MEDIA

1. **British media**

As in many many other European countries, British main newspapers and main TV channels are both in long-term decline; fewer and fewer are reading the former and watching the latter. In the last quarter of the twentieth century, people became richer, so that they were able to pursue alternative forms of leisure activity. In addition, cheaper means of production and distribution meant that the main papers and channels found themselves with more rivals. More recently , there is the internet, which gives people not only a further form of leisure activity but also an alternative source for news. Nevertheless, the main papers and channels remain a central part of everyday national life.

Newspaper publication in the country is dominated by the national press. The only non-national papers with significant circulations are published in the evenings, when they do not compete with the national papers, which appear in the morning.

The´**Sunday** **papers´**are so called because that is the only day on which they appear.

The morning newpaper is a British household institution – such an important one that, until the laws were relaxed in the early 1990s, newsagents were the only shops that were allowed to open on Sundays.

Another indication of the importance of ´the papers´ is the morning ´paper round´.

Conventionally , the national papers are divided into two distinct types. The **quality papers** cater for the better educated readers.(The Independent, The Times,The Daily Telegraph, The Guardian,…) The **popular papers** sell to a much larger readership( The Sun, The daily Mirror..).They contain far less print than the ´qualities´ and far more pictures.They use larger headlines and write in a simpler style of English. While the qualities devote much space to politics and other śerious´news, the popular papers concentrate on ´human interest´stories, which often mean sex and scandal. However, this classificationn has a hint of snobbery about it. It implies that a newspaper can´t be both high quality and popular at the same time. Perhaps this is why the two types have also be known as : the broadsheets and the tabloids ( size)

If you go to any well-stocked newsagent in Britain, you will also find rows and rows of magazines catering for almost every imaginable taste and pastime.

The British press is mostly controlled by a rather small number of extremely large multinational companies. This fact helps to explain two notable features. One is the freedom from government influence and the second is a general feeling in the country that ´freedom of speech ´is a basic costitutional right.

The BBC

Just as the British Parliament has the reputation for being ´the mother of parliaments´, so the BBC might be said to be ´the mother of information services´. Its reputation for impartiality and objectivity in news reporting is, at least when compared to news broadcasting in many other countries, largely justified.

Situated in central London Broadcasting House is the headquarters of the BBC.

Financialy, BBC doesn´t depend on advertising or the goverment. It gets its income from the licence fee which everybody who uses a television set has to pay.

The **traditional TV channels** are BBC1, BBC2, ITV Channel4, Five.

There is no advertising on the BBC. But ITV, which started in 1954, gets its money from advertising.(commercialTV)

All channels show a wide variety of programmes, including news, documentaries, drama, films, light entertainment, comedies, and sport. They are in constant competition with each other to get the largest audience ( this is known as the ratings war).

Of particular importance in it are the various **soap operas.** The two most popular and long-running of these are ITV´s Coronation street, which is set in a working class area near Manchester and BBC1´s EastEnders set in a working class arear in London ( they depict ordinary lives in ordinary circumstances ) The same is largely true of **British sitcoms** ( usually about people less fortunate and/or less able and/or less popular than the average)