

THE ROLE OF THE MASS MEDIA IN OUR LIFE

Printed media

WE CAN NOT IMAGINE OUR LIFE WITHOUT MASS MEDIA





Previously it took news months to travel from one country to another; today it takes it only several seconds. People started to get news comparatively quickly with the appearance of newspapers.

TIPS OF NEWSPAPERS

Newspapers are very important for a contemporary man. The choice of the newspapers is wide. Now all newspapers are classified into two groups; quality and popular.



QUALITY NEWSPAPERS



Российская Газета

Сергей Шаронов / 2
Владимир Лукин / 2
Александр Боро / 4
Дмитрий / 6
Наталья Обинова / 7
В. Сметанский / 8
15 «Миллиарды» / 15

Татьяна в «РТ» Прокурор Московской области о незаконных выездах и хронических судимых

Битвы под Москвой

Цена нефти Цена нефти взлетит к концу лета и три раза — до 270 долларов — баррель. Денги — на бочку

Способность полета ОСАГО для российских авиарейсов будет вырывать Лихач подорожает

История История: почему в России так много людей с судимостями

«Иранский русский» может оказаться вне закона. В России за год выросло 2,5 млрд литров слабоалкогольных напитков

Светлана Савиных Светлана Савиных: коррупция в «РТ» и в Карелии: как по-прежнему бороться за честный арктический Восток

Выбрать за пять минут

55 ПРОЦЕНТОВ

Ушел Борис Васильев Остался «А зори здесь тихие...», «Сестры были воинами», «Не стреляйте в белых лебедях»

'Vince Cable is the Patty Hearst of the coalition' **Mark Thomas tweets** PAGE 2

THE INDEPENDENT

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www.independent.co.uk
 FRIDAY 16 JULY 2010
 Number 7413
 £1 (Ireland €1)

Is Apple losing its touch?

- Backlash grows over iPhone 4 flaws
- Share price falls again as Steve Jobs is accused of 'hubris'
- Regulatory investigations and consumer lawsuits loom
- Company to hold crisis conference today

REPORTS AND ANALYSIS
 PAGES 4 & 5

Jade Jagger's guide to hippie chic
 HOMES&DESIGN
 PAGES 40&41

IN TODAY'S *Newsflash*

Johann Hari
 David Cameron has betrayed us over the environment
 OPINION & DEBATE, PAGE 3

Robert Chesshire
 Return to Eastington
 ESSAY, PAGE 10

John Walsh
 The irrepressible obscenity of *The Arabian Nights*
 NOTEBOOK, PAGE 20

In today's *arts&books* magazine

Are you looking at my bird?
 Polly Morgan, Britain's hottest property
PLUS *Toy Story 3*: the verdict
 The alternative Mercury shortlist
 Philip Larkin's jazz collection
Boyd Tonkin on music in books

PULAR NEWSPAPERS

BRYONIA GORDON
So Dave, how do you solve a problem like Nadine?
Features page 27



PETER OBORNE
Will the 'Grand Bargain' with the Murdochs topple Cameron?
Comment page 23



The Daily Telegraph

Thursday, April 26, 2012 FINAL telegraph.co.uk No. 48104 £1.20

Cameron's five secret Murdoch meetings

Previously undisclosed information calls into question dealings with media chief

By James Mann
Political Commentator

HERBERT MURDOCH last night claimed that he had met the Prime Minister on five occasions since David Cameron has been elected.

Mr Murdoch's claims are in direct contradiction to the account given by the Prime Minister's office, which stated that he had met the Prime Minister on only two occasions since the election.

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Undercover Duchess



The Duke and Duchess of Cambridge (above) attend an event as well as the arrival at the British Film Institute on the South Bank for the premiere of *Adrian Costa*, a nature film. The Duchess wore a Matthew Williamson dress with a pattern and printed motifs for her appearance on the red carpet and in pictures.

Longest slump in peacetime as Britain slides into recession

By James Mann
Senior Political Editor

BRITAIN is suffering the longest peacetime slump in a century, economists said yesterday as figures covering the last six months showed the economy slipping into recession.

The Office for National Statistics (ONS) reported that the economy shrank by 0.2 per cent in the quarter to March, the second consecutive fall.

The international financial markets were unsettled by the longer and deeper than expected slump, which has led to a fall in the value of the pound.

According to the Bank for International Settlements, Britain is now suffering the longest peacetime slump in a century, with the exception of the period of the Great Depression.

The ONS said the economy was 4.1 per cent smaller than a year before the financial crisis, which began in October 2007.

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Calls for inquiry into Hunt office's role in BSkyB bid

By Robert Whiston
Political Editor

DAVID CAMERON was under government last night to order an inquiry into the role of the Hunt office in the BSkyB takeover bid.

The Prime Minister's office said it was not possible to comment on the bid.

Mr Hunt's role in the bid has been the subject of speculation since he was appointed as the Prime Minister's special adviser on the bid.

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Gang trafficks woman to Britain to harvest organs

By Martin Evans
Crime Commentator

THE first case of a person being trafficked to Britain to harvest organs has been reported.

The woman, who is believed to be from the Philippines, was trafficked to Britain to harvest organs.

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Catholic pupils urged to oppose gay marriage

By John Sheehan
Religious Affairs Editor

THE Roman Catholic Church urged Catholic pupils to oppose gay marriage in a letter to schools.

The letter, which was sent to schools in England and Wales, urged Catholic pupils to oppose gay marriage.

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the ONION

WEATHER Page 88
Perfect for reading up with a nice cup of tea or a newspaper
1.00
1.00
1.00

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INSIDE
The Rise Of The Most Expiring And Treated Player In Modern Journalism
PART ONE OF AN EIGHT-PART SERIES

HIGHLIGHTS
Nation Just Prefers Feel Of Newsprint In Hands
NATIONAL Page 108

AM CLUB
The Best Music Of 2013

'ONION' PRINT REVENUES UP 5,000%



Company sources say The Onion's print business continues to be an unshoppable source of profit.

WASHINGTON—A report released this Monday from the U.S. Department of Commerce confirmed that, consistent with the past 60 years, The Onion's revenue from print media and other print-related ventures has increased a resounding 5,000 percent in 2013.

"According to our analysis, in just the last month alone, we've seen The Onion's print revenue increase by 5,000 percent," said a source familiar with the company's financials.



Experts: Digital Media Revolution Still Another 70 Or 80 Years Away

NEW YORK—Confirming that the current media landscape has so far shown virtually no sign of shifting away from the lucrative print trade, a group of experts told reporters today that the so-called digital media revolution, long rumored to be one day transform the industry as we know it, remains at least 70 to 80 years away.

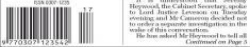
see DIGITAL MEDIA, page 6

Google CEO Fondly Recalls 'Onion' Print Ad That Put Company On Map

MOUNTAIN VIEW, CA—Discussing the company's evolution from a two-man graduate research project to a global multimedia company employing thousands of workers, Google CEO Larry Page fondly recalled to reporters this week the event that started it all and introduced the company to billions of people worldwide in an advertisement in a print magazine.

'Onion' Reporter Glad He's Not In The Business Of Chasing Web Traffic

Tickets from £20 per person, book before 6pm, 18th May. Fine dining options available. To book call 01484 246 2000 or visit onion.co.uk



THE INFLUENCE OF MASS MEDIA



The mass media do not only spread the news, they impose certain values on contemporary men. The received information moulds the way of people's thinking.