



# Mass Media in the UK

## Newspapers

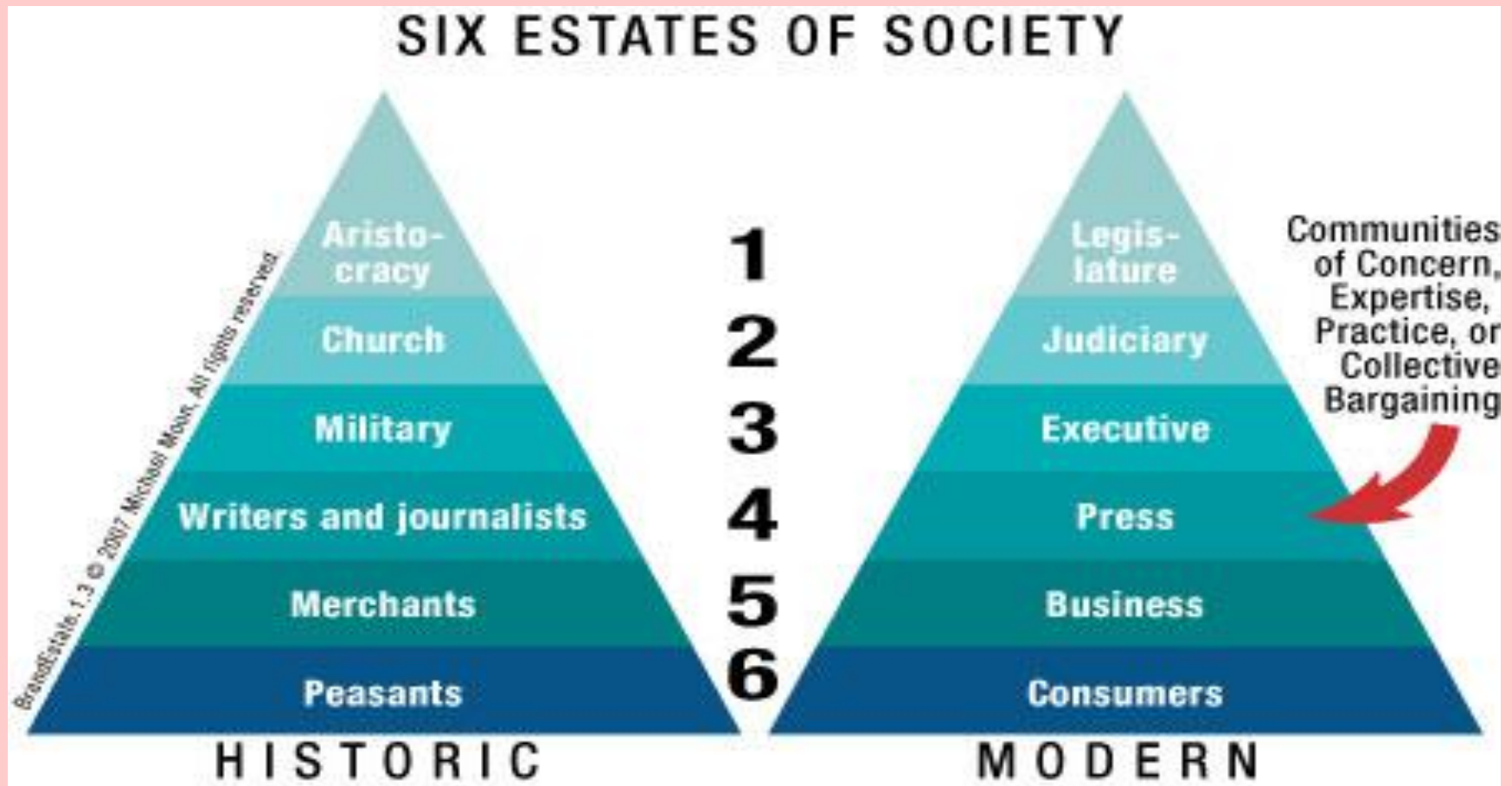
# Fleet Street

- 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 |

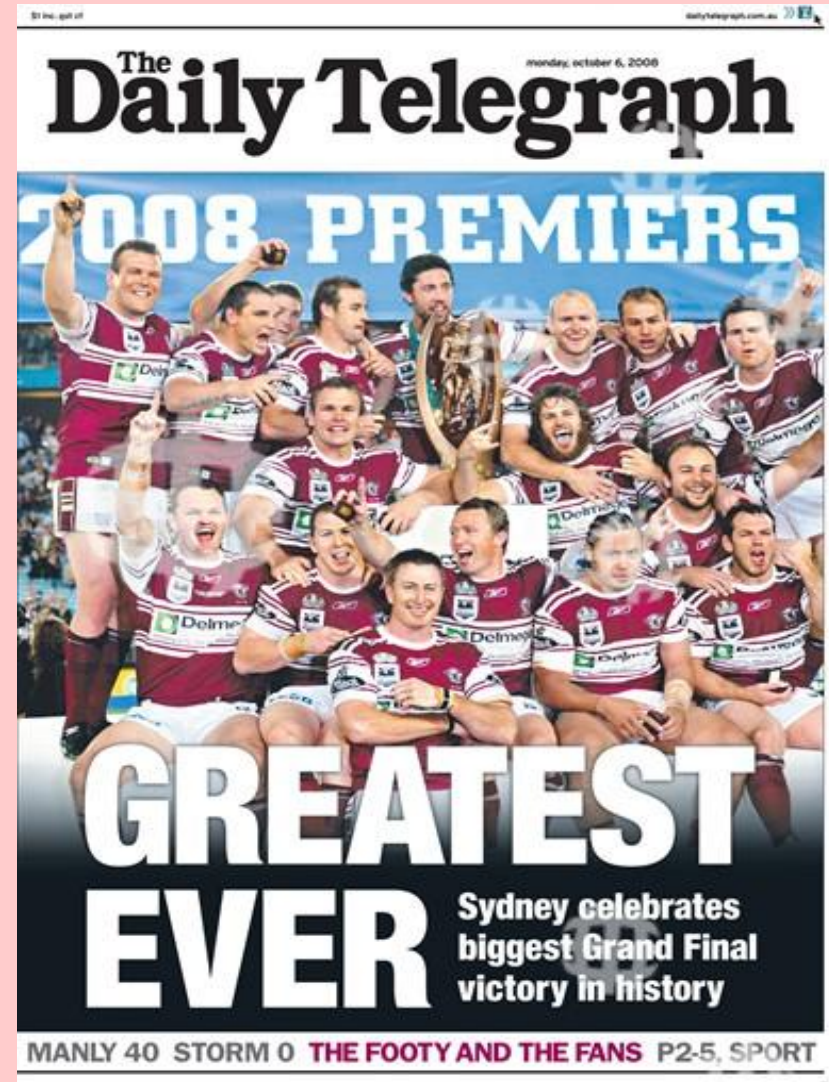
## “Qualities”

### National Dailies

| Title, Foundation Date        | Political Tendency | Circulation |
|-------------------------------|--------------------|-------------|
| The Daily Telegraph<br>(1855) | Con                | 1,138,000   |
| The Guardian (1821)           | Ind (Lib)          | 470,000     |
| The Times (1785)              | Con                | 450,000     |
| The Independent<br>(1886)     | Ind                | 375,000     |
| The Financial Times<br>(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](http://www.thetimes.co.uk) £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, whose autobiography, Spending for Myself, is published in The Times today and next week**

**Andrew Turner**  
**Politics**

TONY BLAIR is advising Gordon Brown during his current narrow lead and told his how he can win the next general election, Cherie Blair reveals in her new book.

She says that Mr Blair would have stood down before the 2005 election if only Mr Brown had been prepared to signpost her husband's public service reforms.

Mr Blair registered a variety of major doubts over the bid to lead the Tories but because an electoral liability for what Mr Brown is saying she says she has had to be discreet to say all that is in her book.

Mr Brown could be understood that if he had backed Mr Blair's ideas on the education, foundation hospitals and pensions, "Tony would have stood down, there is no question" she says. "Instead of which Tony did do that and signed for to give us and right for the things he did for us."

Mr Blair's statements are covered in her autobiography, Spending for Myself, which is published in the Times today and next week, making the political and wedding world's headline as it will originally be used to appear in October.

To provide the most authoritative account so far of the relationship Mr Blair decided not to stand down before the 2005 election and says that the rumours about the book were true and the book was written to the aid of the Chancellor's office.

It is an insight into the relationship between Mr Blair and Mrs Blair.

It details the ups and downs of the couple's life. It has already been suggested on page 7, and 8.



# 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

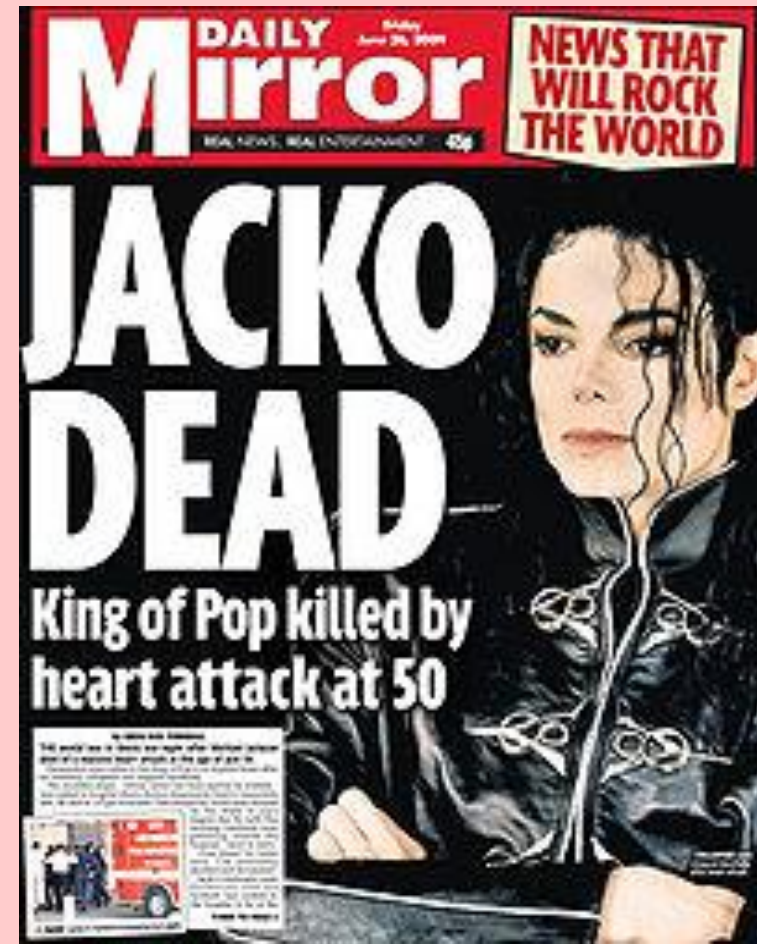
# The Sun

- 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 with readership more than 50% female.



# The Daily Express

- The Daily Express is a conservative British tabloid newspaper.
- The Daily Express select front-page stories following recurring themes, and often ignores the major news of the day in favour of hot stories.
- In 2009 and 2010, health stories were very popular. They featured the discovery of rather unusual potential cures for 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**

| <b>Title, Foundation<br/>Date</b> | <b>Political Tendency</b> | <b>Circulation</b> |
|-----------------------------------|---------------------------|--------------------|
| The Sunday Times<br>(1882)        | Ind (Con)                 | 1,362,000          |
| The Observer<br>(1791)            | Ind (Lib)                 | 749,000            |
| The Sunday<br>Telegraph (1961)    | Con                       | 716,000            |



# The Sunday Times

- 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.