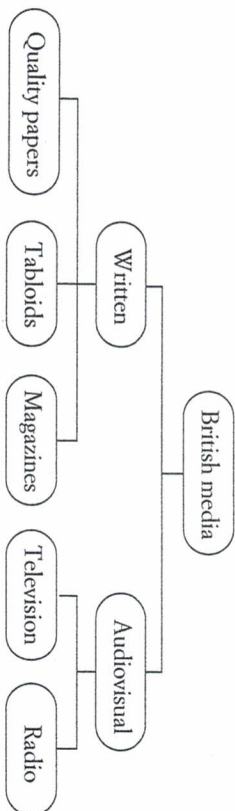


TEXT A

A map of the British media

The British media consist of two main sections: the *written* and the *audiovisual media*. There are further sub-sections, as the following diagram illustrates.



A. *Written media*

The written press can be divided into three sections:

1. quality papers;
2. tabloids;
3. magazines.

The *quality papers* are also known as *beavies*, or *broadsheet* papers. They have a more serious editorial content and have longer articles

and smaller photos than the tabloids. The most important British quality papers are *The Times*, *The Guardian*, *The Daily Telegraph*, and the Scottish *The Herald* and *The Scotsman*. They are read by better educated readers.

The *tabloids*, or popular papers, have pages half the size of broadsheets. They have a large circulation, and are more popular and sensationalistic. There are exceptions: *The Times* has a tabloid version, and also *The Independent*, until 2003 a broadsheet, is now a serious tabloid. The most important tabloids are *The Sun*, *Daily Mirror*, *Daily Express*, *Daily Mail*, *Daily Sport*, *Daily Star*, *The Morning Star*, *The Voice*, *The People*, and the Scottish *Daily Record*, *Sunday Mail* and *Sunday Post*.

The *magazines* (about 10,000 in the UK) are periodical publications that can be divided into two main types:

1. business and professional (e.g.: *Accountancy*);
2. consumer (e.g.: *Cosmopolitan*).

Most quality papers and tabloids have a weekly Sunday version, at times with a different name.

Quality papers	Tabloids
<i>The Times</i>	<i>The Sun</i>
<i>The Guardian</i>	<i>Daily Mirror</i>
<i>The Independent</i>	<i>Daily Express</i>
<i>The Daily Telegraph</i>	<i>Daily Mail</i>
<i>The Herald</i>	<i>Daily Sport</i>
<i>The Scotsman</i>	<i>Daily Star</i>
	<i>The People</i>
	<i>News of the World</i>
	<i>Sunday Mirror</i>
	<i>Sunday Express</i>
	<i>The Mail on Sunday</i>
	<i>Sunday Sport</i>
	<i>Daily Star Sunday</i>
	<i>Sunday People</i>

However, the distinction between quality papers and tabloids is becoming more blurred. Following the tenet 'broadsheet quality in a tabloid format', in October 2003 *The Independent* began producing concurrently a tabloid version of the paper, having the same content of the broadsheet version. This new trend was followed by *The Times* a month later, and the reason was to appeal to commuters who can read the tabloid version more easily on public transport.

Newspapers such as *The Times*, *The Daily Telegraph*, *The Sun*, *Daily Mail* and *Daily Express* have a daily Scottish edition. There is also a significant number of regional and local newspapers (about 1,300, mainly weeklies). According to the latest figures, about 60% of

British citizens read a national daily newspaper, and about 80% a regional/local newspaper.

B. Audiovisual media

The audiovisual media include *television* and *radio*.

1. *Television* In the United Kingdom, the public broadcaster is the BBC (British Broadcasting Corporation). The BBC runs two national terrestrial television channels (BBC 1, BBC 2), plus some cable and, from 1998, digital TV channels (BBC 3, BBC 4, BBC Cheebies, BBC News24, BBC Parliament, CBBC). Other important broadcasters in the UK are ITV (Independent Television) and Channel 4, plus the relevant digital channels. There is also a fifth channel, Channel 5, which began broadcasting in April 1997.

Besides the above channels, there is also a pay-per-view terrestrial cable TV, as well as a private digital satellite service, Rupert Murdoch's BskyB (British Sky Broadcasting), operating some 200 channels.

2. *Radio* The BBC also runs five national radio stations, over 40 local radio stations, and a regional radio service for Scotland, Wales and Northern Ireland. In addition there are four national commercial broadcasters, about 250 local commercial radio stations, and an indefinite number of pirate stations. Most radio stations provide live streaming and further services on the Internet. Thus, anyone in the world with a web connection can listen to them.

All of the above written and audiovisual media have websites on the Internet.



In some inner-city areas it is possible to have a newspaper delivered to one's home. This is a popular form of employment for school age children who want to earn extra money.

TEXT B
Political position of the main British newspapers

Given the significant number of quality papers and tabloids and the limited number of political parties, the political orientation of British newspapers is quite volatile. For example, the popular tabloid *The Sun*, the best-selling newspaper in the UK, as well as the quality paper *The Times*, both traditionally centre-right oriented, currently support the Labour Party. As we have seen, the separation between quality papers and tabloids is not as definite as it used to be. *The Independent* and *The Times* are serious tabloids, *The Morning Star* is a tabloid in format but a broadsheet in content. Therefore, the aim of the table below is nothing more than providing a rough idea of the political orientations of the main British newspapers. The situation is subject to sudden changes depending on the political views of the newspaper's owner.

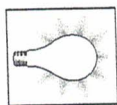
	Left Wing	Labour	Liberal/Centre	Conservative	Right Wing
B r o a d s h e e t s			FT		The Daily Telegraph
		The Guardian	The Observer THE SUNDAY TIMES	The Herald THE SCOTSMAN sunday Herald SCOTLAND/SUNDAY	The Sunday Express
T a b l o i d s	The Morning Star	THE INDEPENDENT INDEPENDENT			
	VOICE MIRROR MIRROR THE PEOPLE SUN	Sport Sport THE SUNDAY TIMES		DAILY EXPRESS SUNDAY EXPRESS	Daily Mail The Sun Star Star



Post-reading activities

2. Match the key vocabulary to an appropriate definition.

- | | | |
|-------------------|---|---|
| 1. heavies | → | a. serious newspapers |
| 2. newspaper | | b. a newspaper or magazine that deals with a particular subject or professional activity |
| 3. tabloid | | c. the activity or industry of broadcasting sound programmes to the public |
| 4. magazine | | d. a newspaper having pages half the size of those of the average broadsheet, typically popular in style and dominated by headlines, photographs, and sensational stories |
| 5. the media | | e. a system for transmitting visual images and sound which are reproduced on screens, chiefly used to broadcast programmes for entertainment, information, and education |
| 6. news | | f. a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest |
| 7. broadsheet | | g. the main means of mass communication (especially television, radio, and newspapers) regarded collectively |
| 8. journal | | h. newly received or noteworthy information, especially about recent or important events; a broadcast or published report of news |
| 9. weekly | | i. a newspaper with a large format regarded as more serious and less sensationalist than tabloids |
| 10. fortnightly | | j. a magazine or similar publication issued every two weeks |
| 11. the press | | k. a newspaper, typically a broadsheet, that is considered to deal seriously with issues and to have high editorial standards |
| 12. quality paper | | l. a printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence |
| 13. television | | m. a newspaper or periodical issued every week |
| 14. radio | | n. newspapers or journalists viewed collectively |



Focus on grammar: nouns, pronouns and verbs

A *noun* is a word, which refers to a person, a place or an object. Nouns can be proper or common.

A *proper noun* refers to a particular person, place, or object and must always start with a capital letter. For example: *Jim, Rome, The Guardian*.

A *common noun* identifies a kind of thing or person. Common nouns do not need capital letters. For example: *boy, town, desk*.

Common nouns can be preceded by both definite and indefinite articles (e.g.: *the kettle, a kettle*), whereas this is generally not possible with proper nouns (e.g.: *the Londoners, a Londoner*).

Both proper and common nouns can be *abstract* (indicating ideas, things we cannot see or touch but which do exist, e.g.: *love*) or *concrete* (denoting a material, e.g.: *paper*).

A lot of nouns can be both abstract and concrete. For example, *The Times* is abstract when it refers to the idea of the newspaper, whereas it is concrete when it refers to the actual newspaper (e.g.: *The Times* is on the desk).

A *pronoun* (from *pro-*, on behalf of, + *noun*) is a word that is used in place of a noun to avoid repetition in a sentence. There are three main types of pronouns: *personal* (e.g.: *you, they*), *possessive* (e.g.: *your, theirs*), and *relative* (e.g.: *that, whom*). For example, in *you will be mine* there is a personal pronoun (*you*) and a possessive pronoun (*mine*); in *the book that I bought* there is a relative pronoun (*that*).

A *verb* is a doing or being word used to describe an action, state, or occurrence (e.g.: I wrote a letter). To form the past tense and the past participle, verbs can be *regular* or *irregular*.

Regular verbs add the suffix *-ed* to the infinitive (e.g.: *work - worked*).

Irregular verbs have inflections that do not conform to the usual rules (e.g.: *see - saw - seen*).

A list of the most common irregular verbs is available in the *Appendix*.



Post-reading activities

3. Read A map of the British media and find out whether the following statements are true or false.

- | | | |
|--|--------------------------|--------------------------|
| 1. The most important media are the written press and the audiovisual media. | True | False |
| 2. A broadsheet has a lot of photographs. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. The heavies are meant to be serious newspapers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. A tabloid is more sensationalistic than a broadsheet. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. A quality paper uses better quality paper than the average. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Magazines are periodical publications. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. <i>The Sun</i> is a tabloid. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. <i>The Guardian</i> is a magazine. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. There are about 1,300 regional and local newspapers in the UK. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. There are about 100,000 magazines in the UK. | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. About 80% of British citizens read a national daily newspaper. | <input type="checkbox"/> | <input type="checkbox"/> |



Practice

4. Translate the following joke.

1. *The Times* is read by people who run the country.
2. *The Mirror* is read by people who think they run the country.
3. *The Guardian* is read by people who think they ought to run the country.
4. *The Daily Mail* is read by the wives of the people who run the country.
5. *The Financial Times* is read by people who own the country.
6. *The Daily Express* is read by people who think the country should be run the way it used to be.

7. *The Daily Telegraph* is read by people who think the country is run the way it used to be.

8. *The Sun* is read by people who don't care who the hell runs the country as long as she has big tits.

5. A misprint is a printing mistake in a written text. Misprints are quite common in newspapers and magazines, though not as common as they used to be. Especially in English, misprints can generate ambiguities and funny misunderstandings. Can you spot the error in the following pieces of news?

1. *Must Have Used a Kitty Car* Police chased the getaway cat for 40 miles. (*Daily Mail*)
 cat
2. *Stubble Trouble* When Miss Virginia Brenholtz, 17, of 911 Franklin Avenue, awakened to find a burglar at her bedside early Sunday, she gave him a shave and screamed for help. (*The Columbus Citizen, Ohio*)

3. *Hot-tempered House!* 6 bedrooms, 3 bathrooms, 3 large reception rooms, huge fully-fitted kitchen. Central heating. Armour-plated glass windows. Double garage. 2/3 acre garden. £ 395,000. (*Country Life*)

4. *Heavenly Scent* In France, truffles are often found by pigs, who have a keen nose for the scent of the underground tuber, although swine tend to eat the plant and must be kept away from the truffles after they are traced. In Italy, however, farmers prefer to locate truffles with specially trained dogs, who can be of any breed and are often a mixed breed. (*The Guardian*)

5. *He Couldn't Refuse a Fat Bride* Government authorities are still inquiring into allegations of 'massive criminality' made by Knowles who admitted 13 charges of corruption and two of conspiracy. It was stated that he had received bribes over a period of four years to 'favour' two other companies. (*The Daily Telegraph*)
