

# MORE THAN 200 YEARS OF NEWS AND OPINION DIGITISED

While the *Times*, *Daily Mail*, and *Telegraph* are all significant national newspapers, covering the main stories of the day, they diverged in editorial criteria, political agenda, and priorities: the *Daily Mail* seeking 'human interest' stories, the *Times* with its 'serious events', and the *Telegraph's* focus upon vivid, compelling content. It is, therefore, essential to consider a range of newspapers to gain a broad, complete picture.

## FACTS YEARS OF HISTORY

**DAILY MAIL HISTORICAL ARCHIVE**  
108 YEARS 1896-2004

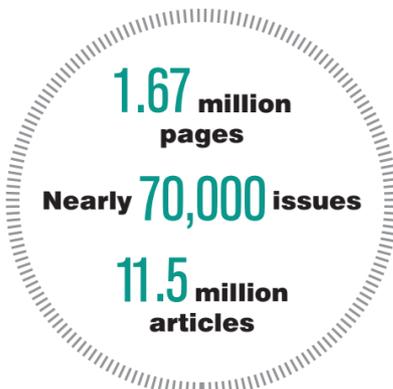
**TELEGRAPH HISTORICAL ARCHIVE**  
145 YEARS 1855-2000

**TIMES DIGITAL ARCHIVE**  
225 YEARS 1785-2010

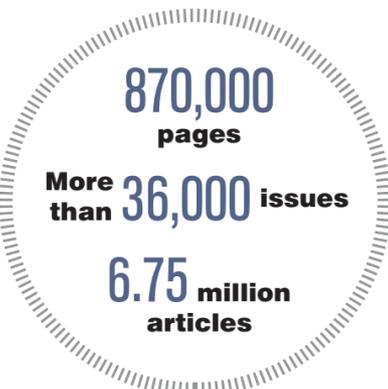


## ARCHIVE SIZE

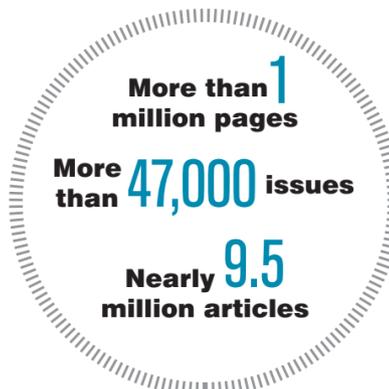
### TIMES DIGITAL ARCHIVE



### DAILY MAIL HISTORICAL ARCHIVE



### TELEGRAPH HISTORICAL ARCHIVE



## CONTENT FOCUS

### TIMES DIGITAL ARCHIVE



### DAILY MAIL HISTORICAL ARCHIVE



### TELEGRAPH HISTORICAL ARCHIVE



## WHO WROTE FOR THEM

**Times:** The world's first war correspondent, **William Howard Russell**, was hired to cover the Crimean War (1853-56), bringing the realities of war back home to readers.



**Daily Mail:** Evelyn Waugh's assignment as the Addis Ababa correspondent during the Italo-Ethiopian War of 1935-36 famously inspired him to write the biting satire *Scoop!*.

**Telegraph:** As a young man, **Winston Churchill's** 15 dispatches from the Malakand campaign constituted his first printed journalistic content. They also formed the basis of his first book, *The Story of the Malakand Field Force: An Episode of Frontier War* (1898).



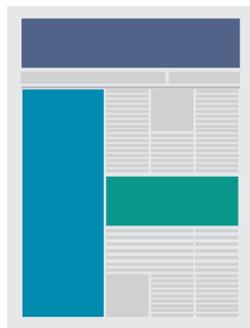
## IN THEIR OWN WORDS

**Times:**  
‘newspaper of record’

**Daily Mail:**  
‘the busy man's daily journal’

**Telegraph:**  
‘serious, popular, and pioneering’

## HOW THEY LOOK



For a long period of its history - having launched long before pictures were a feature of newspapers - the *Times* was largely free of images. It instead relied upon text and verbatim reporting to relay its coverage of the news.

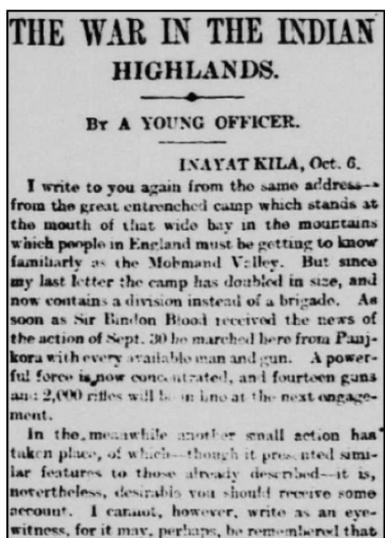
By contrast, the *Daily Mail* used pictures and photographs from the very beginning. This supported its aim to deliver an easily-digestible news service to busy readers, who would want to grasp the facts quickly.

The *Telegraph* positioned itself somewhere in between, seeking to strike a balance between engaging textual content and attractive visuals. Few images are likely to be found before the turn of the twentieth century—its first picture appeared in 1881—while it carried advertisements on its front page until 1939.

## WHAT THEY SAID

*The War in the Indian Highlands: October 1897*

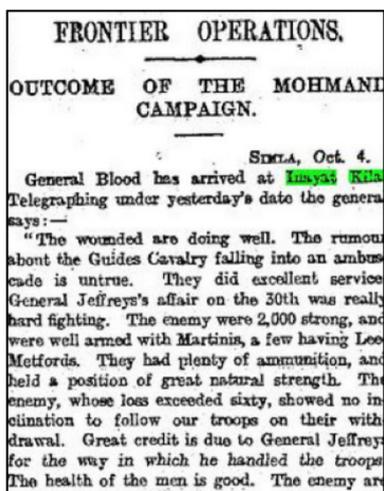
### TELEGRAPH



**Winston Churchill writes a report for the Daily Telegraph, offering a personal insight into events.**

Intimate details of the British troops' camps are provided, followed by a blow-by-blow account of a skirmish at Badelai, which developed into a 'severe combat'.

### DAILY MAIL



**The Daily Mail piece is more removed from events, merely reporting a telegram from General Blood.**

Without a special correspondent of their own, the *Daily Mail* relies upon General Blood's fact-driven account.

### TIMES



**The Times produces a special account from a special correspondent, which is albeit more fact-driven.**

Reporting 16 casualties, the reporter paints a picture of the battle's terrain, outlining the difficulties faced by the British troops.