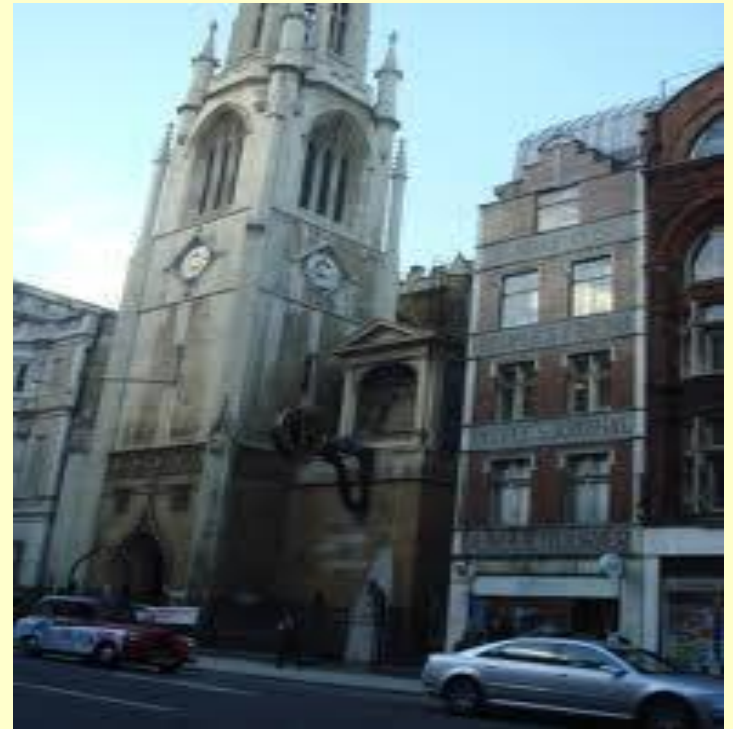


Mass Media in the UK

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



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”

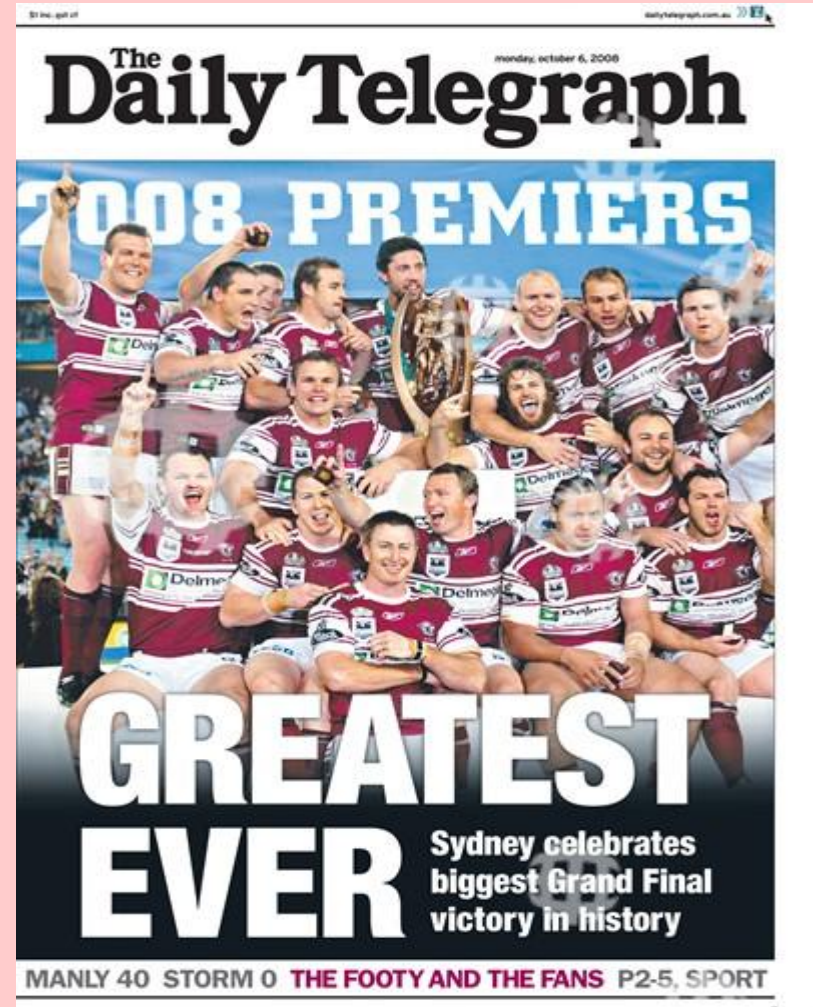
National Dailies

| Title, Foundation Date | Political Tendency | Circulation |
|----------------------------|--------------------|-------------|
| The Daily Telegraph (1855) | Con | 1,138,000 |
| The Guardian (1821) | Ind (Lib) | 470,000 |
| The Times (1785) | Con | 450,000 |
| The Independent (1886) | Ind | 375,000 |
| The Financial Times (1888) | Ind | 206,000 |

The Daily Telegraph

The Daily Telegraph
No swine flu jab for children

- 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.

The Times
The right place. The right Times.

Exclusive My story by Cherie Blair

THE TIMES

Monday May 10 2004 times@times.co.uk 10c 48222 £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



London, Turner Photo Agency/PhotoDisc
Tony Blair is advising Gordon Brown during his cabinet hours and has told him how he can win the next general election, Cherie Blair reveals in her new book.

Mr Blair said Mr Brown could have stood down before the 2005 election if only Mr Brown had been prepared to implement his husband's public service reforms.

Mr Blair acquired a "reputation of meddling" after Tony said he was not to be had because of electoral liability. But when Mr Brown - reading the same story but "not" he decided to step into the spotlight, Mr Blair's role was to ensure Mr Brown's success.

Mr Brown, called to understand that if he had backed Mr Blair's plan to step into the spotlight, Mr Blair would not have been so "open", not

stood down, there is no question, she says - "instead of which Tony did not do that because he had to do it".

Mr Blair's disclosure was contained in her autobiography, Speaking for Myself, which is published in the Times today and part week, catching the political and social media headlines as it is originally intended to appear in Forbes.

It provides the most authoritative account to date of the reasons why Mr Blair stepped out to speak down before the 2005 election and why after the national campaign, she has been seen on the television screen as the Chancellor of the Exchequer.

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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 |

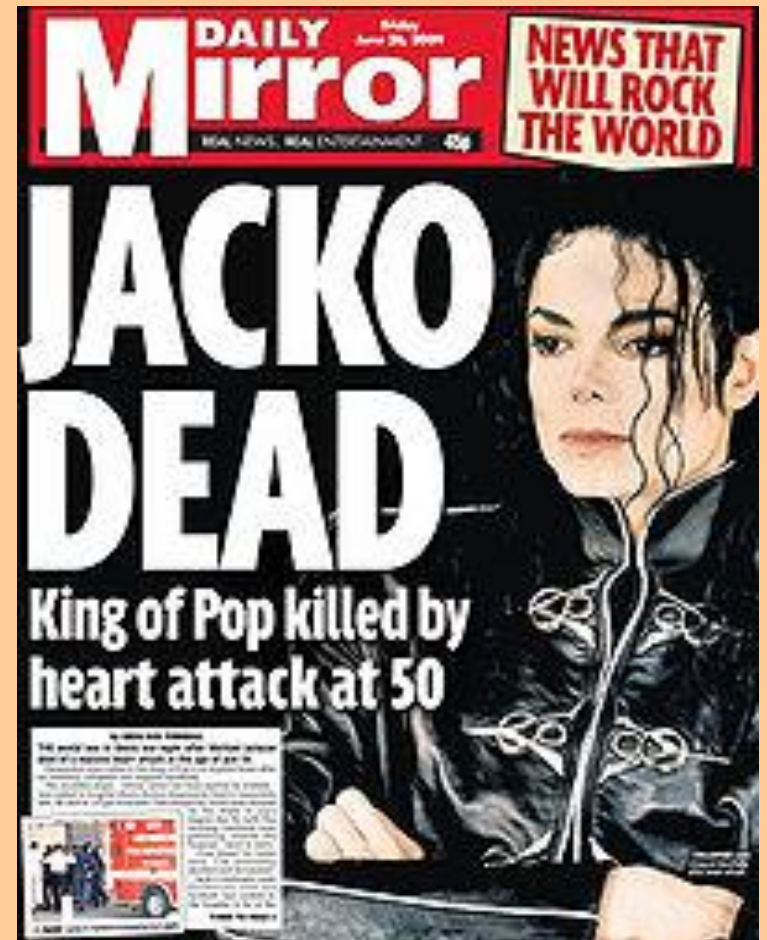
The Sun

- 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 whose readership is more than 50% female.



The Daily Express

- The Daily Express is a conservative British tabloid newspaper.
- The Daily Express select front-page stories that follow recurring themes, and often ignore the major news of the day in favour of spurious stories.
- During 2009 and 2010, health stories were very popular. For example, they featured the discovery of rather unusual potential cures for diseases such as Alzheimer's disease or cancer. The usual headlines: "Sunshine vitamins cut risk of cancer".
- The Daily Express also features global warming stories.

