


# Mass media in Great Britain




# British National broadcasters: Public broadcasting

- ◆ BBC (British Broadcasting Corporation)
  - ◆ 2 national television channels (with national and regional sub-divisions)
  - ◆ 5 national radio stations
  - ◆ Cable and digital TV channels
  - ◆ 40+ local radio stations
  - ◆ Global enterprises in both television and radio, & a broadcast monitoring service
  - ◆ Europe's most visited content web site
- 




# The Press

# Introduction (P257)

- ◆ The 18th and 19th centuries:  
**industrialisation**
  - ◆ **The 18th century:**
  - ◆ newspaper readership – the upper classes and wealthier sections of the middle class
  - ◆ a great deal of govern-mental control
  - ◆ **The French Revolution** (1789): ideas of social reform and social justice
  - ◆ The Trade Unions
- 

# Types of Newspapers -- Range

- ◆ 10 major national dailies papers + 10 major Sunday papers + 2,000 smaller weeklies
  - ◆ Also: Provincial Mornings , Local Evenings, Local weeklies, Political Press, Community Press, etc
- 

# The British press

Press is very important for people in the UK since they read a lot. It is a so-called “tradition” to start a morning with a newspaper in your hands. A great amount of newspapers is issued and sold in



# All the newspapers can be divided into two groups: **quality papers** and **popular papers**

- ◆ The Times
- ◆ The Guardian
- ◆ The Financial Times
- ◆ The Daily Telegraph
- ◆ The Daily Mail
- ◆ The Daily Star
- ◆ The Daily Mirror
- ◆ The Sun



## Pub culture

# When your local has praises like this to sing, who needs a juke box?

► Old-fashioned inn is named best in Britain

► Landlord refuses to be swayed by fashion

Simon de Bruxelles

There is no juke box, no pool table, no fruit machine and definitely no "theme". It does not even serve chips. All of which helps to explain why the Old Spot Inn in Dursley, Gloucestershire, has won the 2008 Pub of the Year award from the Campaign for Real Ale.

Steve Herbert, the licensee, has spent the week breaking the news to his regulars. "We call it the pub of a thousand locals," he said. "And you have to tell all of them because if they

hear it from someone else they will feel left out."

The Old Spot Inn has been successful by refusing to follow fashion. Mr Herbert said: "Although we do food during the week we would never call ourselves a gastropub. Our drinkers come first, which is why the food stops at 8pm during the week and we don't serve it at all on Friday and Saturday evenings. We don't do chips either because there's nothing I hate more than stepping into a pub and being hit by the smell of grease."

Belinda, Mr Herbert's wife, cooks while he pulls the pints, which come from about ten local breweries.

Unlike many pubs the Old Spot benefited when the smoking ban was introduced last year. Mr Herbert said: "We were already at capacity and when we put up a covered, heated smoking area in the garden all



Ric Saintry and Steve Herbert, past and present landlords, in the Old Spot Inn

the smokers went out there so we had room inside for 100 more drinkers."

The Old Spot Inn used to be a run-down Whitbread pub called the Fox and Hounds. The 100-year-old pub was bought and restored by Ric Saintry in 1993. The Herberts have been running it since Mr Saintry and his wife,

Ellie, retired in 2001. Mr Saintry may no longer be pulling pints but he is far from forgotten. One of the regular beers from the nearby Uley Brewery is called Old Ric in his honour.

Julian Hough, pubs director for the Campaign for Real Ale (Camra) and one of the judges, said: "The Old Spot Inn is a great example of how success-




ful a well-run community pub can be. Steve and Belinda are dedicated to maintaining the local character of the pub."

So could other pubs benefit from the Old Spot's example? Mr Herbert is unequivocal. "It is going to be a hard year for a lot of publicans," he said. "The smoking ban has hit trade and the price of materials, from barley to fuel, is going up. When times are tough the answer is to work smarter, not harder."


Members of Camra from across Britain visited thousands of pubs before selecting 16 regional winners. Four of these were put forward for the national final. The other three were the Blue Peter Hotel in Kirkcolum, Stranraer, the Land of Liberty, Peace and Plenty in Heronsgate, near Rickmansworth, Hertfordshire, and the Turk's Head in St Helens, Merseyside.



# Quality Broadsheets—and Quality Compacts

- ◆ The Times, UK's oldest national newspaper, not the most popular
  - ◆ The Daily Telegraph (the Daily Torygraph)
  - ◆ The Independent, The Guardian, The Financial Times
- 

# The Code of Advertising Practice

- ◆ Advertising in the press has to conform to certain standards of the Code of Advertising Practice.
  - ◆ The Code's basic principles require adverts to be:
  - ◆ legal , honest and truthful
  - ◆ to observe a sense of responsibility to the consumer and society
  - ◆ to conform to the principles of fair competition as generally accepted in business
- 

Employees from hell  
Why academics are so hard to  
manage **LECTURE** Page 4

**Old-fashioned racism**  
The real reason behind US opposition to  
Dr World's part deal **COMMENT** Page 10

Watch  
A special report  
accountancy **SP/**

# FINANCIAL TIMES

MONDAY FEBRUARY 27 2006

**Outrage at  
ris plan  
ogy**



**Tyco is  
new target  
for activist  
hedge fund  
investor**

**Six Nations Rugby**

Special supplement  
Sport



**The 30 most romantic films**

Arts+Books plus  
**Jan Mair's Valentine's dinner in Paris**  
Weekend



**Short breaks to New York from £249**

Travel Page 25



# The Daily Telegraph

BRITAIN'S BEST-SELLING QUALITY DAILY

Monday, January 18, 2010 80p (US\$2.00)

## £10,500 fees if Oxford is to stop the rot

By David Ikin  
The University of Oxford is to face a £10,500 fee for each of its 39 colleges if it fails to stop the rot of its buildings, according to a report by the National Audit Office. The report, published last week, says that the university's buildings are in a state of "general decline" and that the university is not doing enough to maintain them. The NAO says that the university's buildings are a "national treasure" and that it is the university's duty to maintain them. The report says that the university is not doing enough to maintain its buildings and that it is not doing enough to protect its heritage. The NAO says that the university is not doing enough to maintain its buildings and that it is not doing enough to protect its heritage.



## Private Diana video to be shown on TV

By David Ikin  
A private video of Princess Diana, which was shot by a British television company, is to be shown on TV. The video, which was shot in 1995, shows Princess Diana in a more relaxed and candid setting than she is usually seen in. The video is being shown on the Channel 4 television network. The video is being shown on the Channel 4 television network.

## 12 SECTIONS EVERY SATURDAY

**Elton John**  
Goodbye to glam  
**News Review**  
Page 21



**Sugar and spice**  
Maggie Gyllenhaal compares Hollywood  
**Magazine**



**Anne Robinson**  
A new shopping season targets  
**Comment**  
Page 23



**The Thelwell pony**  
Nasty, brutish and short  
**Weekend**



**The big freesia**  
The power of perfume  
**Gardening**



**Plus**  
**Zoe Heller**  
**Craig Brown**  
**Ben Schott**

**PLAYERS**  
The new magazine of the...  
£3.99

## £35m saves Raphael for nation

By David Ikin  
A £35 million grant from the National Lottery has saved Raphael for the nation. The grant will be used to fund the restoration of Raphael's tomb in the Vatican Museums. The grant will be used to fund the restoration of Raphael's tomb in the Vatican Museums.



## In Brief

**Howard wants Blair debate**  
Howard wants Blair debate  
**Kerry 'victim of snipers'**  
Kerry 'victim of snipers'

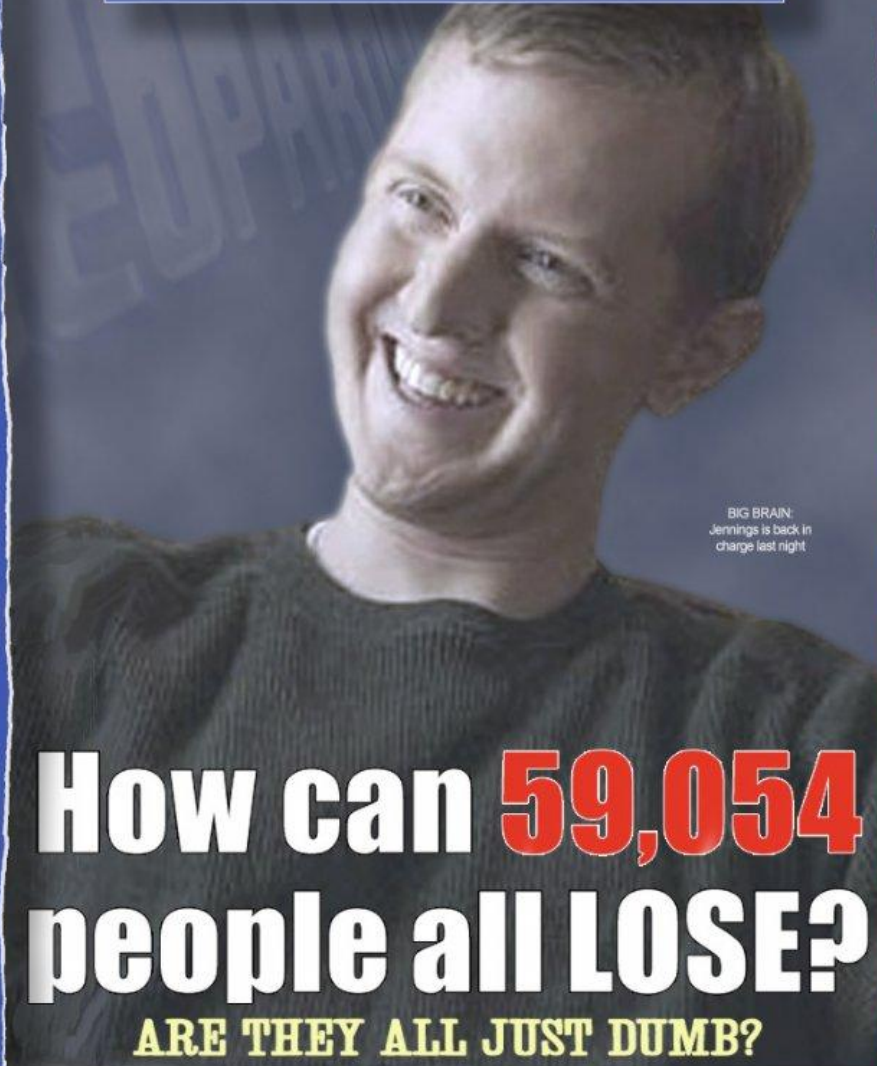
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WOAH! 40 FULL YEARS OF KEN

Friday  
November 4 2044

# DAILY Mirror

www.mirror.co.uk 35p



BIG BRAIN:  
Jennings is back in  
charge last night

How can **59,054**  
people all **LOSE?**  
**ARE THEY ALL JUST DUMB?**

snapshot + paparazzi  
Paparazzi

Snaparazzi



# BBC article definition

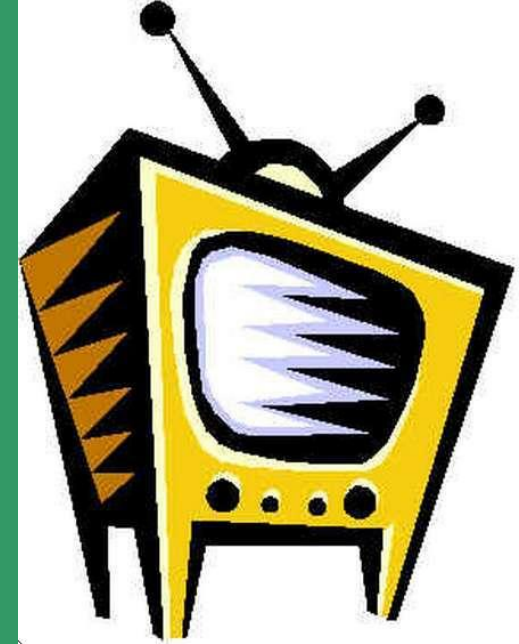
- ◆ -- The word 'paparazzi' is used to describe celebrity photographer
- ◆ -- The term paparazzi word is derived from the name of a character called Paparazzo in Federico Fellini's *La Dolce Vita* (1960).
- ◆ -- After the movie was released, the word paparazzi became synonymous with intrusive photographers who chase the stars.
- ◆ -- The word 'paparazzi' literally means 'buzzing insects'.



# TV in Great Britain



Two main companies  
are organising  
broadcasting in the  
UK.



They are **BBC** (**British  
Broadcasting  
Corporation**) and **IBA**  
(**Independent  
Broadcasting  
Authority**)



# The BBC

The BBC is probably the best known non-commercial radio and television system, formed by royal charter in 1927 to "educate and enlighten" the citizens. It is a very large television and radio organization based in the UK. It includes five national radio stations, more than 30 local radio stations, two national television stations, the International BBC World Service and BBC Worldwide Television. The BBC is a public service. It is paid for by taxes, by advertisers, and all the major political parties have equal rights to give political broadcasts.

There are four radio channels. Radio 1 has mostly pop music; Radio 2 has light music, comedy, sport. Radio 3 has classical and modern music, talks on serious subjects, old and new plays. Radio 4 presents current news reports, talks and discussions. The BBC also has two television channels BBC 1 and BBC 2. BBC 2 offers more serious programmes than BBC 1. It shows discussions, adaptations of novels into plays and films, operas and concerts. BBC 1 offers lighter plays and series, humour and sport, but there are also some interesting documentaries. BBC documentaries like "Animal Planet", "Discovery", or "Wildlife" are popular in many countries of the world.

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"All successful newspapers are ceaselessly querulous and bellicose. They never defend anyone or anything if they can help it; if the job is forced on them, they tackle it by denouncing someone or something else." - H.L. Mencken

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# Literary

- ◆ [http://www.mediauk.com/the\\_knowledge/i.muk/An introduction to UK television](http://www.mediauk.com/the_knowledge/i.muk/An_introduction_to_UK_television)
  - ◆ [http://en.wikipedia.org/wiki/100 Greatest British Television Programmes](http://en.wikipedia.org/wiki/100_Greatest_British_Television_Programmes)
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  - ◆ [http://www.textually.org/picturephoning/a  
rchives/cat\\_paparazzi.htm](http://www.textually.org/picturephoning/archives/cat_paparazzi.htm)
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