

The Daily Telegraph

The daily telegraph

Slogan of the newspaper «Was, is, and will be».
There are two subsidiary newspapers: The Young
Telegraph и The Sunday Telegraph.

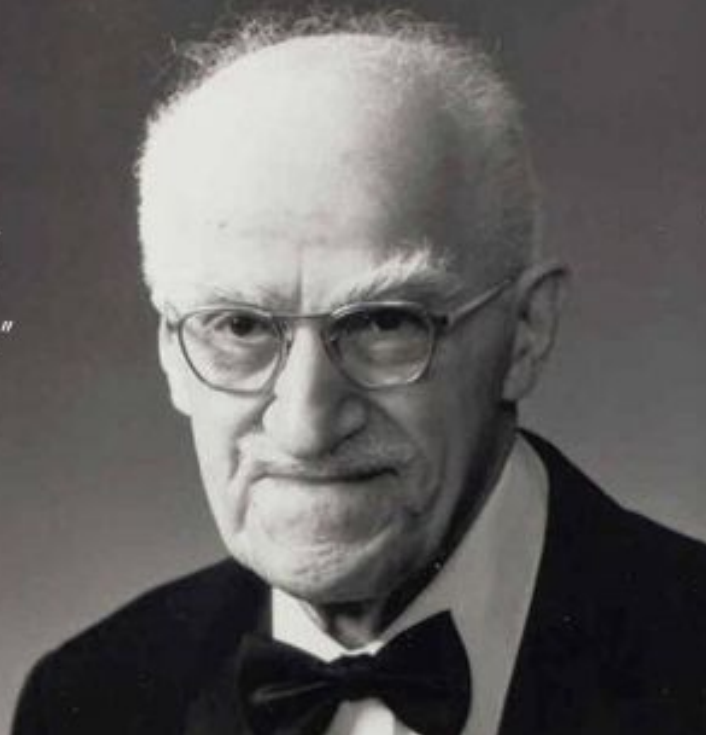


- The first cheap newspaper in the Daily Telegraph and Courier (1855), later to be known simply as the Daily Telegraph.
- The newspaper cost only one penny. Thanks to this pricing policy, "The Daily Telegraph" quickly became the "champion" of Britain in circulation and was the ancestor of the so-called "press-for-penny".

- Founded in 1855 as the Daily Telegraph and Courier, the paper was acquired later that year by Joseph Moses Levy who, with his son Edward Levy (later Edward Levy-Lawson), renamed it The Daily Telegraph, transformed it into London's first penny paper, and built a large readership. The newspaper has consistently combined a high standard of reporting with the selection of interesting feature articles and editorial presentation. It takes a conservative, middle-class approach to comprehensive news coverage.

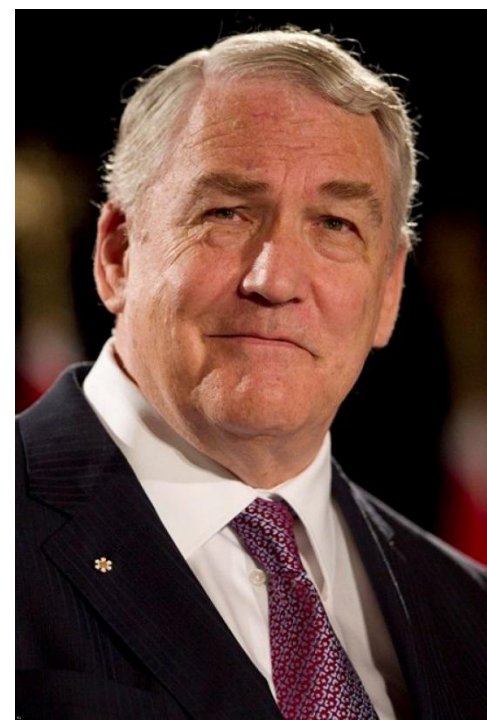
*"Without a standard there is
no logical basis for making
a decision or taking action"*

Joseph M. Juran





Special reporting has been commonplace throughout the paper's history. Its correspondents have covered virtually every major war since the American **Civil War (1860–65)**. The paper cosponsored Henry **Morton Stanley's expedition in the 1870s to the Congo** and has engaged often in investigative reporting on government and trade unions.



- Through the 1970s and '80s, the Telegraph remained relatively free of labour disputes and maintained financial stability under its family group ownership, headed by Michael Berry, Lord Hartwell. In 1985 Canadian financier Conrad Black (later Baron Black of Crossharbour) bought a majority interest in the Telegraph and shifted ownership to Hollinger Inc., a Canadian holding company controlled by Black. The remaining shares were purchased in 1996.

- The newspaper The Daily Telegraph (founded in 1855, circulating 1,259 thousand copies), occupying the "intermediate" position between "high-quality" and "popular" newspapers, most fully reflects the position of the conservative party. This open mouthpiece of reactionary conservatives with anti-labor and anti-union positions publishes abundant internal information and a wide choice of tendentious information. Mark K. Marx, a characteristic that is topical to this day, gave a clear description of the "The Daily Telegraph": "Through an artfully hidden network of pipes, from all possible places in London, they drain their physical impurities into the Thames. Through the system of goose feathers into one cloaca - "Daily Telegraph".



The Sunday Telegraph

The Daily Telegraph

- The Daily Telegraph is the British full-scale broadband poster newspaper, founded in 1855. Except for the Financial Times, this is the only daily newspaper left in the UK that is printed on traditional newsprint in full format and in the form of a poster, since most other newspaper publications and formats are converted into small compact tabloids. In 1961, the newspaper Daily Telegraph was founded, entitled The Sunday Telegraph. In October 2007, the Daily Telegraph was the highest-quality, informational and selling British newspaper, with a guaranteed average daily circulation of 882,413 units. This is much more than the 642,895 for The Times, 240134 for The Independent, and 364,513 for the Guardian.



A little bit facts

- In 2009, published materials on embezzlement of public funds by members of Parliament, which led to a number of high-profile resignations. In 2016, the publication of the newspaper about fraud led to the resignation of the head coach of the England national football team, Sam Allardyce.
- Traditionally, it supports the Conservative Party, for which it was named Torygraph (tory - "tory" - the traditional nickname of the conservatives). In 2014, advocated the preservation of Scotland in the UK.
- "Named the BBC" one of the greatest newspapers in the world. " Three times (in 1993, 1996 and 2009) received the award The Press Awards as the best newspaper of the year. At the same time, in January 2017 Telegraph Media Group came out on top in the number of complaints about inaccuracy of materials.
- Headquarters - London. During the Second World War, due to the German bombing of London, for a short time she moved to Manchester.
- In 2016, the circulation of the daily issue was 460,054 copies (6th in the UK), the subsidiary newspaper Sunday Telegraph - 359,287 copies.

Telegraph ^{Daily} & Courier.

Daily Telegraph, 1855

The Daily Telegraph

Daily Telegraph, 1980s

The Daily Telegraph

Daily Telegraph, 200s

The Daily Telegraph became the organ of the middle class and could claim the largest circulation in the world in 1890. It held a consistent Liberal Party allegiance until opposing Gladstone's foreign policy in 1878 when it turned Unionist.

Night owls are wealthier and wiser than larks, study finds

They are frequently stereotyped as lazy, indisciplined or hedonistic.



By [Ben Bryant](#)

7:00AM GMT 25 Mar 2013

Now, however, research on teenagers has found that those who burn the midnight oil are generally brighter and wealthier than early risers.

A study of around 1000 teenagers by the University of Madrid seen by [the Independent](#) found that those who preferred to stay up late exhibited the kind of intelligence associated with better jobs and higher salaries.

Researchers looked at the habits and body clocks of the youths and determined whether they liked to stay up late or rise early.

Their school performance, inductive reasoning (or problem solving abilities), academic grades and major subjects were also examined in the study.

Night owls performed better than early risers at inductive reasoning and demonstrated a greater capacity to think conceptually as well as analytically.



These abilities have been linked to innovative thinking, more prestigious occupations and better incomes.

Larks, however, tended to do better in school - prompting researchers to theorise that evening types might be disadvantaged by morning school schedules.

Other research has supported the findings of the study. One piece of research showed that late risers among US Air Force recruits were better at lateral thinking than morning types, while a University of Southampton study found that night owls had bigger pay packets and higher standards of living overall.

Famous night owls include President Obama, Charles Darwin, Keith Richards and Elvis Presley. By contrast, famous larks include Napoleon, Ernest Hemingway and George W Bush - who is reportedly always in bed by 10pm.

Professor Jim Horne, of Loughborough University, said: "Evening types tend to be the more extrovert creative types, the poets, artists and inventors, while the morning types are the deducers, as often seen with civil servants and accountants.

"We have looked at morning and evening types and we found that personalities tended to be different. Evening types were more social, more people-oriented. They will probably be good at cryptic crosswords, while morning types go for the more logical ones."

Thanks for your attention!

Done Leonid Matveev

Group 662

