

# LISTEN: Britain's Paper Tigers?

 [blogs.lse.ac.uk/polis/2017/03/01/listen-britains-paper-tigers/](http://blogs.lse.ac.uk/polis/2017/03/01/listen-britains-paper-tigers/)

2017-3-1

On 20 February [Charlie Beckett](#), Director of Polis, led a discussion with [Stig Abell](#) and [Jim Waterson](#) on the state of traditional news media. Listen to the discussion below.

## Part 1

**Stig Abell**, Editor of the Times Literary Supplement

*"The print model has completely changed beyond recognition over the last ten years. It used to be a license to print money, now it's Facebook and google that have that license."*

*"The Daily Mail is effectively a large US celebrity website with a small British print arm."*

*"Newspapers were once monolithic institutions that shouted at their readers."*



Audio Player

<http://blogs.lse.ac.uk/polis/files/2017/03/Paper-Tigers-Talk-1.mp3>

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## Part 2

**Jim Waterson**, Politics Editor at BuzzFeed UK

*"I read everything. I don't think there's ever been a better time for reading brilliant journalism, for free. There's also never been so much dross around."*

*"When I joined BuzzFeed, I was considered mad for going somewhere that published online-only."*



Audio Player

<http://blogs.lse.ac.uk/polis/files/2017/03/Paper-Tigers-Talk-2.mp3>

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## Part 3

### Stig Abell

*"It's hard to overstate the influence of Facebook on the media landscape; it's like crack-cocaine for newspaper companies."*

*"'Fake news' is now a catch-all shriek for 'I don't agree with you'."*

### Jim Waterson

*"The really scary thing is that the distribution of news is based on a lot of people trying to second guess an algorithm."*

*"We discovered if you put 'actually' in the headline, your click rate went up by a third."*

### Audio Player

<http://blogs.lse.ac.uk/polis/files/2017/03/Paper-Tigers-Talk-3.mp3>

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### Questions from the audience

*What effect do you think the loss of local papers will have on journalism?*

*Can you apply the existing challenges facing newspaper journalism to magazines?*

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<http://blogs.lse.ac.uk/polis/files/2017/03/Paper-Tigers-QA-1.mp3>

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*Do you see news as being a version of soft power in the future?*

*As the British traditional press declines, how much do you think this contributes to the erosion of a national identity?*

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<http://blogs.lse.ac.uk/polis/files/2017/03/Paper-Tigers-QA-2.mp3>

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*In 2016 a new national newspaper – the New Day – opened. Why do you think it failed?*

*How does BuzzFeed's quality political journalism overcome the stigma of also publishing '17 cute pictures of dogs in Halloween costumes'?*

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Thanks for listening.

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