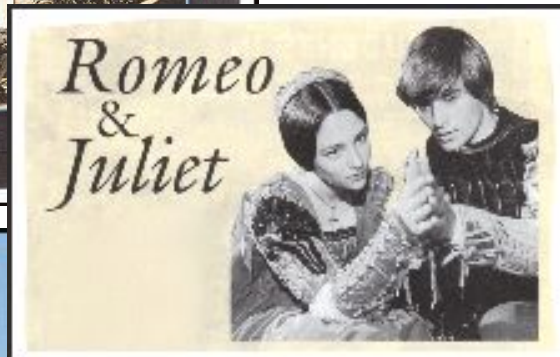
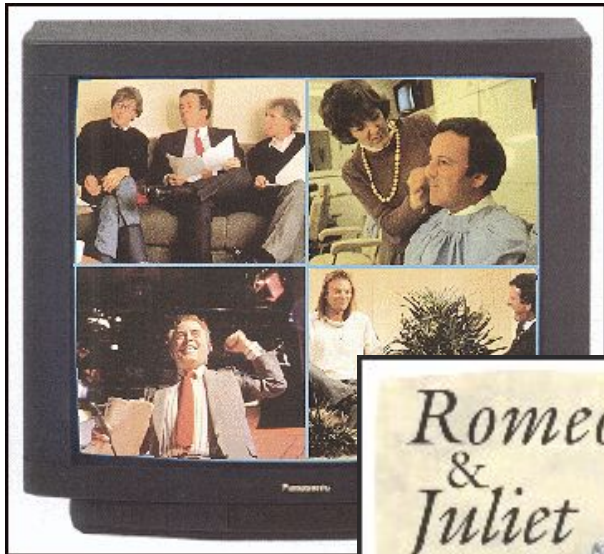


THE PRESSES



MASS MEDIA



**Getting information is one of the necessities of
a human being.**

We can learn about the world by
reading newspapers,
listening to the radio,
watching the TV,
using the Internet.

That's why the mankind can't do
without

mass media:

press,

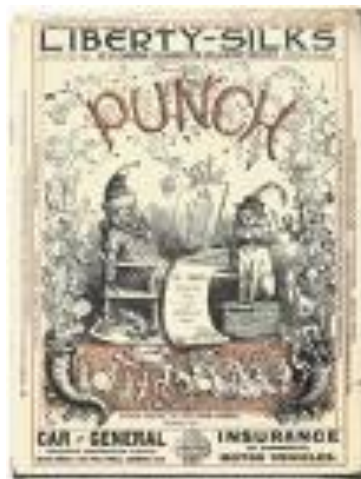
radio,

television

computers.

First printed in 1737,
The News Letter from Belfast,
is the oldest known English-language daily
newspaper still in publication today.

Punch – a weekly magazine known for its
humorous articles and its literary criticism.



The daily circulation of papers
in Britain is over
14 million copies.

The British buy more newspapers
per head than people in most
other western countries.

Papers appeal to people with
varying tastes and interests.

Paperboys and papergirls
deliver the news
to over **60** per cent
of British families every
morning.

Newspapers in Great Britain are of



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main types:

- **quality papers** or broadsheets and
- **popular papers** or tabloids that are half the size of broadsheet.

- **A quality paper** is a serious national paper that **aims at the educated reader**.
- Quality papers contain detailed **news** coverage and comment, **authoritative editorials**, a wide range of topical **articles** written by experts in their field, arts and literary reviews and much professional advertising.

The **quality papers** are

- the “Times”,
- the “Guardian”,
- the “Independent”,
- the “Daily Telegraph”
- the “Financial Times”.



Popular papers contain **brief news reports, sensational stories** about the private lives of famous people and **a large numbers of photographs.**

Importance is also given to entertaining features such as cartoons and contests.

Popular papers

the “Daily Mail”,
the “Daily Express”,
the “Daily Mirror”,
“Today”,



The difference between the
tabloids and the broadsheets
are breaking down.

Broadsheets now realize that
tabloids are easier to read and
hold. (a broadsheet newspaper
is double the size of a tabloid
newspaper).

The Guardian,
a broadsheet, now **has a**
tabloid section. Many of
the broadsheets now have
stories about famous
people. **Tabloids** used to be
cheaper than broadsheets.

Although newspapers are normally associated with a particular viewpoint, either of the right or the left, **most of the papers have no formal links with political parties.**

People choose the newspaper that they read according to their own political beliefs.

Most of the papers are right-wing.

These are

- **the Daily Telegraph,**
- **the Daily Express,**
- **Daily Mail,**
- **Daily Star,**
- **Sun,**
- **Today.**

- **The Times** did not formerly have one strong political view but it is now **more right-wing**.
- **The Guardian** is slightly **left-wing**.
- **The Independent** is **centre**.
- **The Financial Times** which is printed on pink paper **does not deal directly with political issues**, but reports on business and financial news.
- **The Daily Mirror** is **left-wing**.

Besides there are

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national papers
published on Sundays.

Most of “Sundays” contain “colour supplements” – separate color magazines which contain photographically-illustrated feature articles. There is also many regional papers – usually evening papers or weeklies.

There are thousands of
weekly and monthly magazines
in Britain.

They can be divided into 4 main categories:

- Special magazines – PC Weekly
- General magazines – Radio Times
- Women's magazines
- Teenage magazines – Just Seventeen, Smash Hits, Shout, TV Hits

- **Punch** – a weekly magazine known for its humorous articles and its literary criticism.

- **Agony column** – a part of a newspaper containing letters from readers about their personal problems

- **Agony aunt** – a woman who gives advice to readers in an agony column of a newspaper. Famous agony aunts in Britain are Marjorie Proops and Claire Rayner.

- **Annual** – a book or magazine published once a year, usually just before Christmas (for the following year)

- **Editorial (leader, leading article)** – an article in a newspaper giving the paper's opinions on a matter, rather than reporting information.

- **Feature** – a special long article in a newspaper or magazine

- **Gossip column** – a regular feature in a newspaper or magazine in which the latest news and rumors about people in the public eye are given

- **Personal column** – a part of newspaper that gives or asks for messages, information about particular people. People can also advertise in the personal column to find a person to start a relationship with

- **Newshound** – a very eager newspaper reporter who is always looking for new stories
- **News vendor** – a person who sells newspapers

- **Fleet Street** – a street in central London where until recently many national newspapers had their editorial offices.
- The name comes from the river Fleet now running underground into the Thames.

- **The fourth estate** – a term for the press seen as influencing a country's politics

TELEVISION

- Britain's first regular television service opened in **1932**, when the British Broadcasting Corporation (**BBC**) began transmitting four late-night programs a week. The development of television was interrupted by the Second World War, but resumed after it, making its first real impact in 1953 when the BBC televised the coronation of Queen Elizabeth II.

In **1955** Independent Television
(**ITV**) began transmitting, at first
only in the London area. Unlike the
BBC which funded its broadcasting
with the revenue from radio and
television licences, ITV derived its
main income from the commercial
advertising.



In the UK there are

5 major nationwide television channels

- BBC One,
- BBC Two,
- ITV1,
- Channel 4 and Five

The UK now also has **a large number of digital terrestrial channels.**

BBC

- News
- Information programs
- Documentaries
- Plays
- Films
- Light entertainment (comedies, quiz shows)

ITV's schedule is pretty the same except the fact that it is round the clock.

Both the BBC and ITV
broadcast
educational programs,
including broadcasts for
schools. The BBC also
transmits programs for
Open University students.

- **The BBC** is the UK's publicly funded **radio, television and internet broadcasting corporation**, and is the oldest and largest broadcaster in the world. It operates several television channels and radio stations in both the UK and abroad.
- The BBC's international television news service, **BBC World**, is broadcast **throughout the world** and **the BBC World Service** radio network is broadcast in **thirty-three languages** globally.

- **Blind Date**, the title of a popular British television program in which Cilla Black introduces people who choose an unseen partner for a blind date according to their answers to three less than serious questions.

Candid Camera, a television program in which ordinary people were secretly filmed in amusing, difficult or embarrassing situations. People sometimes use the phrase “Smile – you are on Candid Camera!”

Come Dancing, a British television program in which couples and teams compete in a ballroom dancing competition.

Coronation Street, one of the most popular and longest running British television programs first broadcast in 1960. each episode of Coronation Street is watched by up to 19 million people.

Crossroads, a popular television series on ITV about the lives and intrigues of the staff and guests in a motel in the Midlands. The program which is broadcast three times a week has been running since 1964.

Jackanory, a popular
British television show
in which well-known
actors read favourite
children's stories.

Mastermind, a weekly television program in which members of the public compete to answer questions on general knowledge and on their own special subjects.

Songs of Praise, a
well-known Sunday
evening program in which
hymns are sung by people
in different churches
around Britain

- **Spitting Image**, a British television programs in which rubber models of well-known people act out recent news or political events in a humorous way

That is Your Life, a series of British television programs. In each program the life story of a famous person is retold with the help of specially invited former colleagues, friends and members of his family. The guest himself, although the star in program is told nothing in advance about it, so it is a complete surprise.

University Challenge, a very difficult quiz show on British television, played by students from universities and colleges.

- **STV** – Scottish Television
- **TSW** – Television South West
- **ITV** – Independent Television
- **ITN** – Independent Television News
- **TVS** – Television South
- **LWT** – London Weekend Television
- **S4C** – Sianel Four Channel (Welsh channel)

Radio in the UK

is dominated by

BBC Radio,

which operates 10 national networks and over 40 local radio stations.

The most popular radio station is **BBC Radio 2**, closely followed by **BBC Radio 1**.

There are also many hundreds of mainly local commercial radio stations across the country offering a variety of music or talk formats.

The British Broadcasting Company (BBC) was founded in 1927 as an independent public corporation.

There is **no advertising on BBC radio**.

It is not required to make a profit and its income comes almost entirely **from the sale of television licences** which everyone who owns a television has to buy.

Although the chairman and **governors** of the BBC are appointed **by the monarchs** on the advice of the government, the government has no control over the BBC's broadcasting policy.

- **Radio 1** – rock and pop music
- **Radio 2** – pop music, light entertainment and sports programs
- **Radio 3** – classical music, plays, talks, reading of short stories and poetry
- **Radio 4** – regular news bulletins, reports, plays, documentaries, quiz show, live broadcast of important events
- **Radio 5** – educational and sports programs

Apart from the national programs the BBC has

36 local radio stations

in England and Channel Islands,
and **6 regional services** in
Scotland, Wales and Northern
Ireland.

Broadcast on **local radio**
concentrate on **local news**
and information together
with **music, entertainment**
and educational broadcast.
The public is able to take part
in '**phone-in**' programs.

- **BBC** – British Broadcasting Company
- **ILR** – Independent Local Radio
- **IBA** – Independent Broadcasting Authority
- **IRN** – Independent Radio News