



## Out of Print: Newspapers, Journalism and the Business of News in the Digital Age

By George Brock

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### Out of Print: Newspapers, Journalism and the Business of News in the Digital Age By George Brock

News and journalism are in the midst of upheaval. How does news publishing change when a newspaper sells as few as 300,000 copies but its website attracts 31 million visitors? The internet is not simply allowing faster, wider distribution of material: digital technology is demanding transformative change. Journalism needs to be rethought on a global scale and remade to meet the demands of new conditions.

*Out of Print* examines the past, present and future for a fragile industry battling a “perfect storm” of falling circulations, reduced advertising revenue, rising print costs and the impact of “citizen journalists” and free news aggregators. Author George Brock proposes an optimistic outlook on journalism’s future, taking the view that it was always unstable and likely, always will be. He argues that journalism can flourish in a new communications age, and explains how current theory and practice have to change to fully exploit developing opportunities.

Incisive and authoritative, *Out of Print* analyzes the role and influence of journalism in the digital age and asks how it needs to adapt to survive.

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# **Out of Print: Newspapers, Journalism and the Business of News in the Digital Age**

*By George Brock*

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### **Bibliography**

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### Editorial Review

#### Review

"This book was a pleasurable, gripping, interesting read...It is academically focused with lots of bibliographic notes and references, yet it is clearly written for the general reader too. This skills of a journalist shine through: collect, curate and create a clearly understandable text from a seething mass of ideas."

(Darren Ingram *Darren Ingram Media*)

General readers, media and publishing professionals, journalism students

"[A] hard-hitting examination of the future of news and reporting - and a 'must' for social issues and journalism collections alike."

(California Bookwatch, *The Journalism Shelf Midwest Book Review*)

"The book is essential reading for many journalists today who must prepare themselves for the digital dilemmas of tomorrow."

(Geoff Ward *All Voices*)

"The book is optimistic without being sentimental, thought-provoking without being pretentious and realistic without being harsh, which makes it comforting for someone with a keen interest in seeing journalism prevail and hopefully eye-opening for those who wish to better understand it."

(Madeleine MacCar *Chicago Center for Literature and Photography*)

"Commendably well written and annotated, this volume will be valuable to anyone interested in journalism, mass communication, or digital media. **Summing up:** Highly recommended."

(R.A. Logan *CHOICE*)

"Brock's writing is crisp, concise, and clear and his research extensive. The book is impeccably edited and presented in a very reader-friendly fashion...As reference material, *Out of Print* is an essential addition to any media-related collection. To members of the journalism field who've endured years of angst over the future of their profession, it's so much more. Brock's analysis is too well-reasoned and supported to be easily dismissed as blind optimism, lighting a beacon of hope to those interested in seeing journalism right itself from its current state of upheaval."

(Rich Rezler *ForeWord Reviews*)

"[A]rgues that the experimentation and inventiveness of the new news media are cause for greater optimism than the red ink on the balance sheets of media companies. Seeking to reassure the doom-mongers, he delves back into the history of journalism and demonstrates the shaky beginnings and rapid innovation that powered news journalism for three centuries before the maturation and slow decline of the business in the 20th century. His précis of the history is fascinating and elegantly done."

(Emily Bell *New Statesman*)

"A brief survey of journalism's history and evolution leads toward modern transformations that are forcing people to rethink how journalism can be accomplished, both ethically and profitably...*Out of Print* is a 'must-

read' for anyone in today's journalism or periodical industries, and is worthy of the highest recommendation for public or college library Media Studies shelves."

(Library Bookwatch, *The Journalism Shelf Midwest Book Review*)

"[P]rovides an insightful and detailed analysis of journalism through history and reviews the effects of the digital age on journalism's current state, as well as its potential future... By working through the history of journalism starting from its uncertain beginnings with the development of the postal service in the 15th century, Brock emphasizes the fact that journalism has never been fixed, but has continued to develop and evolve in a fluid manner and has undergone radical periods of change before the development of the internet in the 1990s... Although arguably an overly positive analysis of journalism today, Brock's stance is refreshing and the book is a pleasure to read."

(WAN-IFRA)

"A good overview of the problems--and some of the opportunities--facing those in the world of media. While the book paints a picture of where the newspaper industry has gone wrong, which is a sad story that tends to dominate the media (surprise!), it also makes the oft-overlooked point that print media is just one stage in the evolution of journalism. Therefore, it's possible to come away from this book, which is ostensibly about the death of a great industry, feeling upbeat and even excited about the possibilities for the next stage of media's evolution. What exactly that will be is uncertain, but it's clear--from the book and just by surveying the current media landscape--that it will be a lot less centralized, more democratic and, likely, much less profitable for those in charge than in print media's heyday. Which is probably a good thing."

(Phil Stott)

"[Brock's] particularly good at analyzing the changes which have taken place, such as digital technology, and showing that they should force a complete rethink of journalism rather than attempts to adapt old ways to fit new technology. The chapter on 'Rethinking Journalism Again' is a thought-provoking look at what is changing and how it should be regarded both within the industry and as a consumer."

(Sue Magee *The Bookbag*)

"[A] comprehensive look at the history of the news. *getAbstract* recommends [Brock's] historical overview to those in and out the news business who believe that a free society prospers when journalism does."

(*getAbstract Inc.*)

"*Out of Print* does what 'think books' about contemporary journalism do best: It addresses a larger public who might not know about the problems facing journalism but also offers an academic discussion rooted in a conversation about the past, present, and future of journalism. Brock's work makes a significant contribution in the field."

(Nikki Usher *International Journal of Communication*)

"[A]n unsentimental look at the fall of the 'golden age' of newspapers as much as it is an optimistic take on the future of the news business...Brock's frank, level headed take on business models, ethics, and other tenets of journalism is approachable and refreshing."

(Karen Fratti *Media Bistro, 10,000 Words*)

"Its greatest virtue, by far, is in seeing the changes in journalism throughout history as a ceaseless process. Brock refuses to fall into the trap of technological determinism. He accepts that technological developments lead to change but rightly understands that, even between the inventions which have influenced how news is gathered and transmitted, journalism has always been in a state of flux."

(Roy Greenslade *The Guardian*)

"All journalists and certainly journalism students should read this book. And bloggers and technologists interested in the media biz should, too."

(Hope Leman *Critical Margins*)

## About the Author

**George Brock** is a professor and former head of the prestigious Graduate School of Journalism at City University London. During his career as a journalist, he worked for the *Observer* and *The Times*, where he was Foreign Editor, Managing Editor and Saturday Editor. He has served as president of the World Editors Forum, and is on the board of the International Press Institute. He is a regular commentator on news and journalism in the UK and global media and broadcasts frequently.

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