolore: journal scolaire franco-allemand* website

Jean-Claude Raymond provides a useful bibliography of French language works by or about Renaudot on his *A la Croisée de l'Anjou, de la Touraine et du Poitou* website <<http://jcraymond.free.fr/Celebrities/R/Renaudot/RenaudotBiblio.php>>

### **Samuel Hartlib and address bureaux (other than Renaudot's)**

G.H. Turnbull – *Samuel Hartlib: A Sketch of His Life and His Relations to J.A. Comenius* (Oxford U.P., 1920)

Charles Webster (ed.) – *Samuel Hartlib and the Advancement of Learning* (Cambridge U.P., 1970)

Mark Greengrass, Michael Leslie and Timothy Raylor (eds) – *Samuel Hartlib and Universal Reformation Studies in Intellectual Communication* (Cambridge U.P., 2002)

*Museum of the History of Science, Oxford – The Garden, the Ark, the Tower, the Temple: Biblical Metaphors of Knowledge in Early Modern Europe*  
<<http://www.mhs.ox.ac.uk/gatt/hartlib/index.asp?C=hartlib>>

Hugh Trevor-Roper – *The Crisis of the Seventeenth Century: Religion, the Reformation, and Social Change* (Liberty Fund, Inc., 1967)  
<[http://olldownload.libertyfund.org/EBooks/Trevor-Roper\\_0098.pdf](http://olldownload.libertyfund.org/EBooks/Trevor-Roper_0098.pdf)>

Anton Tantner – *Frühneuzeitliche Adressbüros Eine Vorgeschichte der Internet-Suchmaschine* (2005) <<http://adressbueros.tantner.net/projekt.html>>

### **The History of Advertising**

Terence R. Nevett – *Advertising in Britain: A History* (Collins, 1982)

E.S. Turner – *The Shocking History of Advertising* (Michael Joseph, 1952/Penguin, 1965)

Henry Sampson – *History of Advertising* (Chatto and Windus, 1874)

Frank Presbrey – *History and Development of Advertising* (Doubleday, 1929)

*H2M White Papers – A Little Bit of Advertising History Can't Hurt You*  
<<http://www.h2m.biz/h2mwhitepapers/history.php>>

*Advertising Age – Advertising History Timeline*  
<<http://adage.com/century/timeline>>

*Musée de la Publicité, Musée des Arts Décoratifs – 250 Ans de Pub*  
<<http://www.lesartsdecoratifs.fr/fr/03museepublicite/expositions/250ans/index.html>>

*ThinkQuest New York City – Advertising from 1455-1956*  
<<http://www.tqnyc.org/NYC051998/FilingRoom/1455-1956history.htm>>

*Trivia-Library.com* – History of Advertising: Ancient History, Middle Ages and the Early Days <<http://www.trivia-library.com/a/history-of-advertising-ancient-history-middle-ages-and-the-early-days.htm>>

*Trivia-Library.com* – History of Advertising in the American Colonies  
<<http://www.trivia-library.com/a/history-of-advertising-in-the-american-colonies.htm>>

*El Rincón del Vago* – Publicidad: Historia  
<[http://pdf.rincondelvago.com/publicidad\\_historia.html](http://pdf.rincondelvago.com/publicidad_historia.html)>

Terence Nevett and Ronald A. Fullerton (eds) – *Historical Perspectives in Marketing* (Lexington Books, 1988)

Joad Raymond (ed.) – *News, Newspapers and Society in Early Modern Britain* (Frank Cass, 1999)

John Strachan – 'The Praise of Blacking': William Frederick Deacon's *Warreniana* and Early Nineteenth-century Advertising-related Parody, *Romanticism on the Net* 15 (August 1999) <<http://www.erudit.org/revue/ron/1999/v/n15/005874ar.html>>

Ronald A. Fullerton – A prophet of modern advertising: Germany's Karl Knies in *Journal of Advertising* (Spring 1998)  
<[http://www.findarticles.com/p/articles/mi\\_qa3694/is\\_199804/ai\\_n8804578/pg\\_1](http://www.findarticles.com/p/articles/mi_qa3694/is_199804/ai_n8804578/pg_1)>

Lori Loeb – George Fulford and Victorian Patent Medicine Men: Quack Mercenaries or Smilesian Entrepreneurs? in *Canadian Bulletin of Medical History / Bulletin canadien d'histoire de la médecine*, Volume 16 (1999)  
<[http://www.cbmh.ca/archive/00000427/01/cbmhbchm\\_v16n1loeb.pdf](http://www.cbmh.ca/archive/00000427/01/cbmhbchm_v16n1loeb.pdf)>

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