




# 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.**



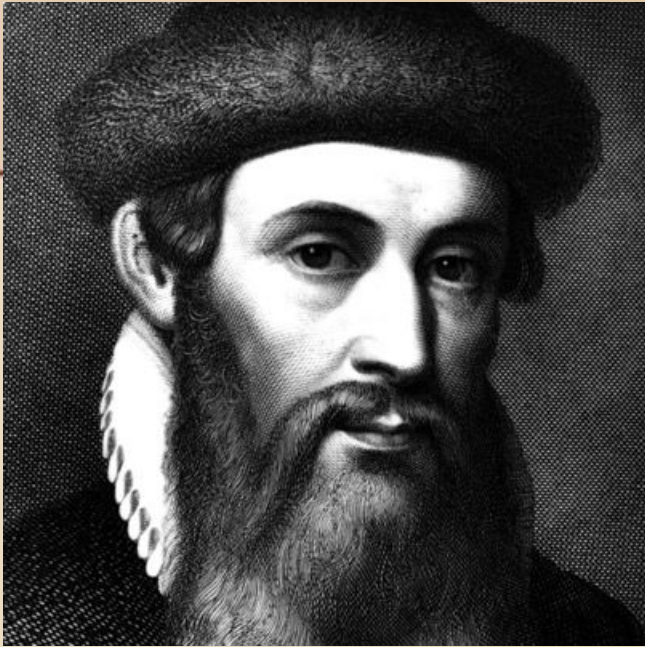
**The first dated printed book known is the "Diamond Sutra", printed in China in 868 AD**





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

Thursday, June 21st, 1855

The Cloisterham Press

#### BEAUTIFUL ROSA BUD

Rosa's guardian, Mr. Greengrass, 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. Greengrass 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. Greengrass. Mr. Bazzard, Mr. Greengrass's clerk, witnesses this transaction.

"No other trace of him is found"

#### A SCANDAL IN THE CATHEDRAL!

They decide to ask Mr. Greengrass to break the news to Jasper, and Edwin intends to return the ring to Mr. Greengrass. 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.

#### A FINAL EVENING

On Christmas Eve, Neville buys himself a heavy walking stick; he plans to spend his Christmas break hiking around the countryside. Meanwhile, Edwin visits a jeweller in order to repair his pocket watch; it is mentioned that the only piece of jewellery that he wears are the watch and chain and a shirt pin. By chance he meets a woman, who is an opium user from London. She asks Drood's Christian name, and he replies that it is 'Edwin'; she says he is fortunate it is not 'Ned', for 'Ned' is in great danger. He thinks nothing of this, for the only person who calls him 'Ned' is Jasper. Meanwhile, Jasper buys himself a black scarf of strong silk, which is not seen again during the course of the novel. The reconciliation dinner is successful, and at midnight, Drood and Neville Landless leave together to go down to the river and look at a wind storm that rages that night.

The next morning Edwin is missing, and Jasper spreads suspicion that Neville has killed him. Neville leaves early in the morning for his bike; the townspeople overtake him and bring him back to the city. Rev. Crisparkle keeps Neville out of jail by taking responsibility for him: he will produce him anytime his presence is required. That night Jasper is grief-stricken when Mr. Greengrass informs him that Edwin and Rosa had ended their betrothal; he reacts more strongly to this news than to the prospect that Edwin was dead. The next morning Rev. Crisparkle goes to the river weir and finds Edwin's watch and chain and his shirt pin; no other trace of him is found.

## FRANK LESLIE'S ILLUSTRATED NEWSPAPER

No. 1448—Vol. LVII

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

(Price, 10 Cents.)

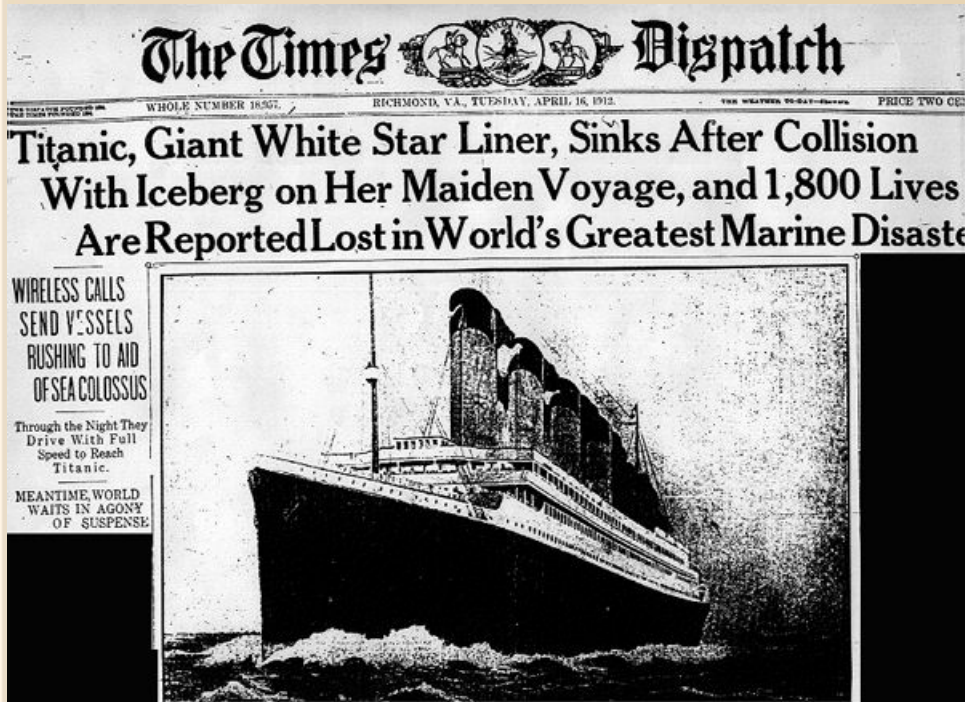


NEW YORK.—COMPLETING A GREAT WORK.—LASHING THE CHAINS OF THE BROOKLYN BRIDGE.  
FROM A SKETCH BY A GREAT ARTIST.—THE BUREAU.

# • Time goes by...



Nowadays



The 19th century



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



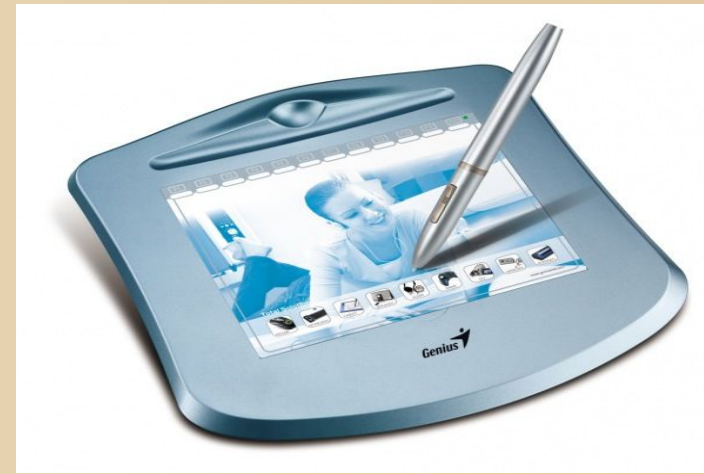
**In recent times, the Internet became the latest and most popular mass medium.**



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*



*IBA*



British  
Broadcasting  
Corporation

Independent  
Broadcasting  
Authority

5 national radio  
stations

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.bbc.co.uk/russian/indepth/russia_usa_spy_scandal.shtml)

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

[http://liefuld.ucoz.ru/news/stoit\\_li\\_pokupat\\_kompjuter\\_rebenku/2013-06-15-103](http://liefuld.ucoz.ru/news/stoit_li_pokupat_kompjuter_rebenku/2013-06-15-103)

<http://www.patheos.com/blogs/monkeymind/2012/10/journeys-on-the-silk-road-a-review.html>

<http://www.biography.com/on-this-day/february-23>





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

<http://kryaker.dwg.ru/?p=3919>

<http://www.edu54.ru/node/144954>

<http://www.lva.virginia.gov/exhibits/titanic/giant.htm>

<https://www.iompost.com/>

[http://en.wikipedia.org/wiki/Diamond\\_Jubilee\\_of\\_Elizabeth\\_II](http://en.wikipedia.org/wiki/Diamond_Jubilee_of_Elizabeth_II)

[http://helpster.ru/page.php?id\\_n=23373](http://helpster.ru/page.php?id_n=23373)

<http://pfrporhov.n4.biz/news>

