

journalism creates further examples of his work being 'new journalism', as it connects with the concept of human interest.

Human interest is a staple of 'new journalism' in itself. We have already discussed Stead's introduction of sub-headings within his work, making it easier for readers to process information on the page of a newspaper. However, there are many other less significant techniques used in 'new journalism', the majority of which relate back to the concept of journalism being in the public interest. One such technique is the idea of relaying stories told within journalism as they were told orally; this was sometimes portrayed as speech written, for example in the context of an interview, where the speech would be transcribed exactly as it had been spoken, including any regional dialects. An example of this is within 'The Maiden Tribute', where Stead quotes one brothel owner as asking "Vot is it you a doin to that von leetle girl?" (Chapman, Nuttall: 2011: 264) This combined with the breakdown of information enabled the 'new journalism' to "appeal closer to the lived oral experience of many of its readers in that it replicated how they exchanged information themselves in their social lives" (Conboy: 2004: 157) and this created a sense of personalisation for the reader.

While many saw this personalisation of the press as a positive concept as it not only attracted a wider bracket of society but also showed linguistic flexibility within journalism, critics of Stead and 'new journalism' argued that in fact his integration of his own opinions with those of his witnesses and interviewees combined with his personal linguistic tone resembled "partisan" journalism (Chapman, Nuttall: 2011: 131), implying that Stead's work was biased. Some made comparisons between 'new journalism' and 'yellow journalism' – this juxtaposition was aided by Stead's use of sensationalism particularly within his subheadings throughout his pieces, examples of which included "This Terrible Flood of Sin and Misery is Gaining Upon Us" (Stead: 1883) and "The Confessions of a Brothel Keeper" (Stead: 1885). However, considering the idea that one of the main characteristics of yellow journalism is that a lot of its content, including its interviews, were fake and Stead's interviews often were the story, this comparison can be analysed as tenuous and therefore as can the description of Stead's work as "partisan".

A final point to consider when questioning the legitimacy of Stead's journalism as being 'new' comes through assessing the content of newspapers during the period in which 'new journalism' became popular. Until the press became broader in its subject matter, the main topic which it covered was politics. However, due to the techniques used in 'new journalism'; investigative and campaign stories, interviews with members of the public and sensationalist tactics similar to those seen in modern day tabloids, there was less space for news about politics, economics and stories plagiarised from foreign publications. While some were more in favour of the masculine topics covered in this 'traditional' journalism, these techniques were contextually a human interest element, and remain so to this day.

In conclusion, 'The Maiden Tribute of Modern Babylon' is a perfect example of 'new journalism'. It combines elements such as interviews – in which speech is transcribed accurately as it is heard – subheadings and emotive language depicting the horror of the scenes witnessed by Stead during his investigation. Perhaps the most vivid of these examples is his description of a young girl being violated, as he details how "There was a brief silence. And then there rose a wild and piteous cry—not a loud shriek, but a helpless, startled scream like the bleat of a frightened lamb. And the child's voice was heard crying, in accents of terror" (Stead: 1885). Furthermore, Stead's general work as a journalist and as editor of the *Pall Mall Gazette* saw him utilise 'new journalism' through highlighting the significance of women by giving them power within the industry, as well as catering to their subject preferences. However, perhaps most importantly of all, Stead's work