


A vibrant collage of images representing mass media in Great Britain. The central text 'Mass media in Great Britain' is overlaid on a background of various media-related elements. These include a large satellite dish on the left, a newspaper titled 'The Register' at the top center, a man in a headset on the right, a conference table with multiple monitors on the far right, a camera in the bottom left, a CD-ROM in the bottom center, and a magazine titled 'YAHOO! 50' in the bottom right. The bottom right corner also features a blue and white 'ABC NEWS' logo. The entire collage is set against a white background with a teal wavy border at the bottom.

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
- 
- A stylized, layered mountain range graphic in shades of teal and blue, located in the bottom right corner of the slide.



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
- 
- A stylized silhouette of a mountain range in shades of teal, located in the bottom right corner of the slide.

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
- 
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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.

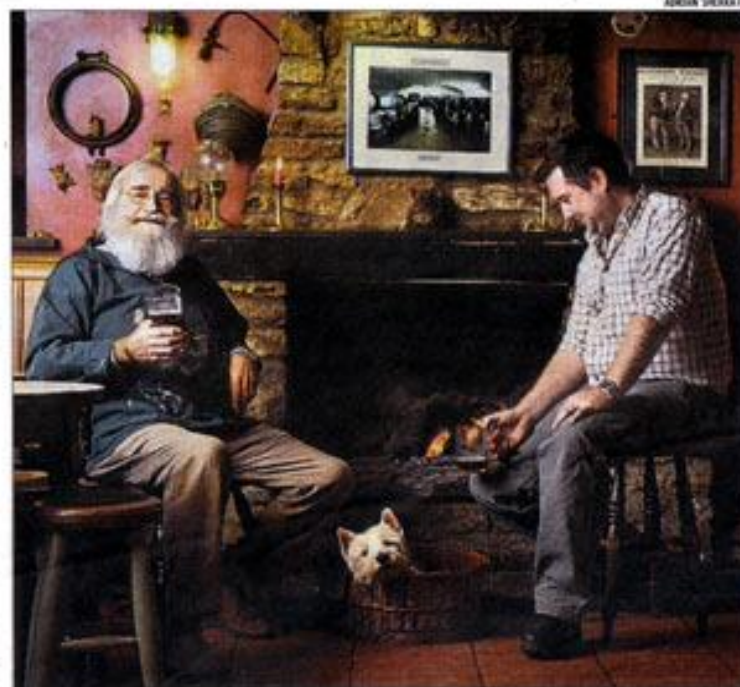
Steve Herbert, the licensee, has spent the week breaking the news to his regulars. "We call it the pub of a thousand locals," he said. "And you have to tell all of them because if they

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 Sainty 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 Sainty in 1993. The Herberts have been running it since Mr Sainty and his wife,

Ellie, retired in 2001. Mr Sainty 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 Kirkcaldy, 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
- 
- A stylized, layered mountain range graphic in shades of teal and blue, located in the bottom right corner of the slide.

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

Old-fashioned racism
The real reason behind US opposition to
UN World's part deal **COMMENT** Page 12

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FINANCIAL TIMES

MONDAY FEBRUARY 27 2006

**Outrage at
ris plan
ergy**



**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

Saturday, January 16, 2004 £4.40 (inc. VAT) 17

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

By David Gifford
Oxford will have to pay £10,500 in fees to the University of Oxford if it is to stop the rot in its ancient city, according to a report by the University of Oxford's independent body, the Oxford University Commission. The report, which was published last week, says that the University of Oxford has a "serious problem" with its finances and that it must take action to stop the rot in its ancient city. The report also says that the University of Oxford must pay £10,500 in fees to the University of Oxford if it is to stop the rot in its ancient city.



Private Diana video to be shown on TV

By David Gifford
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 very intimate and personal way. It is said to be the most intimate and personal video of Princess Diana ever made. The video is to be shown on TV, and it is expected to be a major event.

12 SECTIONS EVERY SATURDAY

Elton John

Goodbye to glam
News Review
Page 21



Sugar and spice

Maggie Gyllenhaal conquers 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



£35m saves Raphael for nation

By David Gifford
The Raphael Cartoon, a 15th-century fresco, has been saved for the nation. The fresco, which was in danger of being sold to a foreign collector, has been bought by the nation for £35 million. The fresco is a masterpiece of Italian Renaissance art and is a major work of the Raphael Cartoon. It is now in the care of the nation and will be displayed in a museum.



In Brief

Howard wants Blair debate
Kerry 'victim of snipers'



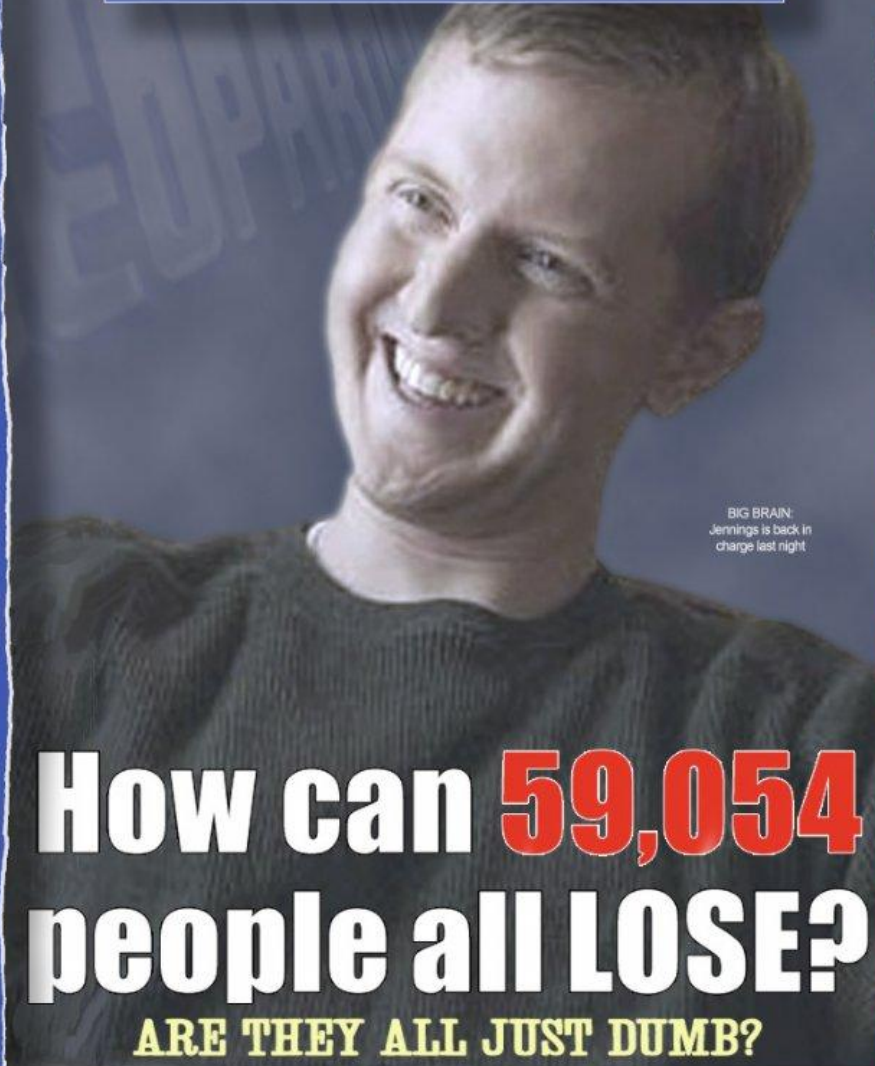
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WOAH! 40 FULL YEARS OF KEN

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



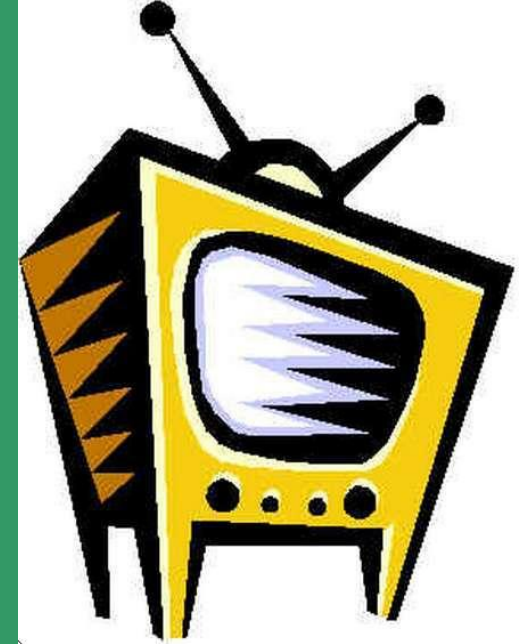
BBC article definition

- ◆ -- 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'.
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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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March 19, 2009 9:03am

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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)
 - ◆ [http://www.mediauk.com/the_knowledge/i.muk/An introduction to radio in the U K](http://www.mediauk.com/the_knowledge/i.muk/An_introduction_to_radio_in_the_UK)
 - ◆ [http://www.mediauk.com/the_knowledge/i.muk/An introduction to newspapers in the UK](http://www.mediauk.com/the_knowledge/i.muk/An_introduction_to_newspapers_in_the_UK)
 - ◆ http://www.textually.org/picturephoning/archives/cat_paparazzi.htm
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