

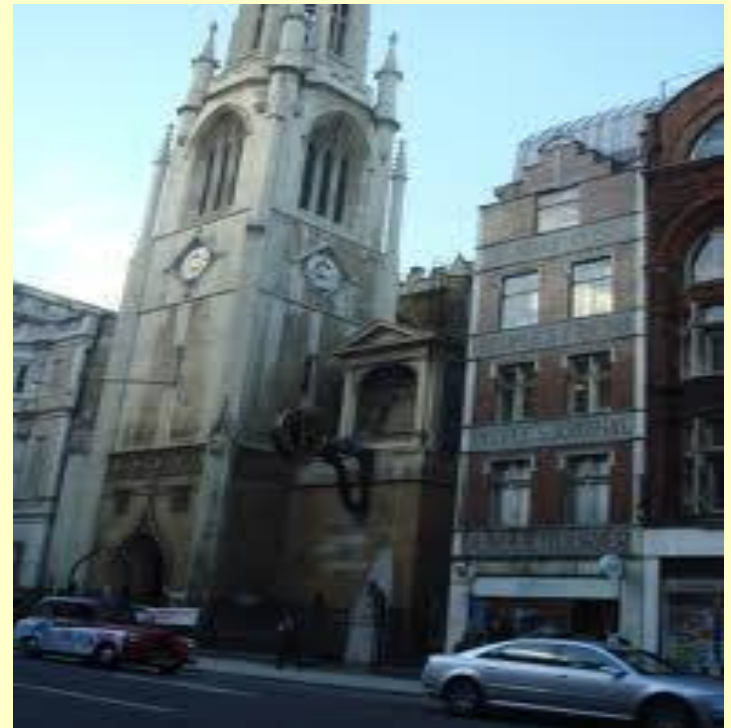


# Mass Media in the UK

## Newspapers

# Fleet Street

- Fleet Street has been the home of the British press for 300 years. Here are published almost all Britain's national newspapers. Here also are the headquarters of many magazines, foreign and provincial press bureaus, international news agencies



# “The Fourth Estate”

- “The Fourth Estate” means that the press is an addition to Legislative, Executive, and Judicial branches of power



# National Newspapers

“Qualities or Heavies”

“Populars or Yellow Press”

Dailies

Sundays

Dailies

Sundays

The Daily  
Telegraph

The Sunday  
Telegraph

The Sun

The Sunday  
Mirror

The Guardian

The Observer

The Daily Mirror

The Mail on  
Sunday

The Times

The Sunday  
Times

The Daily Mail

The Sunday  
Express

The  
Independent

The Daily  
Express

The People

The Financial  
Times

The Daily Star

The News of the  
World

# “Qualities”

## National Dailies

Title, Foundation Date	Political Tendency	Circulation
The Daily Telegraph (1855)	Con	1,138,000
The Guardian (1821)	Ind (Lib)	470,000
The Times (1785)	Con	450,000
The Independent (1886)	Ind	375,000
The Financial Times (1888)	Ind	206,000



# “Populars”

## National Dailies

Title, Foundation Date	Political Tendency	Circulation
The Sun (1964)	Con	4,146,000
The Daily Mirror (1903)	Lab	3,061,000
The Daily Mail (1896)	Con	1,792,000
The Daily Express (1900)	Con	1,679,000
The Daily Star (1987)	Con	1,013,000

# The Independent

- The Independent is a British newspaper published by Tony O'Reilly's Independent News & Media.
- It is nicknamed the Indy, while the Sunday edition is the Sindy.
- Launched in 1986, it is one of the youngest UK national daily newspapers.
- It is regarded as leaning to the left politically, although it has not affiliated itself to any political party.
- The Independent has a reputation for its emphasis on views, rather than on news. Not surprisingly so, T. Blair once called The Independent a "Viewspaper".





# The Daily Mail

- The Daily Mail is a British daily middle market tabloid newspaper.
- It is the UK's second biggest-selling daily newspaper after The Sun.
- The Daily Mail was Britain's first daily newspaper aimed at the newly literate "lower-middle class market resulting from mass education".
- It was from the outset, a newspaper for women, and is still the only British newspaper whose readership is more than 50% female.



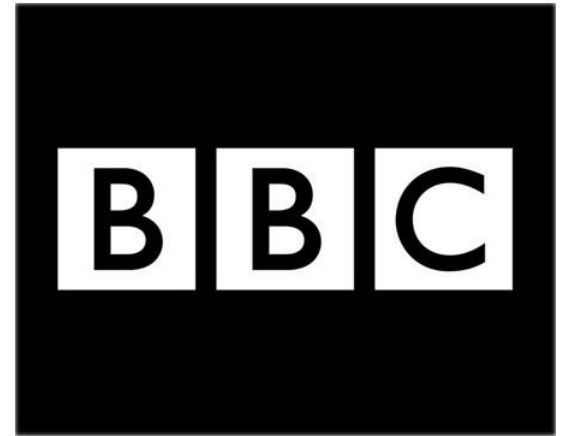


# The News of the World

- The News of the World is a British tabloid newspaper published every Sunday.
- It can be considered the Sunday sister paper of the Sun.
- The newspaper concentrates on celebrity-based scoops and populist views.
- The News of the World is the largest selling English-language newspaper in the world.



The BBC is the best known non-commercial radio and television system. 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 the BBC Worldwide Television.



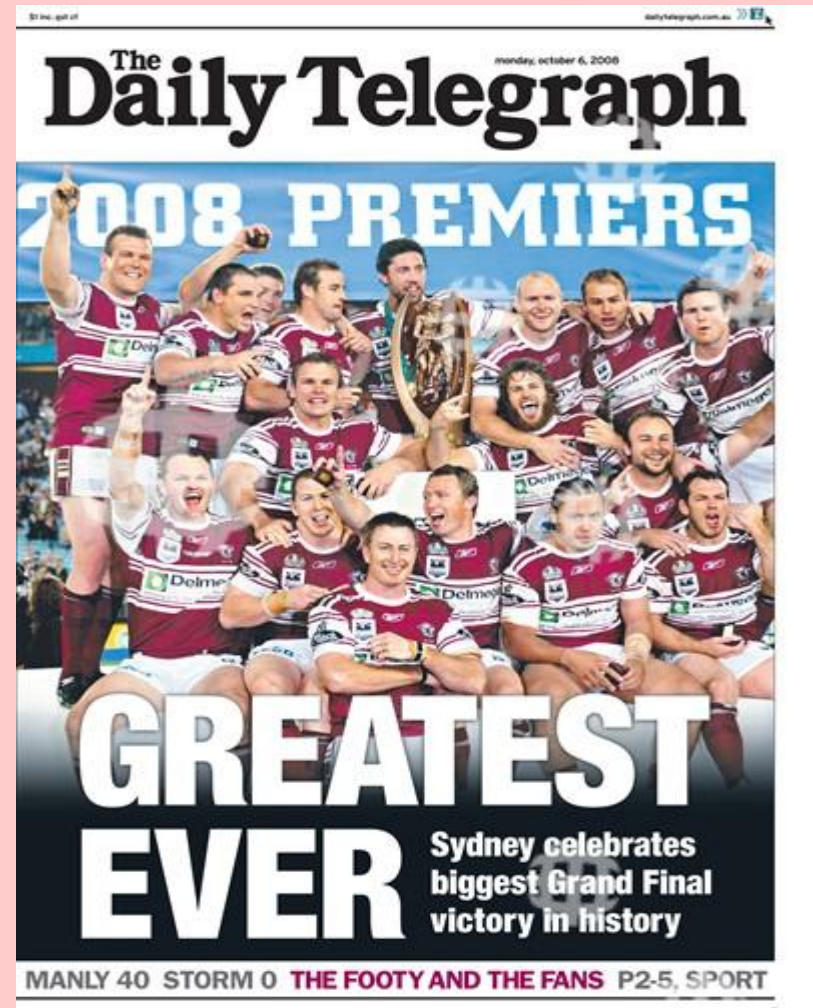
# **BBC** **WORLD** **NEWS**



The BBC also has two television channels BBC 1 and BBC 2. BBC 2 offers more serious programs than BBC 1. It shows discussions, different kinds of plays and films, operas and concerts. BBC 1 offers lighter plays and series, humour and sport, but there are also some interesting documentaries. The BBC documentaries like “Animal Planet”, “Discovery”, or “Wildlife” are popular in many countries of the world.

# The Daily Telegraph

- The Daily Telegraph is a daily morning broadsheet newspaper distributed throughout the UK and internationally. In January 2009 the Telegraph was the highest selling British broadsheet newspaper. It has been politically conservative in modern times, therefore the paper is often referred to as the Torygraph.





# The Guardian



- The Guardian is a British national daily newspaper owned by the Guardian Media Group.
- It is unique among other British newspapers in being owned by a foundation (the Scott Trust).
- Founded by textile traders and merchants, The Guardian had a reputation as an “organ of the middle class”.
- It is known to be to the left of political spectrum. This is reflected in the paper's readership.
- It's nickname is **Grauniad** because the paper has a reputation for frequent typographical errors.



**The Times**  
The right place. The right Times.

- # Exclusive My story by Cherie Blair
- # THE TIMES
- Saturday May 10 2008 [timesonline.co.uk](#) NO. 67322 £1.40
- ## The truth about Tony and Gordon – by Cherie
- Blair is secretly advising Brown on how to win the next election  
► Brown's failure to support key ideas delayed his succession to PM
- Jordan Turner**  
*Philip Whitaker (Photograph)*
- Tony Blair is advising Gordon Brown during his summer holiday and has told him how he can win the next general election, Cherie Blair reveals in her new book.
- She says that Mr Blair would have moved down from the 2005 election if only Mr Brown had been prepared to acknowledge her husband's public services reforms.
- Mr Blair expressed a "sense of great despair" over Iraq and believed that he had become an electoral liability. But with Mr Brown "reading the letters home he hoped he decided to stay and fight for his country in Iraq".
- Mr Brown failed to understand that it was his husband Mr Blair's place as the incumbent President of the United Kingdom, "they would have stood down, there is no question", she says. "Instead of which they still do and are again left to spin us and run for the change we all need."
- Mr Blair's disclosure was contained in her autobiography, *Spinning for Myself*, which is first published this month and will reveal, among the political and sometimes heated squabbles at home, how she managed to persuade Mr Blair to provide the secret information to Gordon Brown.
- It provides the most candid account yet of the marriage while Mr Blair served as prime minister before the 2005 election and lays bare the tensions throughout the Blair years between the politician's efforts to lead the Conservative Party to re-election and her determination to protect Mr Blair.
- © Declassified the secrets of the Blair years. It has always been known. Details on page 7, val 1
- Cherie Blair, whose autobiography, *Spinning for Myself*, is published in The Times today and next to see
- 
- FURTHER NEWS** Eyewitness account | 45,000 families face repossession | Change of guard at House of Clinton | BAA to raise £2bn selling Gatwick

# The Sun

- The Sun is a daily tabloid published in the UK and Ireland.
- It has the highest circulation of any daily newspaper in the world.
- The Sun relies heavily on stories and scandals involving celebrities and the entertainment industry. It contains sections such as Bizarre (pop music stories and gossip) and TV Biz (television stories, concentrating on soap operas and reality TV).





**BBC**  
RADIO

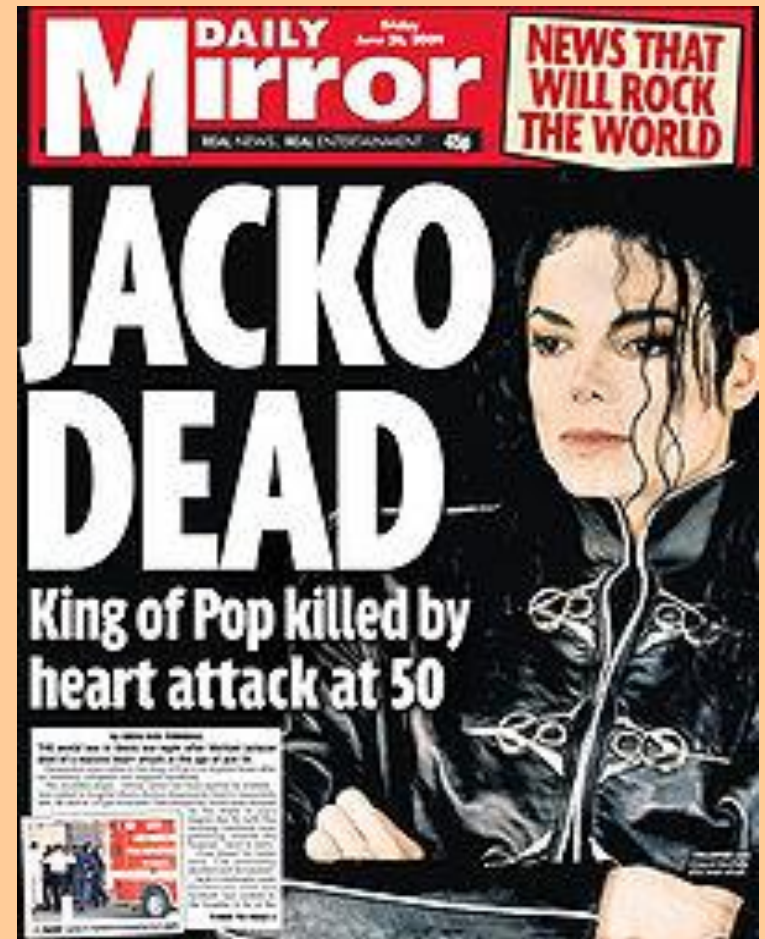


There are around 600 licensed radio There are around 600 licensed radio stations in the United Kingdom There are around 600 licensed radio stations in the United Kingdom. The most popular is BBC Radio 1 There are around 600 licensed radio stations in the United Kingdom. The most popular is BBC Radio 1 that broadcasts mostly current pop music output on FM and digital radio, with live music throughout the year. BBC Radio 3 There are around 600

# The Daily Mirror



- The Daily Mirror is a British tabloid newspaper founded in 1903.
- Twice in history its title was changed to read simply The Mirror.
- It contains cartoon strips, comics, a letters page, a problem page, “shock issues” intended to highlight a particular news story.



- 
- 1) Agatha Christie
  - 2) Radio
  - 3) the Internet
  - 4) Television
  - 5) Englishmen
  - 6) The Daily Mirror
  - 7) The BBC
  - 8) Lewis Carroll
  - 9) Bible
  - 10) Encyclopedia
  - 11) The Daily Telegraph
  - 12) Handbook

- a) a reading nation
- b) a well-known company
- c) the main source of information
- d) broadcasting programmes for people to listen to
- e) the youngest kind of the mass media
- f) "Murder on the Orient Express"
- g) a book giving information about everything
- h) a small format
- i) "Alice in Wonderland"
- j) the holly book of Christmas
- k) a small book giving useful facts
- l) a broadsheet paper