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In like manner I should attribute the increasing influence of the daily press to causes more general than those by which it is commonly explained. A newspaper can survive only on the condition of publishing sentiments or principles common to a large number of men. A newspaper, therefore, always represents an association that is composed of its habitual readers. This association may be more or less defined, more or less restricted, more or less numerous;

This leads me to a last reflection, with which I shall conclude this chapter. The more equal the conditions of men become and the less strong men individually are, the more easily they give way to the current of the multitude and the more difficult it is for them to adhere by themselves to an opinion which the multitude discard. A newspaper represents an association; it may be said to address each of its readers in the name of all the others and to exert its influence over them in proportion to their individual weakness. The power of the newspaper press must therefore increase as the social conditions of men become more equal.

Source: [https://xroads.virginia.edu/~Hyper/DETOC/ch2\\_06.htm](https://xroads.virginia.edu/~Hyper/DETOC/ch2_06.htm)