




The development of UK Mass Media






- **The main aim:**

- ▶ **to learn more about**
 - ▶ **the history**
 - ▶ **of Mass Media in UK**
- 



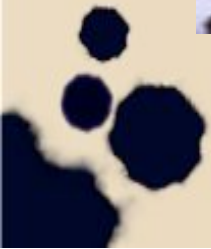
«There will always be a need
for storytellers, people who
dig up facts and explain them»

(Leo Laporte, the founder of
TwiT Network)





• We can't imagine our life without means of Mass Media



**TV is one of the best
inventions the man ever
made.**



The first dated printed book known is the "Diamond Sutra", printed in China in 868 AD





The term «Mass Media» was
coined
with the creation of print media
in Europe in the
Middle Ages

Johannes Gutenberg printed the first book on a printing press in 1453



Newspapers developed from about 1612. But they reached the audience only in the 19th century.

CLOISTERHAM PRESS

EDITION NO. 11

THURSDAY, JUNE 21ST, 1855

TALES THAT ARE CREEPY.

THE MYSTERY OF EDWIN DROOD

MISSING FOR SIX MONTHS And Feared Dead By Town. MURDERER AFOOT?

SHADOWY DOINGS

The novel begins as a man, who we later learn is John Jasper, leaves a London opium den. The next evening, Edwin Drood visits Jasper, his uncle, who is the choirmaster at Cloisterham Cathedral. Edwin confides that he has misgivings about his betrothal to Rosa Bud. The next day, Edwin visits Rosa at the Nuns' House, the boarding school where she lives. They quarrel good-naturedly, which they apparently do frequently during his visits. Meanwhile, having an interest in the cathedral cemetery, Jasper seeks the company of Durdles, a man who knows more about the cemetery than anyone else.

A TASTE OF SETTLER

The Mysterious Landless and his twin sister Helena are sent to Cloisterham for their education. Neville will study with the minor canon, Rev. Crisparkle; Helena will live at the Nuns' House with Rosa. Neville confides to Rev. Crisparkle that he has hated his cruel stepfather, while Rosa confides to Helena that she loathes and fears her music-master, Jasper. Neville is immediately smitten with Rosa and is indignant that Edwin prizes his betrothal lightly. Edwin provokes him and he reacts violently, giving Jasper the opportunity to spread rumours about Neville's reputation of having a violent temper. Rev. Crisparkle tries to reconcile Edwin and Neville, who agrees to apologize to Edwin if the latter will forgive him. It is arranged that they will dine together for this purpose on Christmas Eve at Jasper's home.

Edition No. 11

BEAUTIFUL ROSA BUD

The Victim? Or the Murderess? Rosa's guardian, Mr. Greenglass, tells her that she has a substantial inheritance from her father. When she asks whether there would be any fortune if she did not marry Edwin, he replies that there would be none on either side. Back at his office in London, Mr. Greenglass gives Edwin a ring which Rosa's father had given to her mother, with the proviso that Edwin must either give the ring to Rosa as a sign of his irrevocable commitment to her, or return it to Mr. Greenglass. Mr. Bazzard, Mr. Greenglass's clerk, witnesses this transaction.

"No other trace of him is found"

A SCANDAL IN THE CATHEDRAL!

They decide to ask Mr. Greenglass to break the news to Jasper, and Edwin intends to return the ring to Mr. Greenglass. Meanwhile, Durdles takes Jasper into the cathedral crypt. On the way there Durdles points out a mound of quicklime. Jasper provides a bottle of wine to Durdles. The wine is mysteriously potent, and Durdles soon loses consciousness, while unconscious he dreams that Jasper goes off by himself in the crypt. As they return from the crypt, they encounter a boy called Deputry, and Jasper, thinking he was spying on them, takes him by the throat, but seeing that this will strangle him, lets him go. Next day, Rosa and Edwin amicably agree to end their betrothal.

Thursday, June 21st, 1855

The Cloisterham Press

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

No. 1448—Vol. LVII

NEW YORK—FOR THE WEEK ENDING APRIL 29, 1882.

(Price, 10 Cents.)

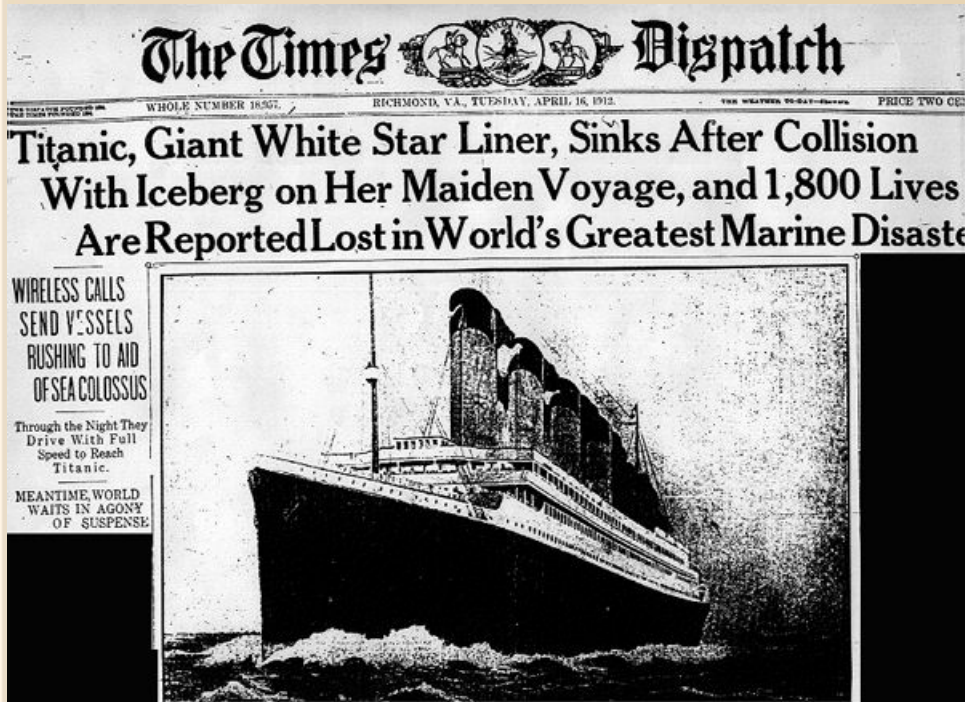


NEW YORK.—COMPLETING A GREAT WORK.—LASHING THE CHAINS OF THE BROOKLYN BRIDGE.
FROM A SKETCH BY A GREAT ARTIST.—THE BUREAU.

• Time goes by...



Nowadays



The 19th century



● Radio, television and video was introduced after the Second World War



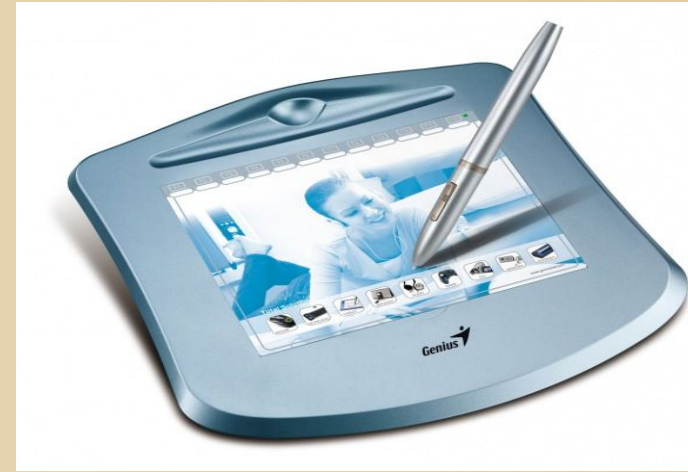
In recent times, the Internet became the latest and most popular mass medium.



2000



2010



2011

Influence of mass media

Limited effects theory

Class Dominant theory

Culturalist theory

• *Popular Mass Media*

- Print (late 15th century)
- Recordings (late 19th century)
- Cinema (about 1900)
- Radio (about 1910)
- Television (about 1950)
- Internet (about 1990)
- Mobile phones (about 2000)

Television began in 1936 and Became popular after the Queen's Coronation



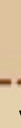
• *BBC*



British
Broadcasting
Corporation

5 national radio
stations

IBA



Independent
Broadcasting
Authority

40 local radio
stations



The press in Great Britain
has three political functions

Information

Representation

Discussion

The Times, The
Guardian

The Weekly Telegraph

Today, Daily Mirror,
The Sun



**Many workers
listen to the radio
through the
Internet while
sitting at their
desk.**




Mobile phone was introduced in Japan in 1979




News-oriented journalism
is sometimes described as
«the first rough draft of history»





Nowadays the Mass Media form
and affect public opinion
and people's mind.





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**Thank you for
your attention!!!**



Интернет ресурсы



<http://www.liveinternet.ru/users/musicland/post172675850/>

http://www.bbc.co.uk/russian/indepth/russia_usa_spy_scandal.shtml

<http://www.advertology.ru/article10135.htm>

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<http://snmv.ac.in/webadmin/tillys.php?q=gutenberg-printing-press-picture&page=6>

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