# Article information:

Full article: Paper Emperors: The rise of Australia’s newspaper empires  
<https://www.tandfonline.com/doi/full/10.1080/00076791.2019.1690202>

# Article summary:

1. Paper Emperors by Sally Young provides a detailed account of the interrelations between corporate interests and political connections of Australia's major newspaper proprietors up to the 1940s.

2. The main purpose of newspapers was not to sell news and entertainment to readers, but to capture readers for advertisers, leading to a focus on offering something for everyone in order to attract large audiences.

3. Newspaper owners participated directly in endorsing and undermining prime ministers, shaping and funding political parties, brokering backroom deals between parliamentary factions, and facilitating defections of prominent Labor Party politicians to right-wing parties. The press was "determinedly conservative" and had a major impact on the nature of political debate and political elites.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

该文章提供了对澳大利亚主要报纸业主的企业利益和政治联系之间相互关系的详细描述，但存在一些偏见和片面报道。作者没有探讨广告对新闻报道的影响，也没有考虑到读者对媒体内容的反应。此外，作者未能提供足够的证据来支持其主张，并忽略了一些重要的反驳观点。文章还存在宣传内容和偏袒现象，没有平等地呈现双方。总之，该文章需要更全面、客观地考虑问题，并注意可能存在的风险。

# Topics for further research:

* Advertising influence on news reporting
* Reader reactions to media content
* Insufficient evidence to support claims
* Ignoring important counterarguments
* Propaganda and bias
* Risk assessment

# Report location:

<https://www.fullpicture.app/item/ab60ea4206a670382e63530270dd7396>