hotel reservations) into burgeoning “texts,” with all the richness such phrasing may carry for literary scholars of early modern English culture. I strongly recommend a close look at this fine book, especially for historians, who so often feel that literary readers seldom pay them back the debt we owe them. This book offers them a substantial remuneration, while moving “prosaics” onto the same plane with poetics. It is a notable accomplishment.

FRANK WHIGHAM, *University of Texas at Austin*

Joad Raymond, ed. *News, Newspapers, and Society in Early Modern Britain*. London: Frank Cass, 1999. Pp. 239.

This volume contributes to a new history of the newspaper which aspires to embrace diverse methodologies and to draw on new archival sources. Essays are arranged chronologically from *circa* 1590 to 1800, covering themes such as control of the content and circulation of news, expanding notions of the participating readership, and the interrelationship between information and commerce with its attendant blurring of the boundaries between news and advertising. Authors combine conventional methods of analytical bibliography with a D. F. McKenzian brand of historical bibliography in considering an array of contemporary sources — plays, poems, sumptuary laws, newsletters, State Papers, petitions, auction catalogues, trade sale catalogues, advertisements — that shed light on news in this period. The following paragraphs offer brief assessments of the individual essays.

Fritz Levy links the development of sixteenth-century newsbooks to Tudor notions of decorum that enforced social distinctions. Just as theatrical productions came under the control of the Master of Revels, who forbade representations of court luminaries, so domestic political news in pamphlets was censored by official licensers and by the practice of being entered in the Stationers' Register. Yet with the growing complexity of politics and the increasing need for information in order to govern, Lévy sees the market for news increasing despite the restrictive traditional decorum of information sharing. Under Elizabeth, the publisher John Wolfe and his associates are allowed to introduce the first “corantos,” small booklets including news from abroad.

Ian Atherton stresses the continuing importance of manuscript newsletters even after the advent of printed news. Such manuscript newsletters were considered by contemporaries to be the most authoritative form of news, and their cost made them available only to the elite. The flood of printed newsbooks let loose by the English Revolution, however, influenced the form of handwritten newsletters after the civil war. In contrast to pre-civil war newsletters, those written in the later seventeenth century became more opinionated and more widely distributed, until by the 1680s the genres of the newsletter and the newspaper had virtually con-

verged. Despite the growing polemicism and partisanship of newsletters, Atherton stresses their contributions to political harmony.

S. J. Wiseman's essay promises to combine the study of print regulation and theatre regulation, two distinct regulatory mechanisms, governed by the Stationers' Company and the Master of the Revels, which are usually studied by distinct scholarly specialists. She further proposes the provocative thesis that the contrasting crises in the regulation of print and the theatre in the early 1640s precipitated a fusion of the two media's techniques in civil war play pamphlets. Unfortunately, Wiseman relies mainly on formalist analysis of three examples of civil war play pamphlets to support her argument, and the meta-commentary within these play pamphlets does not prove enough to sustain her ambitious argument. Without additional research into the regulatory agencies for print and theatre, the simultaneous crises of the closing of the theatres and increased freedom of printing remain suggestive coincidences.

With his study of the career of Elizabeth Alkin, a.k.a. "Parliament Joan," Marcus Nevitt offers grounds for dating the involvement of women in the English press to the pre-Restoration newsbook. Although establishing women's agency as editors, printers, or publishers of newsbooks is complicated by the collective nature of such work, Nevitt reconstructs Alkin's involvement in newsbook publication from a variety of sources. Through her husband, Alkin becomes involved in the Parliamentary spying network during the 1640s. After her husband's death, Alkin turns her skills in intelligence gathering to work as a book-trade informant, searching out unlicensed or seditious presses for the authorities; in 1650, she joins the publishing team on *The Impartial Scout*. Alkin later becomes involved in producing issues of sundry politically Independent newsbooks including *The Moderate Intelligencer*, *Mercurius Anglicus*, *The Modern Intelligencer*, and *Mercurius Scoticus*. Nevitt's study provides an exemplary model for recovering evidence of the careers of personnel — male and female — in the seventeenth-century newsbook trade.

Joad Raymond argues that Jürgen Habermas's three defining characteristics of the public sphere — reason, inclusiveness, and disinterestedness — ill fit the realities of early seventeenth-century public debate and thus raise unrealistic expectations. Factors that limit the relevance of Habermas's ideal include, according to Raymond, legal and economic constraints on the printing trade, restrictive access according to social status, and a lack of consensus about what defines reason. Even though seventeenth-century newspapers did not live up to the Habermasian principles of disinterested, inclusive, rational debate, Raymond suggests that three other essential attributes of news — publicity, periodicity, and heterogeneity — enabled news to cultivate critical debate among readers.

The final four essays in the volume sketch out Raymond's outline of a modified Habermasian public sphere by investigating the interrelationship between information and commerce in periodicals through the study of advertising practices and the development of specialized trade journals. While Habermas

considered the use of advertisements as compromising news as a vehicle for the expression of genuine public opinion and debate, Michael Harris argues that the commerciality of news need not necessarily be incompatible with its contributions to a public sphere. Drawing his examples from the *London Gazette*, Harris distinguishes between two main types of advertisements: those related to public information of general concern, and those related to personal services and miscellaneous buying and selling. Public information advertisements included announcements of public activities of the court of Charles II; issues involving the management of city lands by the corporation of the city of London; announcements of occasional and regular activities of university colleges, major public schools, livery and trading companies; notices concerning schedules for tennis, bowling, football, foot- and horse-racing, and theatrical performances. Personal service advertisements involved booksellers as intermediaries in all sorts of transactions, for which their shops became the focal points. In Harris's words, "combining the functions of the job centre, estate agent, and commodity broker among others, the booksellers' shops became from the mid-seventeenth century onwards part of the information infrastructure that supported London's complex economic and social development" ("Timely Notices: The Uses of Advertising and Its Relationship to News during the Late Seventeenth Century," p. 149).

Christine Ferdinand focuses on seventeenth- and eighteenth-century strategies for advertising books. Title pages often did the double duty of constituting part of a book's preliminary matter and advertising a book. Other advertising strategies available to booksellers and their customers included word of mouth through the cries of hawkers, book fairs, auction catalogues, trade-sale catalogues, and lists of books inserted at the end of volumes. But beginning in the seventeenth century, advertising — and in particular the advertising of books — was to become an important function of the new serial publications. Such advertising presented the opportunity to appeal to a better defined, literate market, in a vehicle that appeared with regularity; Ferdinand thus sees advertisers taking advantage of the publicity, periodicity, and heterogeneity of newsbooks which Raymond's essay highlights as their distinctive seventeenth-century attributes.

George Rousseau investigates the connection between eighteenth-century newspaper periodicals and patent medicine. He argues that the emergence of medical periodicals helped constitute the authority of the medical profession itself. In particular, the unauthorized *Medical Observations and Inquiries* provides the stimulus for the College of Physicians in London to launch its *Medical Transactions*, which thereafter becomes the dominant trade periodical. Rousseau's claim that print plays a fundamental role in the construction of medical authenticity, credit, and veracity has affinities with Adrian Johns's magisterial argument in *The Nature of the Book: Print and Knowledge in the Making*. Unfortunately, Rousseau's essay lacks the lucidity of Johns's conceptualization and exposition.

Hamish Mathison chronicles the development of advertising between 1729 and 1786 in the Scottish periodical press. While the advertisements of the 1720s

are rather artless presentations of factual information with little attempt to market, sell, or promote goods or services, by the 1780s a variety of appeals to consumers to invest credit in products or services are evident. Most ingenious of these is the attestation by a signed witness to the efficacy of a product or service in an open letter, for the open letter allows one to advertise without being seen to advertise. Mathison offers a fascinating analysis of vocabulary and tropes of advertising and the subtle ways in which they seek to obscure and redefine relationships of patronage. Poems that satirize the practice and content of such oblique advertising through open letters, however, indicate the readers' recognition of this advertising ploy. So along with the developing sophistication of advertising strategies comes a more sophisticated reading public. Mathison's method offers an example of interdisciplinary ambidexterity at its best, though his conclusions about the transparency of advertising practices appear rather belied by his earlier convincing analysis of their obliquity.

As a whole, then, the volume chronicles the emergence of broader and more specialized reading publics, and the expansion of commercial possibilities for financing news publication through selling books, medicines, and a variety of goods and services in periodicals. A glossary of terms from the seventeenth- and eighteenth-century book trade would be a valuable addition to the volume to ensure clarity of reference and consistency of usage. In addition, more cross-referencing of the essays — especially the final five — would flag the larger, overarching implications of the volume. As it is, the volume presents empirical research which has implications for a revision of the Habermasian paradigm, but does not yet replace that paradigm with a coherent master narrative.

JENNIFER L. ANDERSEN, *California State University, San Bernardino*

Balachandra Rajan. *Under Western Eyes: India from Milton to Macaulay*. Durham, NC: Duke University Press, 1999. Pp. 267.

According to Linda Colley, "by 1820, Britain claimed dominion over some 26 percent of the world's population. A century later, and far more insecurely, it exercised some kind of authority over close to a quarter of the world's land surface" ("Britishness and Otherness," *Journal of British Studies* 31 [1992]: 323). These numbers are startling, but then again a spacious and heavily populated Indian subcontinent was part of the British empire, if not the jewel in the imperial crown. Work on imperial India tends to focus on the 1900s; it should come as no surprise, then, that most of the chapters in Balachandra Rajan's *Under Western Eyes* are devoted to nineteenth-century writers: Mill, Hegel, Elizabeth Hamilton and Sydney Owenson, Southey, Shelley, and Macaulay. What may come as a surprise, and what makes this book especially appealing to this journal's readers, is Rajan's attention to the early modern beginnings of English imperial discourse on India, and the