

# Notes

## 1 Introduction

1. The literature on modernity is vast, but influential works for this study include Thompson (1995) and Berman (1983).
2. Thanks to the British Academy Small Research Grant scheme for funding '*Feminising Influences on Mass Circulation: A comparative study of Le Petit Journal and The Daily Mail*', to the Economic and Social Science Research Council (ESRC) for funding '*Women, Press and Protest in British and French India, 1928-47*', to Macquarie University Faculty of Arts where the author is an adjunct Professor, to Wolfson College and the Centre of South Asian Studies, University of Cambridge, where the author is a long term visiting fellow, to research assistant Kate Allison and to peer reviewers whose incisive comments have been so helpful.
3. *The Pioneer* has since survived four changes of ownership and is now owned and edited by a BJP politician, while *Swandanthiram* is now an organ of the Communist Party. Neither of these parties existed in the areas involved during the period studied. *Le Petit Journal* survived into the 1940s, the *Daily Mirror* and *The Daily Mail* are very much alive today, although the former was established with a very different brief (see Chapter 3).
4. In terms of usage, the word 'audience' is used in preference to 'readership', because newspapers were often read aloud to assembled groups, especially in French India (see Chapter 4). 'Readership' is used in the context of publishers.
5. See also: Wood (2007), McChesney and Nichols (2002), Williams (1969), Holzer (1993), Gillmor (2004), Boyce, Curran and Wingate (1978), Lee (1977), Altschull (1995).
6. Some of the journals that have been at the cutting edge of research have included: *Pénélope*, *Feminist Review*, *History Workshop*, *Documentation sur la Recherche Féministe*, *Feminist Studies*, *Signs*, *Women's Studies Quarterly* and *Women and History*.
7. The journal *Media History*, for instance, was launched in 1998, and was formally known as *Studies in Newspaper and Periodical History* existing from 1993 to 1997.
8. Drawing on intellectual antecedents by T.H. Marshall and T. Bottomore (1992) and Raymond Williams (1961) Stevenson takes a broader sociological approach than, for instance, Kymlicka and Norman (2000) whose starting point derives more a narrower base in political theory.
9. See especially Foucault (1973, 1977, 1980).
10. Present day gender and media has a vast body of publication. See Kearney (2012) and Gill (2007) for an introduction.
11. She poses this question in the context of examining the usefulness of Stuart Hall's (1973) much discussed 'encoding/decoding' model.
12. For American attitudes, see Sneider (2008).

## 2 France

1. While the *Journal des Femmes* was long running, *La Voix des Femmes* only lasted a few months, with 46 editions, following the revolutionary (1789) feminist model of being printed by a female and with its own society for meetings and political activities. *La Politique des Femmes* lasted for 2 issues, while *L'Opinion des Femmes* survived for several months in 1849 (Rendall, 1985: 291–4).
2. For the French Revolution and women, see Goldberg Moses, 1984: 14–15; Zeldin, 1988: 509; Landes, 1988: 170; Reynolds 1986: 104, 113).
3. On British nineteenth century magazines, see Beetham (1996).
4. The phrase refers to the practice – opposite to the structure of a novel – of inserting all the key information at the beginning (when, where, what, who and how) then reducing the amount of facts so that the information flow narrows as the story reaches the end of the page. See Stensaas (2005).
5. Some of the sections of this chapter on business aspects were first published in Chapman (2011b).
6. Langer adopts this phrase in relation to tabloid television (1998: 5).
7. Before the liberalization of press controls in 1881, *Le Petit Journal* was prosecuted by the authorities for misrepresentation of facts in crime stories. Court reports from 1879 refer to an over-enthusiasm for blowing things out of proportion in coverage of a murder case, encouraged by the increase in sales during the Troppman affair (PP: BA1621).
8. Trimm's front page 'chroniques' became habit forming and he was head-hunted for double his salary by *Le Petit Moniteur*, but he was not read. He moved papers several times before being given his own weekly – *La Semaine de Timothée Trimm*. All the initiatives failed ignominiously (Morienvall, 1934: 228), demonstrating that it was the paper and not the individual that mattered. He was replaced at *Le Petit Journal* by a collective of five writers, including the editor Escoffier, and they collectively assumed the name of 'Thomas Grimm'. Readers did not realize, or even comment on the change.
9. For crime and 'faits divers' see Barthes (1964), Auclair (1970), Perrot (1983), Nye (1984), Berenson (1992: Ch. 6), Walker (1995), Shapiro (1996: Ch. 1) and Kalifa (1995).
10. On department stores more generally, see Crossick and Jaumain (1998).
11. The fact that the suffrage movement was less high profile in France has prompted some feminist historians to focus instead on the progressive influence of key individual late nineteenth century women in diverse fields. This emphasis is useful for a critical approach to 'conservative feminization', for it reinforces the argument that there were alternative contemporary role models available to the editors of *Le Petit Journal*. For mention of the influences of individual female journalists, see Chapter 3.
12. Quantitative research in this chapter was first published as work in progress in Chapman (2011c).
13. On advertising systems, see Chessel (1998), Williams (1982), Martin (1992) and Lagneau (1989).
14. Findings on the business orientation of *Le Petit Journal* were first published in Chapman (2011b).
15. On the forms of commodified spectatorship within Parisian Belle Époque society, see Schwartz (1998).

16. After the death of his first wife, Delphine Gay, in 1855, de Girardin married a German countess, divorced her in 1872 and denied paternity during a high profile court case (Préfecture de Police: Ba1096). Obituary writers commented that every business venture de Girardin launched had lost money (ANR: 65AQU257/2), despite his pioneer innovations in popular press (Chapman, 2005: 35, 46, 74). Editorially, he was interested in education and issues affecting women.
17. Marinoni bought *Le Figaro*, became the largest shareholder in *Le Jour*, and was awarded the Légion d'Honneur with the public support of *The Petit Journal*. By 1892 he was worth 25 million francs, and became general administrator of *The Petit Journal* after the death of de Girardin.
18. The novel *Une Vie* – first translated as 'A Woman's Life' – (Boulevard Novels, vol. viii, 1885) is a good example.

### 3 France and Britain

1. Harmsworth became a baronet in 1904 and a peer in 1905. He is referred to as Harmsworth up to 1905 and as Northcliffe thereafter.
2. For more on W.T. Stead, see Stead (1885), Whyte (1925), Walkowitz (1992), Chapman (2005a) and Chapman and Nuttall (2011).
3. The phrase 'conservative feminization' is used in Andrews and Talbot (2000) in relation to consumption and advertising for the Ideal Home Exhibition, but here it is applied for the first time to editorial content.
4. Papers connected with *La Fronde* are located at the Bibliothèque Marguerite Durand in Paris, categorized as 'ASF'.
5. For more examples see Onslow (2000).
6. For female readers more generally, see Flint (1993).
7. The author is grateful to Peter Putnis for drawing attention to these papers.
8. On achievements of other individual women see Clark (2008).
9. For an introduction to this text, together with an excerpt, see King and Chapman (2012).

### 4 French India

1. Some of the analysis in this chapter was first published in Chapman (2010) as work in progress.
2. Although the local economy was dependent on the British sector, French India's performance in volumes of trade compared favourably with many other empire territories. For comparative statistics on this aspect 1919–34, see Maestri (1993: 225–6, 232). Expenditure was always equal to income.
3. See Chapman (2011a) for a comparison with advocacy journalism as defined by Downing (2001).

### 5 Britain

1. For more on the radical suffragists, see Liddington and Norris (1978); Ramelson (1976: 130–1).
2. New halftone photographic capabilities were first developed by the *Daily Mirror* in 1904 and also popularized by the *Daily Sketch* in 1909.

## 6 Britain

1. See Bush (2007) for details on individuals who opposed female suffrage.
2. In terms of female enfranchisement in other countries, by 1914 it had been granted in 11 states in the United States; New Zealand granted the vote to all adult women in 1893 and Australia gave the federal vote in 1902; in Europe Finland had pioneered in 1906 and Norway in 1913. See Fletcher et al. (2000) for suffrage in the Empire and transnational suffragist ideas in the UK, including those of the Women's Freedom League (103–15).
3. In fact, Mrs. Fawcett only started to criticize WSPU tactics in public when the press reported that a member of the Women's Freedom League ('WFL', with 61 branches) threw acid in a Bermondsey polling booth during 1909. See Mayhall (2000: 365–6).
4. This realignment was all the more amazing when only a year or so previously, the WSPU had been vehemently proclaiming 'votes for women, chastity for men', a slogan based on the claim by Christabel Pankhurst (1913) that men should be avoided as 75–85 per cent of them had acquired gonorrhoea before marriage. See also Bland (1995). Previously the WSPU had a long standing anti-male strain within its ranks, the majority of whom were single.

## 7 British India

1. For more on Wilson, see Chapman and Tulloch (2013).
2. Chattopadhyaya used Wilson's headline 'The Awakening of Women' for inspiration for the title for her book (1939).
3. The Bardoli satyagraha was a protest against a 30 per cent tax rise on the Bombay Presidency's levy. After disastrous famines and floods affected farmers' crops and income that year, the Gujarat *taluka* (subdivision of a district) rebelled against Presidency's refusal to waive the extra payment on compassionate grounds.
4. Qualitative and quantitative findings for this chapter were first published in Chapman and Allison (2011) as work in progress.
5. The Maharani continues her article citing literacy statistics. 'In the whole of India, we see that where there are 139 literate men to a thousand, there are only 21 literate women to a thousand.'
6. On the pioneering influence of Annie Besant, see Cousins (1947).

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