

ANCIENT MODERN BRAND “THE TIMES”

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Abstract

The worldwide newspaper *The Times* does not change its principles even in XXI century. Its managing editor George Brock (1981-2008) considers that we do not have to expect that even such a respectable newspaper as *The Times* will be able to maintain status quo. He states: “Every newspaper tries to change a chemical process without exploding a laboratory. A newspaper should match with society’s character and a reader’s taste”. *The Times* was the first newspaper that chose this title. It was established on January 1, 1785. At that period it was named as “The Daily Universal Register”. In 1788 it was renamed as “*The Times* of Universal Register”. Later, the title was shortened and the newspaper was called simply “*The Times*”. In 1981 *The Times* faced a hard period. It was losing readers and advertisement income. Namely at that period Rupert Murdoch's News International bought *The Times* and *The Sunday Times* from Thomson. The acquisition followed three weeks of intensive bargaining with the unions by company negotiators, John Collier and Bill O'Neill. After this, Murdoch made the decision to modernize *The Times* and save the British newspaper industry from “gloomy” Medieval darkness. Notwithstanding great competition, *The Times*, that is the origin of print media, still manages to be traditional and modern at the same time.

Keywords: Newspaper, readers, tabloid, publish

“There are a lot of newspapers in the world including the word “Times” in their titles, but “The Times” is unique”.

Robert Thomson

Introduction

The Times is often compared to the British luxury brand Burberry. Why? The answer is simple: Burberry never changes textile; it merely creates new models based on traditional fabric. Similarly, *The Times* always maintains its tradition and tries to be super modern.

Today, we cannot meet an English gentleman with a hat, a walking stick holding the newspaper *The Times*. Though, *The Times* is lined with other symbols of Britain that still embody England.

The Times is not only the world brand, but the brand that people trust. Honesty is the inseparable part of their reputation. “We create fantastic journalism, the best one. We can do even more”, says the editorial board of *The Times*. *The Times* does not change its principles even in XXI century. Its managing editor George Brock (1981-2008) considers that we do not have to expect that even such a respectable newspaper as *The Times* will be able to maintain status quo. He states: “Every newspaper tries to change a chemical process without exploding a laboratory. A newspaper should match with society’s character and a reader’s taste”.

The Times strived for attracting young readers though he faced a lot of obstacles in this process. For instance, *The Times* is blamed that it avoids serious analytical publications and develops vulgar commercialization. It was proved when its tabloid version was published in 2003.

Nowadays, the world is “jammed” with information. “You have money, but no time. You are attacked by media; you want to know what’s going on. But how to choose which topic is most significant? We can tell you it”, write Milner.

History

The Times was the first newspaper that chose this title. It was established on January 1, 1785. At that period it was named as “The Daily Universal Register”. In 1788 it was renamed as “*The Times* of Universal Register”. Later, the title was shortened and the newspaper was called simply “*The Times*”.

The Times was the first newspaper that was printed on the new steam-driven cylinder press developed by Friedrich Koenig. It was in 1814. This method of printing enabled *The Times* to raise its circulation and spread news. In 1815, *The Times* had a circulation of 5,000.

Thomas Barnes was appointed as a general editor in 1817. In the same year, the paper's printer, James Lawson, died and passed the business to his son John Joseph Lawson (1802–1852). Under the editorship of Barnes and his successor in 1841, John Thadeus Delane, the influence of *The Times* rose to great heights, especially in politics and amongst the City of London. The increased circulation and influence of the paper was partially based on its early adoption of the steam-driven rotary printing press. Distribution via steam trains to rapidly growing concentrations of urban populations helped ensure the profitability of the paper and its growing influence.

The Times was the first newspaper to send war correspondents to cover particular conflicts. In 1932, the newspaper created its own type *Times*

New Roman. The aim of creating this type was to make reading the newspaper easier. Later, this type was used by Penguin Books for cheap issues in thin cover. Today, *Times New Roman* is the most popular font in the world.

The Times was the first English newspaper that was taken to Paris by train in 1849.

In 1890, under Arthur Fraser Walter's editorship, *The Times* faced financial crisis, but it was saved by an energetic editor, Charles Frederic Moberly Bell (1890–1911). During this period, *The Times* became associated with selling the *Encyclopedia Britannica* using aggressive American marketing methods introduced by Horace Everett Hooper and his advertising executive, Henry Haxton.

1900, *The Times* was facing a hard period. It was gradually losing money as well as readers. As a result, the newspaper was sold as a very cheap price: at the beginning it is cost 3 pence, then -2 pence and finally -1 pence.

Owing to legal fights between the *Britannica's* two owners, Hooper and Walter Montgomery Jackson, *The Times* cut off its connection in 1908 and was bought by new newspaper magnate, Alfred Harmsworth, later Lord Northcliffe. Though, until 1960, the Walters kept the share package.

In 1921, multimillionaire John Jacob Astor, son of the 1st Viscount Astor, bought *The Times* from the Northcliffe estate. The newspaper was under his ownership until 1960.

During 1960-1966, *The Times* was again facing crisis. It was under the threat to join *The Financial Times*, but in 1966 Roy Thomson saved the newspaper; it still remained independence. In 1966, members of the Astor family sold the paper to Canadian publishing magnate Roy Thomson. His Thomson Corporation brought it under the same ownership as *The Sunday Times* to form Times Newspapers Limited.

An industrial dispute prompted the management to shut the paper for nearly a year (1 December 1978 – 12 November 1979).

The Thomson Corporation management were struggling to run the business due to the 1979 Energy Crisis and union demands. Management were left with no choice but to find a buyer who was in a position to guarantee the survival of both titles, and also one who had the resources and was committed to funding the introduction of modern printing methods.

Several suitors appeared, including Robert Maxwell, Tiny Rowland and Lord Rothermere; however, only one buyer was in a position to meet the full Thomson responsibility, Australian media magnate Rupert Murdoch.

Rupert Murdoch was born in Australia in 1931. He graduated Oxford University. In 1952, his father inherited him the newspaper *The Adelaide*

News which very soon gained the greatest success. Murdoch bought two more newspapers: *The News of the World* and *The Sun*.

In 1981 *The Times* once more faced a hard period. It was losing readers and advertisement income. Namely at that period Rupert Murdoch's News International bought *The Times* and *The Sunday Times* from Thomson. The acquisition followed three weeks of intensive bargaining with the unions by company negotiators, John Collier and Bill O'Neill. After this, Murdoch made the decision to modernize *The Times* and save the British newspaper industry from “gloomy” Medieval darkness.

Fleet Street printing press became out-of-date. That is why Murdoch decided to build a new building in Wapping and moved *The Times* there. It was not easy for Murdoch as he faced great opposition. Demonstrations that took place were followed the attack with police. Owing to this fact Murdoch took security measures and the place where *The Times* was moved was called Wapping Castle. Wapping is a district in East London, England, in the London Borough of Tower Hamlets. It is situated between the north bank of the River Thames and the ancient thoroughfare simply called The Highway. At the end of Pennington Street we can notice the façade of *The Times*.

It was said that *The Times* was betraying the traditions and was risking a great deal. The tabloids issued by *The Times* prove this suspicion. *The Times* did not have any other choice. It significantly lagged behind *The Daily Telegraph* whose circulation reached one million and had great influence on establishment.

Present

Earlier only mid-aged people read *The Times*. It was a board of high society and establishment. The newspaper should not lose the basic principles, quality, preciseness and authority. Meanwhile, it should be a newspaper for young readers. Price reduction also became necessary.

The Times ceased its policy of using courtesy titles ("Mr.", "Mrs.", or "Miss" prefixes) for living persons before full names on first reference, but it continues to use them before surnames on subsequent references. The more formal style is now confined to the "Court and Social" page, though "Ms" is now acceptable in that section, as well as before surnames in news sections.

In November 2003, News International began producing the newspaper in both broadsheet and tabloid sizes. On 13 September 2004, the weekday broadsheet was withdrawn from sale in Northern Ireland. Since 1 November 2004, the paper has been printed solely in tabloid format.

In the editorial strategy of *The Times* two main directions are important – to describe everything that takes place in Britain and to remain neutral position in politics. *The Times* uses marketing strategies. For

instance, it offers readers compact discs for free together with the newspapers; the Sunday issue has the supplement *The First Film* where are clips and announcements of new film. Everything this is done to attract young people (between 25 – 40). Many people think that *The Times* is the part of establishment. In reality, *The Times* represent Britain on the international market. When Hollywood wants to show Britain, one can always see a person reading *The Times*.

Not only British people read *The Times*, but also those who live beyond Britain.

In a 2007 meeting with the House of Lords Select Committee on Communications, which was investigating media ownership and the news, Murdoch stated that the law and the independent board prevented him from exercising editorial control.

In May 2008 printing of *The Times* switched from Wapping to new plants at Broxbourne on the outskirts of London, and Merseyside and Glasgow, enabling the paper to be produced with full colour on every page for the first time.

On 26 July 2012, to coincide with the official start of the London 2012 Olympics and the issuing of a series of souvenir front covers, *The Times* added the suffix "of London" to its masthead.

The General Director of the newspaper Paul Heys states that newspaper administration permanently tries to prove that this most ancient brand is a modern newspaper. The newspaper's editing strategy is changed; it better describes British society.

Readers can read news in *The Times* with deep analysis, but unlike Guardian's and The Daily Telegraph's positions, it does not impose on society its position.

Conclusion

Notwithstanding great competition, *The Times*, that is the origin of print media, still manages to be traditional and modern at the same time.

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