

Lecture 6

Mass Media of the United Kingdom

Content:

I. The Lecture

1. **Broadcasting**
2. **Print**
3. **The most prominent magazines and newspapers**
 - 3.1 **The daily Mail**
 - 3.2 **The Daily Mirror**
 - 3.3 **The Daily Telegraph**
 - 3.4 **The Guardian**
4. **References**

II. New words and word combinations

III. Test

I. Broadcasting

Regular broadcasting in Great Britain has existed since 1922.

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 both in 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.

The domestic services of the BBC are funded by the television license, a legal requirement for any British household with a television receiver that is in use to receive broadcasts, regardless of whether or not the householders watch BBC channels. Households which are the principal residence of any person over 75 are exempt and the requirement does not extend to radio listeners. The BBC World Service Radio is funded by the Foreign and Commonwealth Office and the television stations are operated by BBC Worldwide on a commercial subscription basis over cable and satellite services. It is also this commercial arm of the BBC that forms half of UKTV along with Virgin Media.

There are five major nationwide television channels in the UK: BBC One, BBC Two, ITV1, Channel 4 and Five - all currently transmitted by analogue terrestrial, free-to-air signals with the latter three channels funded by commercial advertising (independent channels).

The UK now also has a large number of digital terrestrial channels including a further six from the BBC, five from ITV and three from Channel 4 among a variety of others.

The vast majority of digital cable services are provided by Virgin Media with satellite being provided by BSkyB and free-to-air digital terrestrial television by Free view. The entire country will switch to digital by 2012.

Radio in the UK is dominated by BBC Radio, which operates ten national networks and over forty local radio stations. The most popular radio station, by number of listeners, is BBC *Radio 2 (music for adults)*, closely followed by BBC *Radio 1 (modern music)*. There is *Radio 3 (programs about culture and art)* and *Radio 4 (colloquial genre)*, *Five Live (news and sports programs)*. There are also many hundreds of mainly local commercial radio stations across the country offering a variety of music or talk formats.

The largest agencies are "Press Association" (specializes in gathering and distribution of the internal information, it is founded in 1868), "Reiter" (specializes in distribution of the foreign information, it is founded in 1851) and "United Press International".

Questions of TV and broadcasting are in the competence of minister of culture, mass media and sports.

2. *Print*

Britain has the most developed industry of publishing in the world. Here is issued more than 200 daily and Sunday newspapers, 1300 weekly and more than 2000 local newspapers. On the average two from three British, who are senior than 15 years, read the national daily newspaper; about three of each four citizens read the Sunday newspaper. Even more British read local and regional newspapers.

Traditionally, British newspapers could be split into *quality*, serious-minded newspaper (usually referred to as "broadsheets" due to their large size) and the more populist, *tabloid* varieties. For convenience of reading, many traditional broadsheets have switched to a more compact-sized format, traditionally used by tabloids. *The Sun* has the highest circulation of any daily newspaper in the UK, with approximately a quarter of the market; its sister paper, *The News of The World* similarly leads the Sunday newspaper market, and traditionally focuses on celebrity-led stories. *The Daily Telegraph*, a right-of-centre broadsheet paper, has overtaken *The Times* (tabloid size format) as the highest-selling of the "quality" newspapers. *The Guardian* is a more liberal (left-wing) "quality" broadsheet. *The Financial Times* is the main business paper, printed on distinctive salmon-pink broadsheet paper. Scotland has a distinct tradition of newspaper readership (see List of newspapers in Scotland). First printed in 1737, the *Belfast News Letter* is the oldest known English-speaking daily newspaper still in publication today. One of its fellow Northern Irish competitors, *The Irish News*, has been twice ranked as the best regional newspaper in the United Kingdom, in 2006 and 2007. Aside from newspapers, a number of British magazines and journals have achieved world-wide circulation including *The Economist* and *Nature*.

3. *The most prominent magazines and newspapers.*

3.1 *The Daily Mail*

The Daily Mail is a British newspaper, currently published in a tabloid format. First published in 1896 by Lord Northcliffe, it is Britain's second biggest-selling daily newspaper after *The Sun*. Its sister paper, *The Mail on Sunday* was launched in 1982. An Irish version of the paper was launched on 6 February 2006. The *Daily Mail* was Britain's first daily newspaper aimed at what is now considered the middle-market and the first to sell 1 million copies a day.

The *Mail* was originally a broadsheet, but switched to its current compact format on 3 May 1971, the 75th anniversary of its founding. On this date it also absorbed the *Daily Sketch*, which had previously been published as a tabloid by the same company). Its long-standing rival, the *Daily Express*, has a broadly similar political stance and target readership, but nowadays sells one-third the number of copies. The publisher of the *Mail*, the Daily Mail and General Trust is currently a FTSE 100 company, and the paper has a circulation of more than two million, giving it one of the largest circulations of any English language daily newspaper, and the twelfth highest of any newspaper in the world.

The Daily Chronicle was a London newspaper company in the United Kingdom that was founded in 1872. It merged its publication with the *Daily News* to become the *News Chronicle*. The company then absorbed *The Star* which it retained as an evening publication. The *News Chronicle* was finally absorbed by the *Daily Mail*.

In 1876, the *Daily Chronicle* was purchased by Edward Lloyd. Under a succession of editors, the paper gained respect and by 1914 its circulation exceeded the combined sales of *The Times*, *Daily Telegraph*, *Morning Post*, *Evening Standard* and the *Daily Graphic* under the ownership of United Newspapers Limited.

Most London papers were published in support of political parties, and the *Daily Chronicle* was no exception: it supported the left-wing of the Liberal Party and David Lloyd George and the British participation in World War I. One of its reporters was Sir Arthur Conan Doyle, who became famous for his Sherlock Holmes detective stories.

On 9 April 1918, Prime Minister David Lloyd George misled the House of Commons about the strength of the British Army. Sir Frederick Maurice wrote a letter to the leading newspapers and accused David Lloyd George of misleading Parliament, but instead of making an enquiry into the allegations, Maurice was forced to retire from the British Army. He was then hired as a military correspondent by the *Daily Chronicle*.

This action angered Lloyd George who then formed a group to purchase then newspaper to get rid of Maurice. The editor then resigned in protest over what amounted to censorship. Following a succession of owners the newspaper was subsequently bought in 1926 by Sir David Yule of Bricket Wood, Hertfordshire, England.

In 1930, the *Daily Chronicle* incorporated *The Daily News* in a merger, forming the *News Chronicle*.

Brief history of *The Daily News*

The Daily News had been financed in 1834 by Charles Dickens from the sale of his novels. After a slow start, the newspaper began to attract a growing circulation and contributors such as George Bernard Shaw and H. G. Wells. In 1901, the chocolate manufacturer George Cadbury bought the newspaper and it began to reflect his Quaker and pacifist values with respect to *sweated labour* and his opposition to the Second Boer War. G. K. Chesterton wrote for the *Daily News* during the early part of his journalistic career.

Brief history of *The Star*

The Star newspaper was founded in 1887 by T. P. O'Connor, an Irish Nationalist Member of Parliament. It maintained a radical point of view. Among its contributors was George Bernard Shaw, but part of its early success came from coverage of the Jack the Ripper murders in London. *The Star* merged with the morning *News Chronicle* to become the evening publication.

Both the morning and evening publications ceased operation in 1960 when they were absorbed by the *Daily Mail*.

3.2 The Daily Mirror

The *Daily Mirror*, often referred to simply as *The Mirror*, is a British tabloid daily newspaper founded in 1903. It is the only British national paper to have consistently supported the Labour Party since 1945. During a couple of periods in its history — 1985 to 1987 and 1997 to 2002 — the front-page masthead was changed to *The Mirror*.

Early years

The *Daily Mirror* was launched on 2 November 1903 by Alfred Harmsworth (later Lord Northcliffe) as a newspaper for women, run by women. Hence the name: he said "I intend it to be really a mirror of feminine life as well on its grave as on its lighter sides....to be entertaining without being frivolous, and serious without being dull". It cost one penny.

It was not a success, and in 1904 he decided to turn it into a pictorial newspaper, changing the masthead to *The Daily Illustrated Mirror* and appointing Hamilton Fyfe as editor who then fired all the women journalists. This name ran from 26 January to 27 April 1904 (issues 72 to 150) then reverted to *The Daily Mirror*. The first issue did not have advertisements on the front page as previously, but news text and engraved pictures (of a traitor and an actress) with the promise of photographs inside. Two days later the price was dropped to one halfpenny and to the masthead was added "A paper for men and women". This combination was successful: by issue 92 the guaranteed circulation was 120,000 copies and by issue 269 it had grown to 200,000: by then the name had reverted and the front page was mainly photographs. Circulation grew to 466,000 making it the second largest morning newspaper.

Harold Harmsworth (Lord Rothermere) bought the newspaper from his brother Lord Northcliffe in 1913. In 1917 the price was increased to one penny.^[7] Circulation continued to grow: by 1930 the *Mirror* was selling more than 1 million copies a day and had the third-largest sale among British national newspapers, behind only the *Daily Express* (owned by Lord Beaverbrook) and the *Daily Mail* (also owned by Rothermere)

Rothermere used the *Mirror* for his own political purposes just as he used the *Mail*. Both papers were an integral part of his joint campaign with Beaverbrook for "Empire Free Trade" in 1929 – 32, and the *Mirror*, like the *Mail*, gave enthusiastic support to Oswald Mosley and the British Union of Fascists in 1933 – 34 — support that Rothermere hastily withdrew after middle-class readers recoiled at the BUF's violence at a rally at Olympia.

By the mid-1930s, however, the *Mirror* was struggling — it and the *Mail* were the main casualties of the early-1930s circulation war that saw the *Daily Herald* and the *Daily Express* establish circulations of more than 2 million — and Rothermere decided to sell his shares in it. His withdrawal paved the way for one of the most remarkable reworkings of a newspaper's identity ever seen.

The Mirror transformed

With Cecil King (Rothermere's nephew) in charge of the paper's finances and Guy Bartholomew as editor, the *Mirror* in the late 1930s transformed itself from a gently declining, respectable, conservative, middle-class newspaper into a sensationalist left-wing paper for the working class that soon proved a runaway business success. The *Mirror* was the first UK paper to adopt the appearance of the New York tabloids and was noted for its consistent campaign in opposing the appeasement of Adolf Hitler. By 1939, it was selling 1.4 million copies a day.

During World War II, the *Mirror* positioned itself as the paper of the "ordinary" soldier and civilian, critical of the incompetence of the political leadership and the established parties. In the 1945 general election it strongly supported Labour in its eventual landslide victory. By the late 1940s, it was selling 4.5 million copies a day, outstripping the *Express*; for some 30 years afterwards it dominated the British daily newspaper market, selling at its peak in the mid-1960s more than 5 million copies each day.

"Open to the Public"

One of the most 'open' publishers of tabloid newspapers, the *Daily Mirror* arranged regular tours of its printing presses at the Holborn Circus site in London, built on the site of the former Gamage department store. At the time it was one of the most technically advanced printing works in the world. Visitors were taken on tours of the entire production process and shown everything involved in producing a newspaper: the linotype machines where text was entered, the lead-melting plant where the curved leaden printing plates were cast before being attached to the cylindrical printing-press rollers, the huge reels of newsprint (paper), and the presses themselves. Shortly after the day's edition was complete the visitors could get a fresh copy of the paper literally 'hot off the press

Toppled by Murdoch

The *Mirror*'s mass working-class readership had made it the United Kingdom's best-selling daily tabloid newspaper. But it became complacent about its success. In 1960, it acquired the *Daily Herald* (the popular daily of the labour movement), when it bought Odhams, in one of a series of takeovers that created the International Publishing Corporation (IPC). The *Mirror* management did not want the *Herald* competing with the *Mirror* for readers and in 1964 relaunched it as a mid-market paper, the *Sun*. When it failed to win readers, the *Sun* was sold to Rupert Murdoch — who immediately relaunched it as a more populist and more sensationalist tabloid competitor to the *Mirror*.

In an attempt to cater for a different kind of reader, the *Mirror* launched the *Mirrorscope* pull-out section on 30th January 1968. The Press Gazette printed "The Daily Mirror launched its revolutionary four-page supplement Mirrorscope. The ambitious brief for the supplement, which ran on Wednesdays and Thursdays, was to deal with international affairs, politics, industry, science, the arts and business." (see Press Gazette Back Issues 23.01.03) The British Journalism Review said in 2002 that Mirrorscope was "a game attempt to provide serious analysis in the rough and tumble of the tabloids" (see British Journalism Review Vol. 13, No. 4, 2002, pages 6-14). (For scans of the 10th June 1968 edition entitled *Born Today: Tomorrow's Man* see Page 13, Page 14, Page 15, and Page 16). It failed to attract any significant numbers of new readers, and the pull-out section was abandoned after its final issue on 27th August 1974.

Since then, the story of the *Mirror* has been one of continuous decline. By the mid-1970s, the *Sun* had overtaken the *Mirror* in circulation, and in 1984 the *Mirror* was sold to Robert Maxwell. The import of heavyweight columnists and writers with a following, like Paul Callan from the *Daily Mail* sat uneasily with the perceived need to compete with *The Sun*. After Maxwell's death in 1991, the *Mirror* went through a protracted crisis before ending up in the hands of Trinity Mirror, its current owner. In recent years the paper's circulation has also been overtaken by that of the *Daily Mail*.

The Mirror today

Trinity Mirror is based at One Canada Square — the focal building in London's Canary Wharf development. The Holborn Circus site is now occupied by J Sainsbury plc.

In 1978, the paper announced its support for a United Ireland.

During the 1990s, the paper was accused of dumbing-down in an unsuccessful attempt to poach readers from Murdoch's *Sun*, and was widely condemned in 1996 for publishing a headline "For you, Fritz, ze Euro 96 is over!" (regarding England's match versus Germany in the 1996 European Championships) complete with mocked-up photos of Paul Gascoigne and Stuart Pearce wearing tin helmets.

In 2002, the *Mirror* changed its logo from red to black in an attempt to dissociate the paper from the term "red top", a term for a sensationalist mass-market tabloid. Sometimes it was blue. On 6 April 2005, the red top came back.

Under then-editor Piers Morgan, it was the only tabloid newspaper in the UK to oppose the 2003 invasion of Iraq and ran many front pages critical of the war. It also gave financial support to the February 15, 2003 anti-war protest, paying for a large screen and providing thousands of placards.

3.3 *The Daily Telegraph*

The Daily Telegraph is a British broadsheet newspaper, founded in 1855. Excepting the *Financial Times*, it is the only remaining daily newspaper printed on traditional newsprint in the Broadsheet format in the United Kingdom, as most other broadsheet publications have converted to the smaller tabloid/compact or Berliner formats. Its sister paper, *The Sunday Telegraph*, was founded in 1961. In October 2007, the *Telegraph* was the highest selling British broadsheet, with a certified average daily circulation of 882,413. This compared with a circulation of 642,895 for *The Times*, 240,134 for *The Independent*, and 364,513 for *The Guardian*. According to a MORI survey conducted in 2004, 61% of *Telegraph* readers support the Conservative Party.

Political stance

The Daily Telegraph has been politically conservative in modern times and generally takes a pro-Israel though not always pro-American line in foreign affairs. The personal links between the paper's editors and the leadership of the Conservative Party, also known as Tories, along with the paper's influence over Conservative activists, results in the paper commonly, but, jokingly referred to, especially in *Private Eye*, as the *Torygraph*. However, in its early years it was associated with Gladstone and the Liberal party, coining the nickname "the people's William".

The Daily Telegraph was established on 29 June 1855 by Colonel Arthur B. Sleight, who used it as a platform to campaign against the Duke of Cambridge becoming commander-in-chief of the British army.^[5] He controlled it only briefly before selling it to his printer, Joseph Moses Levy, father of the first Baron Burnham. Levy appointed his sons as editors and relaunched the paper on 17 September. He soon reduced the price of the paper to a penny. Within twelve months the new paper was outselling *The Times*.

In 1908, Kaiser Wilhelm II of Germany gave a controversial interview to *The Daily Telegraph* that severely damaged Anglo-German relations and added to international tensions which eventually culminated in World War I.

In 1928 the son of the 1st Baron Burnham sold it to the 1st Viscount Camrose, in partnership with his brother Viscount Kemsley and the 1st Baron Iliffe. Both the Camrose (Berry) and Burnham (Levy-Lawson) families remained involved in management until Conrad Black took control in 1986.

In 1937 the newspaper absorbed *The Morning Post* which traditionally espoused a conservative position and sold predominantly amongst the retired officer class. Originally William Ewart Berry, 1st Viscount Camrose bought *The Morning Post* with the intention of publishing it alongside the *Daily Telegraph*, but poor sales of the former led him to merge the two. For some years the paper was retitled *The Daily Telegraph and Morning Post* before it reverted to just *The Daily Telegraph*.

3.4 *The Guardian*

The Guardian (until 1959 *The Manchester Guardian*) is a British newspaper owned by the Guardian Media Group. It is published Monday to Saturday in the Berliner format from printing centres located in London and Manchester.

The Guardian Weekly, which circulates worldwide, provides a compact digest of four newspapers. It contains articles from *The Guardian* and its Sunday paper, *The Observer*, as well as reports, features and book reviews from *The Washington Post* and articles translated from France's *Le Monde*.

Editorial articles in *The Guardian* are generally in sympathy with the middle-ground liberal to left-wing end of the political spectrum. This is reflected in the paper's readership: a MORI Poll taken between April and June 2000 showed that 80% of *Guardian* readers were Labour Party voters (cited in *International Socialism* Spring 2003,

ISBN 1-898876-97-5); according to another MORI poll taken in 2004, 44% of *Guardian* readers vote Labour and 37% vote Liberal Democrat.

The *Guardian* is considered British centre-left (described by American conservatives as "left-wing" as US politics are generally further to the right of the UK).

Founded by textile traders and merchants the *Guardian* had a reputation as 'an organ of the middle class' (Frederick Engels, *The Condition of the Working Class in England*, Progress, 1973, p 109), or in the words of C.P. Scott's son Ted 'a paper that will remain bourgeois to the last' (Ayerst, *The Guardian*, 1971, p.471). "I write for the *Guardian*," said Sir Max Hastings in

Format

Today, *The Guardian* is one of two British national newspapers to be printed in full colour, although the edition printed in Northern Ireland still has much black-and-white content; (the other newspaper to print in full colour is the *Daily Mail* and its Sunday counterpart, *The Mail on Sunday*.) It was also the first newspaper in the UK to be printed on the Berliner size. *The Guardian* had a certified average daily circulation of 355,750 copies as of August 2007 – a drop of 5.94% on the first month of the year; as compared to sales of 887,664 for the *Daily Telegraph*, 638,820 for *The Times*, and 239,834 for *The Independent*.

The History

The *Manchester Guardian* was founded in Manchester in 1821 by a group of non-conformist businessmen headed by John Edward Taylor. The prospectus announcing the new publication proclaimed that "it will zealously enforce the principles of civil and religious Liberty ... it will warmly advocate the cause of Reform; it will endeavour to assist in the diffusion of just principles of Political Economy; and to support, without reference to the party from which they emanate, all serviceable measures." According to a December, 2004 survey, 44% of *Guardian* readers voted in favour of Labour, 37% for the Liberal Democrats and only 5% for the Conservatives, the lowest percentage of any large British newspaper.

The *Manchester Guardian* was hostile to the Unionist cause in the American civil war, writing on the news that Lincoln had been assassinated 'of his rule, we can never speak except as a series of acts abhorrent to every true notion of constitutional right and human liberty' (27 April 1865). Among Lincoln's acts so abhorrent to the *Guardian* was the Emancipation Proclamation, 1 January 1863.

4. References:

1. Голицынский Ю.Б. Great Britain – Великобритания – СПб.: КАРО, 2006 – 480 с.
2. Артемова А.Ф., Лоенович О.А. First Aid in English. Language and Culture. Энциклопедия самообразования по английскому языку и страноведению Великобритании и США – М.: ООО «Издательство Астрель»; ООО «Издательство АСТ»; ООО «Транзиткнига», 2005 – 398 с.
3. Нестерова Н.М., Страноведение: Великобритания, Р-н-Д, Феникс, 2005, 358 с.
4. Михайлов Н.Н. English Cultural Studies. Лингвострановедение Англии – М.: Издательский центр «Академия», 2003 – 208 с.
5. Великобритания. Лингвострановедческий словарь, М, 1978
6. Интернет ресурсы

II. New words and word combinations: **is dominated by BBC Radio** – преобладает радио БиБиСи, **industry of publishing** – печатная индустрия, **broadsheets** – серьезные, качественные газеты (обычно большого размера), **tabloids** - газеты небольшого размера, напечатанные на не очень качественной бумаге, **compact-sized format** – компактный формат, **dumbing-down** – умалчивание, **absorb** – поглотить.

III. TEST:

1. Render the article into English

Средства массовой информации Великобритании

Средства массовой информации Великобритании включают прессу, радио, телевидение. Несколько слов о газетах. Прежде всего, в Британии нет подписки на газеты. Вы можете купить любую газету в продаже. Существует два различных вида газет: «популярные газеты» и «качественные газеты».

«Популярные» газеты небольшие по размеру. В них много фотографий, крупных заголовков и коротких статей. Они легко читаются. Это такие газеты, как «Ежедневный экспресс», «Ежедневная почта», «Ежедневное отражение», «Дневная газета», «Солнце» и другие.

«Качественные» газеты предназначены для более серьезного прочтения. Они большие по размеру, с более длинными статьями и дают более детальную информацию. «Качественными» газетами являются: «Время», «Ежедневный телеграф», «Гардиан», «Финансовое время», «Независимая».

Кроме упомянутых нами ежедневных газет имеются также воскресные газеты. Они имеют больший тираж, чем ежедневные газеты. Воскресные газеты в Великобритании – это такие «качественные» газеты, как «Наблюдатель», «Воскресное время», «Воскресный телеграф», и такие «популярные» газеты, как «Новости мира», «Воскресный экспресс», «Воскресное отражение», «Воскресная почта».

Что касается радио- и телетрансляций, существует одна радио и одна телевизионная станция. Первая – хорошо известная Би-би-си – Британская трансляционная корпорация, вторая – НТС – Независимая трансляционная служба.

Газеты в Британии гордятся тем, что они отличаются друг от друга – каждая из них стремится иметь свое лицо.