

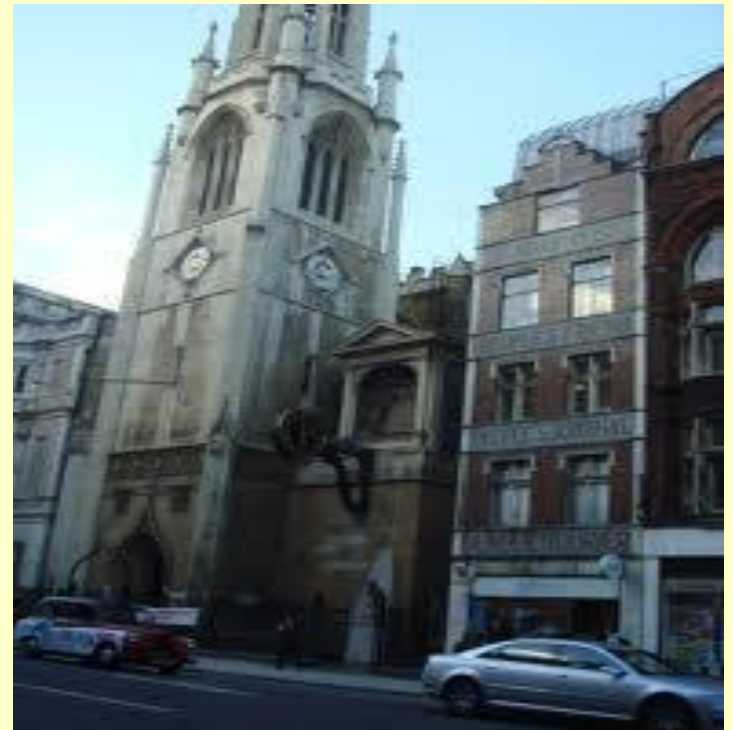


Mass Media in the UK

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

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

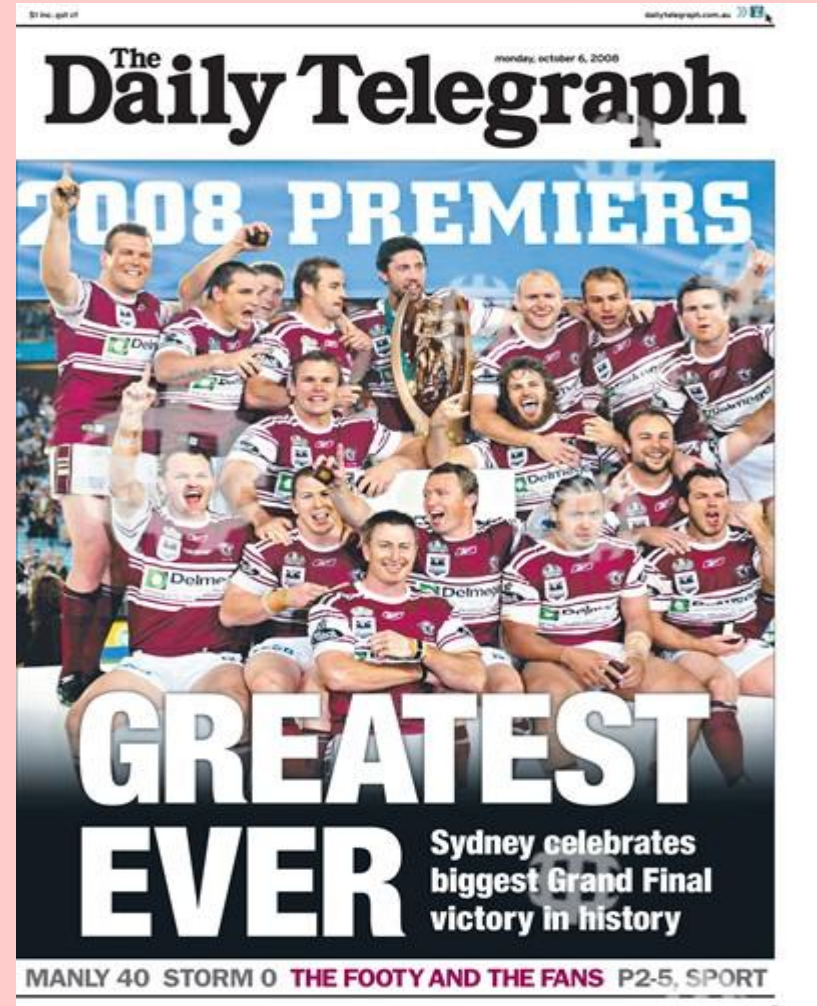
“Qualities”

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

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 Times is a daily national newspaper published in the United Kingdom since 1785, when it was known as The Daily Universal Register.
- The newspaper was printed in broadsheet format for 219 years but switched to compact size in 2004 partly in an attempt to appeal to younger readers and partly to appeal to commuters using public transport.



Exclusive My story by Cherie Blair

THE TIMES

Monday May 10 2004 www.thetimes.co.uk 10c 48222 £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



Cherie Blair, when campaigning, speaking for Brown, is pictured in The Times today and next week

THE NEWS Eyewitness account from Burma **45,000 families face repossession** | Change of guard at House of Clinton | BAA to raise £2bn selling Gatwick

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 Financial Times

- **The Financial Times (FT)** is a British international business newspaper.
- The FT specialises in business and financial news. The FT is the only paper in the UK providing full daily reports on the London Stock Exchange and world markets.



“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 Sun

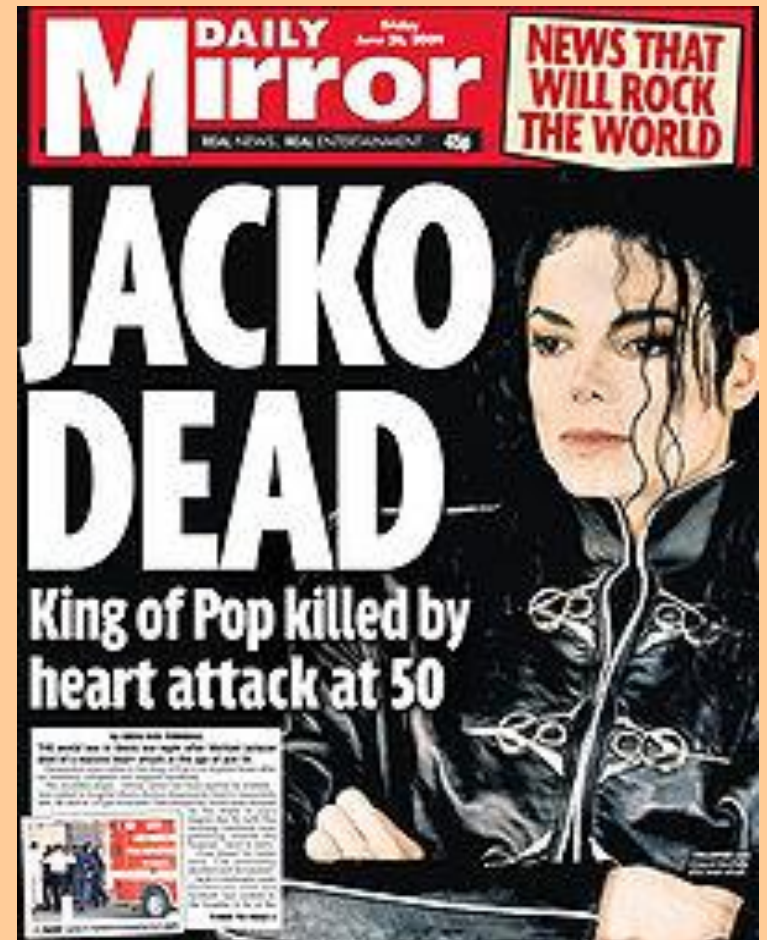
- The Sun is a daily tabloid published in the UK and Ireland.
- It has the highest circulation of any daily newspaper in the world.
- The Sun relies heavily on stories and scandals involving celebrities and the entertainment industry. It contains sections such as Bizarre (pop music stories and gossip)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



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.



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 Daily Express

- The Daily Express is a conservative British tabloid newspaper.
- The Daily Express select front-page stories that follow recurring themes, and often ignore the major news of the day in favour of spurious stories.
- During 2009 and 2010, health stories were very popular. For example, they featured the discovery of rather unusual potential cures for diseases such as Alzheimer's disease or cancer. The usual headlines: "Sunshine vitamins cut risk of cancer".
- The Daily Express also features global warming stories.



“Qualities”

National Sundays

Title, Foundation Date	Political Tendency	Circulation
The Sunday Times (1882)	Ind (Con)	1,362,000
The Observer (1791)	Ind (Lib)	749,000
The Sunday Telegraph (1961)	Con	716,000

The Sunday Times

a Sunday broadsheet newspaper.

- The Sunday Times and its sister newspaper The Times were founded independently and came under common ownership only in 1996.
- The Sunday Times occupies a dominant position in the quality Sunday market.
- It publishes:
 - 1) **The Sunday Times Rich List**, an annual survey of the wealthiest people in Britain and Ireland, equivalent to the Forbes 400 list in the USA.
 - 2) the **Bestseller List** of bestselling books in Britain
 - 3) a list on the 100 best UK-based companies to work for.



“Populars”

National Sundays

Title, Foundation Date	Political Tendency	Circulation
The News of the World	—	5,213,000
The Sunday Mirror	—	2,747,000
The People	—	2,723,000
The Sunday Express	—	1,932,000

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.



Other newspapers in the UK

- The evening papers (Evening Standard, Evening News)
- Provincial and local papers which serve towns and areas outside London (The Birmingham Post)
- Periodicals and weeklies. The old-established weeklies are The Economist, The New Statesman, The Spectator.

*«If there is rightness in the soul
There will be beauty in the
person*

*If there is beauty in the person
There will be harmony in the*

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