



Печатная журналистика в Великобритании в 1920–1940 гг.

КУЛЬЧИЦКАЯ Д.Ю.

К.Ф.Н., КАФЕДРА НОВЫХ МЕДИА И ТЕОРИИ КОММУНИКАЦИИ

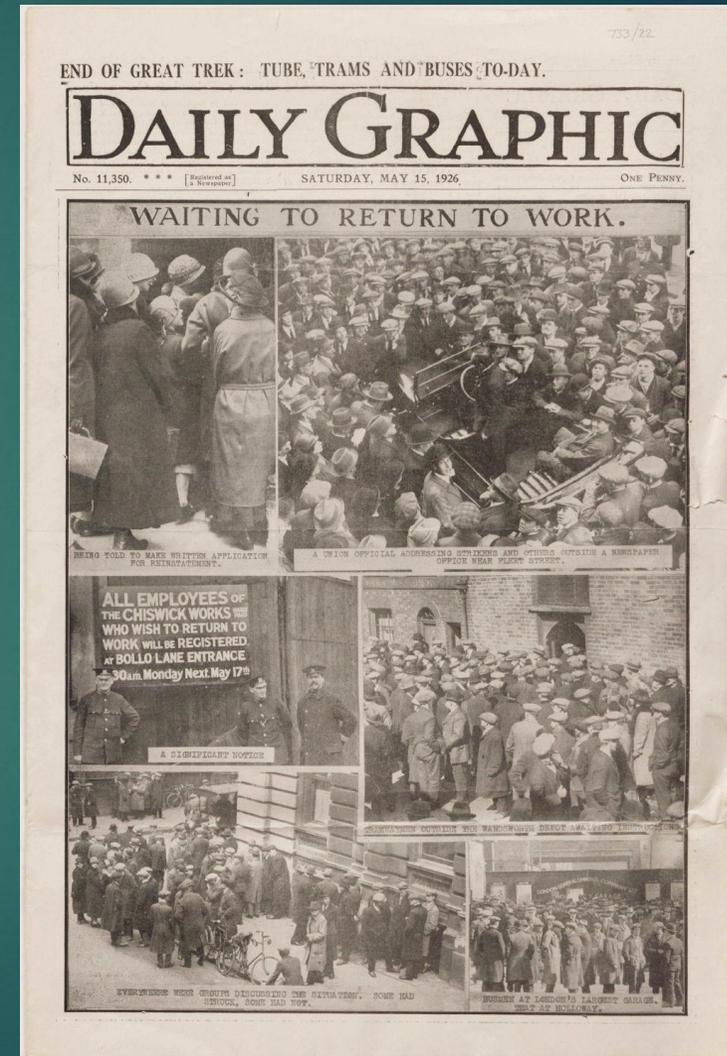
Всемирный экономический кризис в Великобритании

- ▶ Кризис 1929 года серьезно сказался на разных секторах британской экономики.
- ▶ Биржевой крах привел к обвалу фунта стерлинга, тысячи промышленных предприятий обанкротились, начались протесты рабочих из-за безработицы.



Печать в условиях кризиса

- ▶ Газетный бизнес пострадал в меньшей степени, чем остальные сферы экономики.
- ▶ Общий тираж ежедневных общенациональных газет в 1930–1937 гг. даже вырос с 8,6 млн экз. до 9,9 млн экз.
- ▶ Наблюдались колебания вверх–вниз у отдельных газет.



Нортклиф о газетных тиражах

- ▶ « Лучшим стимулятором тиражей массовых газет является война». А экономический кризис в той же мере поднимает интерес к газетам.



Газетный бизнес в кризис

- ▶ В этот период не было зафиксировано появления новых газет, кроме «Дейли уоркер».

- ▶ Все другие новые издания образовались за счет слияний.

(«Дейли Телеграф энд Морнинг Пост», появление «Ньюс Кроникл»).

Региональная пресса понесла наиболее существенные потери – 28 городских газет закрылись.

«Конституционный» кризис – король Эдуард и пресса

- ▶ В 1936 году умер Георг V.
Наследный принц Эдуард был
возведен на престол прокламацией парламента.

Однако новый король хотел взять в жены американку
«из простолюдинов», которая ко всему прочему была
замужем за другим мужчиной. Это вызвало скандал и
противостояние между королем и парламентом.



Пресса о скандале

- ▶ В Великобритании самым сложным оказалось обеспечить контроль над прессой в такой ситуации. В Американской прессе эту историю уже активно обсуждали.
- ▶ Три газеты хранили полное молчание – «Таймс», «Дейли Телеграф», «Морнинг Пост».
- ▶ В конце концов первой об этом скандале написала «Дели Мейл», принадлежавшая лорду Ротемиру.

Отречение Эдуарда и коронация Георга VI

- ▶ В конце 1936 года Эдуард VIII отрекается от престола и с титулом «герцога Виндзорского», где его ожидала мисс Симпсон.
- ▶ Новый монарх – Георг VI (отец Елизаветы II) взошел на престол в январе 1937 года.



Политика «умиротворения»

HITLER'S NEW BLUSTER

FINAL RECKONING WITH BRITAIN

“WE SHALL COME”

Hitler yesterday opened the eighth winter relief campaign with what the official German News Agency describes as a “powerful and moving” speech in the Berlin Sport Palace (says Reuter).

He professed his faith in an ultimate German victory, was sarcastic about Great

Приход Гитлера к власти в январе 1933 году не вызвал заметного беспокойства в правящих кругах и прессе Великобритании.

В редакционной статье «Таймс» говорилось, что приход нового канцлера нужно рассматривать как «нормальное» событие во внутренней политике Германии.

«Таймс» и Foreign Office

- ▶ В Лондоне обозначилось своего рода разделение труда между прессой и внешнеполитическим ведомством.
- ▶ «Таймс» продолжала стоять на своем:
- ▶ «Ясно выраженное взаимопонимание между Британией и Германией, может быть, и не решит все проблемы мира, но, по крайней мере обеспечит прочный фундамент для таких решений».
- ▶ Foreign Office публиковало в других изданиях свою позицию, которая отличалась от позиции «Таймс».

Пресса о Гитлере и Германии

FRIDAY, MARCH 24, 1933

BUY
BRITISH
ballito
STOCKINGS

Daily Express

To-day's Weather: Fair; Mild.

NO. 10,355.

FRIDAY, MARCH 24, 1933.



ONE PENNY.

WEL
AIDS digestion
2d., 6d. & 8yd. each.
Sole & Genl. & Ex. Agents
Crompton Ltd., York, England.

JUDEA DECLARES WAR ON GERMANY

Jews Of All The World Unite In Action

BOYCOTT OF GERMAN GOODS

MASS DEMONSTRATIONS IN MANY DISTRICTS

DRAMATIC ACTION

"Daily Express" Special Political Correspondent.
ALL Israel is uniting in wrath against the Nazi onslaught on the Jews in Germany.

Adolf Hitler, swept into power by an appeal to elemental patriotism, is making history of a kind far from expected. Thinking to unite only the German nation to race consciousness, he has roused the whole Jewish people to a national renaissance.

The appearance of the swastika symbol of a new Germany has called forth the Lion of Judah, the old battle symbol of Jewish defiance.

Fourteen million Jews dispersed throughout the world have banded together as one man to declare war on the German persecutors of their co-religionists. Sectional differences and antagonisms have been submerged in one common aim—to stand by the 600,000 Jews of Germany who are terrorized by Hitlerist anti-semitism, and to compel Fascist Germany to end its campaign of violence and suppression directed against its Jewish minority.

World Jewry has made up its mind not to rest content in face of this revival of anti-Jewish hatred.

Germany may be asked to pay a heavy price for Hitler's conquest of the Jews. She is faced with an international boycott, in America, Russia, and Australia. She may thus herself be isolated and subjected to isolation, resulting before the turning moment that Jews of all lands are impending in advance of their anticipated renaissance.

252,232 a share to £1,000,000 a share.
This is the report of the public's share for annual increase with a certain stock.
When the First Billing Group Central Issue of £1,000,000 of 3% per cent. was first issued, the price was £1,000,000 in terms of the share.
Yesterday Middlebrough asked the public to subscribe to £1,000,000 of 3% per cent. stock, and raised the price to 57 1/2% per cent.
The first issue raised to the amount, during which time applications had been received for £2,000,000.

HIGHER WAGES FOR STEEL WORKERS

AN INCREASE OF THREE SHILLINGS A WEEK.

BRIGHT SPOT IN A BLACK TOWN

THE "Daily Express" has sent a special representative on an unusual mission. He is touring the north in search of high wages. In his tour he is going to tell the facts about all classes of wages, high and low. He is going to show how low wages reduce the morale of the community. He is going to show how courageous spending reacts favourably throughout the community.

In his first dispatch it is revealed that the steel workers of Middlebrough have been able to make a gesture in the cause of high wages.
Fitters in steel works have recently received an increase of 2s. a week. Their wages are not high, but this is a step in the right direction. It is a bright spot in an otherwise black town—brought low by wage cuts and false economy.

CUTS THAT KILL

MONEY SPENT WOULD START THIS TOWN AGAIN

BY JOHN S. WARD,
"Daily Express" Special Representative,
MIDDLEBROUGH, Thursday.
Any man who believes that

The Press Inquiry, from Coal Company of Great Britain, has been, by £200,000 per year, in 1932, the highest and average dividend, and shareholders a quarterly annual meeting. The fact has been achieved by a policy of wage reduction.
It has been revealed that a number of their employees were paid less than the average of the coal field.

New "Sweep" Bill In The Mail

MR. DE VALERA AND STATE CONTROL SECRET MEASURE

"Daily Express" Special Correspondent.
DUBLIN, Thursday.
MR. JACK O'SHEEHAN, the official announcer of the Irish acceptance draw, was dividing the receipts of the latest Irish lottery prize fund between lucky ticket-holders in the Plaza Ballroom to-day. I was listening to an Under-Secretary of the Free State Government introducing a Bill which may change the whole nature, scope, and purpose of these Irish hospital lotteries.

NO CLAIR

A mysterious message entitled "The Public Hospitals Bill, 1933" appeared on the agenda for this afternoon's meeting of the doad.
The Bill was set down for formal introduction, and a notice to this effect was moved in a six or seven-minute speech by Mr. O'Connell, the Minister of Local Government.

GOLDEN HOPES

MR. MacDONALD EXPLAINS HIS TOUR

"PEACE CAN BE KEPT IN EUROPE"

MR. RAMSAY MACDONALD faced a crowded House of Commons yesterday afternoon when he spoke about his visits to Paris, Geneva, and Rome, and his talks with Signor Mussolini.

The Queen, French, Italian, Polish, and Belgian Ambassadors were among a crowd of diplomatic representatives in their special gallery, and Mr. Bruce, of Australia, and other representatives of the Dominions also listened.

Mr. MacDonald, who was greeted with cheers, said—
"I take the earliest available opportunity to inform the House regarding what happened while the Foreign Secretary and myself were at Geneva and Rome."

"We were asked to see Mussolini here to go to Greece, but because we were not in a position to do so, a great danger of immediate collision between the Conference and the Conference itself was averted."

"It is perfectly plain that it is not possible to have such a conference, because we were not at all equipped to do it with accuracy that it should take place."

"The reason for the failure to go to Geneva, the Foreign Secretary and I, was to discover how matters really stood, and that we were not in a position to do so."

"While we must have the very best of the peace, we must have the best of the peace, we must have the best of the peace, we must have the best of the peace."

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"Each of these things had become very evident to those who had been at

LATE NEWS

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THE BIRTH OF AN IDEA



DEMONS GLENN, the second British dress designer, took inspiration for his designs by drawing from models. Every man is his own model.

OFFICER'S DAYS OF LOVE IN BERLIN

"Daily Express" Special Representative,
BERLIN, Thursday.
SUNDAY days and nights of love in Berlin through a fortnight of hectic pleasure, and then, when the

LABOUR LEADER BEREAVED

Mr. Lansbury, wife of Mr. George Lansbury, M.P., died last night.

BROADCASTING PROGRAMME ON PAGE FIFTEEN.

Germany will demand stability and neutrality an investigation of the conditions of labor there.

"I do not know how far our state is equipped in that, I equated to the

Кульминация политики «умиротворения»

- ▶ Кульминационным моментом в этой политике наступил 30 сентября 1938 года.
- ▶ В Мюнхене было подписано соглашение о передаче Судетской области Германии. Чуть менее шести месяцев спустя Гитлер отдал приказ об оккупации Чехословакии.
- ▶ «Таймс» вынуждена была признать:
- ▶ «оккупация Чехословакии свидетельствует перед миром о том, что Германия больше не заботится о моральной стороне своей политики».

«Дейли Миррор» о политике Чемберлена

- ▶ Газета с явным сарказмом реагировала на события 1938–1939 гг.
- ▶ Она писала о том, что «Чемберлен привез из Мюнхена соглашение о «честном мире», а на самом деле о мире между немецкой лисой и английским кроликом».
- ▶ Пресса Бивербрука писала в духе сверхоптимизма.
- ▶ Заголовки «Ни в этом, ни в следующем году войны не будет».

Начало войны

▶ В 1939 году Гитлер, отладив свою военную машину, начинает действовать решительно.

Сначала подписывается договор о ненападении между СССР и Германией, а 1 сентября 1939 года Германия начала военные действия против Польши.

▶ Война в Европе стала фактом.

