

MIRROR HISTORICAL ARCHIVE

Started in 1903, the *Daily Mirror* was influential in changing the course of British newspapers in the second half of the twentieth century, becoming Britain's bestselling daily newspaper by 1949. Editorially left-leaning and populist to reflect the views of its target working class audience, it offers a counterpoint to the more conservative newspapers that dominated the late nineteenth- and early-twentieth centuries, such as *The Times* and *The Telegraph*.

Various source media, *Mirror Historical Archive*



THE INFLUENTIAL MASS-MARKET NEWSPAPER THAT CHANGED THE COURSE OF BRITISH JOURNALISM

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The *Mirror Historical Archive* extends the 'mass market' content available in Gale Historical Newspapers. The *Daily Mirror* (working class) and the *Daily Mail* (middle class) challenged the broadsheet dominance of newspapers such as *The Times* and *The Telegraph*, providing both an alternative view and journalistic style that went on to dominate the British newspaper market in the second half of the twentieth century.

AN AMBITIOUS PUBLICATION

The *Daily Mirror* was run by an all-female staff, originally started as a journal for respectable women, a previously neglected mass-market audience that was not catered for by the major daily newspapers aimed at the professional (male) reader. The founder, Lord Northcliffe, had misjudged the audience, and the first version of the *Mirror* was a financial disaster. The combination of monetary pressures, technological developments in rotary printing, and the success of illustrated papers such as the *Graphic* led to a change of approach. Briefly becoming the *Daily Illustrated Mirror*, it moved to a style of journalism and visual presentation borrowed from the successful American dailies: bold headlines, sensationalist content, and everyday language.

A NEW APPROACH TO NEWS

Beginning in 1934, an overhaul led the *Mirror* to become the bestselling daily newspaper in Britain in 1949, and by 1951 it was selling over 4.5 million copies a day, more than double the *Daily Mail*. During this time, the *Mirror* had separated itself from its competitors by becoming unashamedly populist, becoming the newspaper of choice for everyday people. The overwhelming financial success of the *Daily Mail* and the *Daily Mirror* during the mid-twentieth century started a change in British newspapers and journalism. Many other daily newspapers moved toward a tabloid approach as the business model became increasingly appealing.

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