



Mass Media in Great Britain and Russia

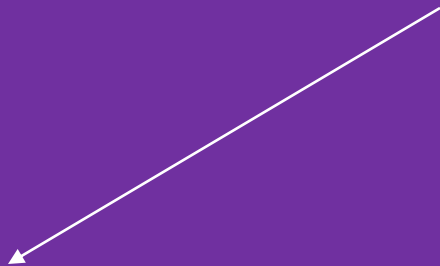


The aims & objectives:

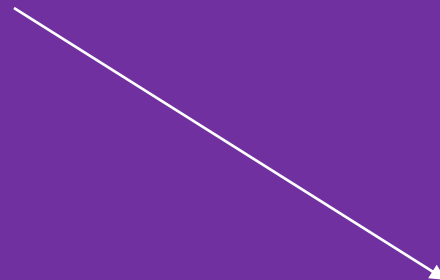
to study the history of origin of mass media



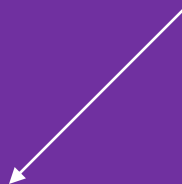
**to learn the structure of mass media
in GB and Russia**



**to read foreign
literature**



**to draw attention to the
organization of mass
media**



to use internet-sites

Mass media is divided into:

the press



TV



radio



and the Internet.



In this or that form mass media come into every home. To understand the meaning of mass media for the people it is necessary to consider their every aspect separately.



Their common features are:

- addressing a mass auditorium,
 - mass accessibility,
- corporate nature of information production
 - dissemination.



Mass Media in Great Britain

THE PRESS

Newspapers are usually issued daily, weekly, or at other regular times. They provide news, views, features, and other information of public interest and often carry advertising.



The first English printed news book averaging twenty-two pages was the "Weekly News". It appeared in London in 1621.

By the 1640s the news book had taken the form of a newspaper. The first periodical was the "London Gazelle"





In Great Britain there are no official government newspapers.

British newspapers are proud of their individual styles. They can be classified into *quality* and *popular editions*.

Quality newspapers are serious daily issues. They appeal mainly to the upper and middle classes. Popular, *tabloid newspapers* are smaller in size and contain many photographs. Unlike quality newspapers popular newspapers are not so serious and their stories tend to be sensational.



Quality newspapers are:

"The Guardian"



"The Times"



"Financial Times"



"The Daily Telegraph"



Popular newspapers have a national daily circulation and appeal mainly to the working and middle classes.

They are:

"The Daily Mirror"



"The Daily Mail"



"The Sun"



"The Daily Express"



There is a wide variety of magazines in Britain. Their titles show that cater for tastes and interests:

Homes and Gardens

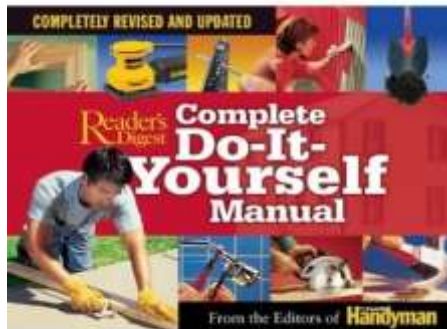


British Chess Magazine



Country Life

Do-it-yourself





TV experiments to create a workable television system began in the late 19th century by Paul Nipkow, a German scientist.

Television is the most popular entertainment in British home life today.

In London people have four TV channels:

1. [BBC I;](#)
2. [BBC II;](#)
3. [ITV Independent Television;](#)
4. [Channel IV.](#)





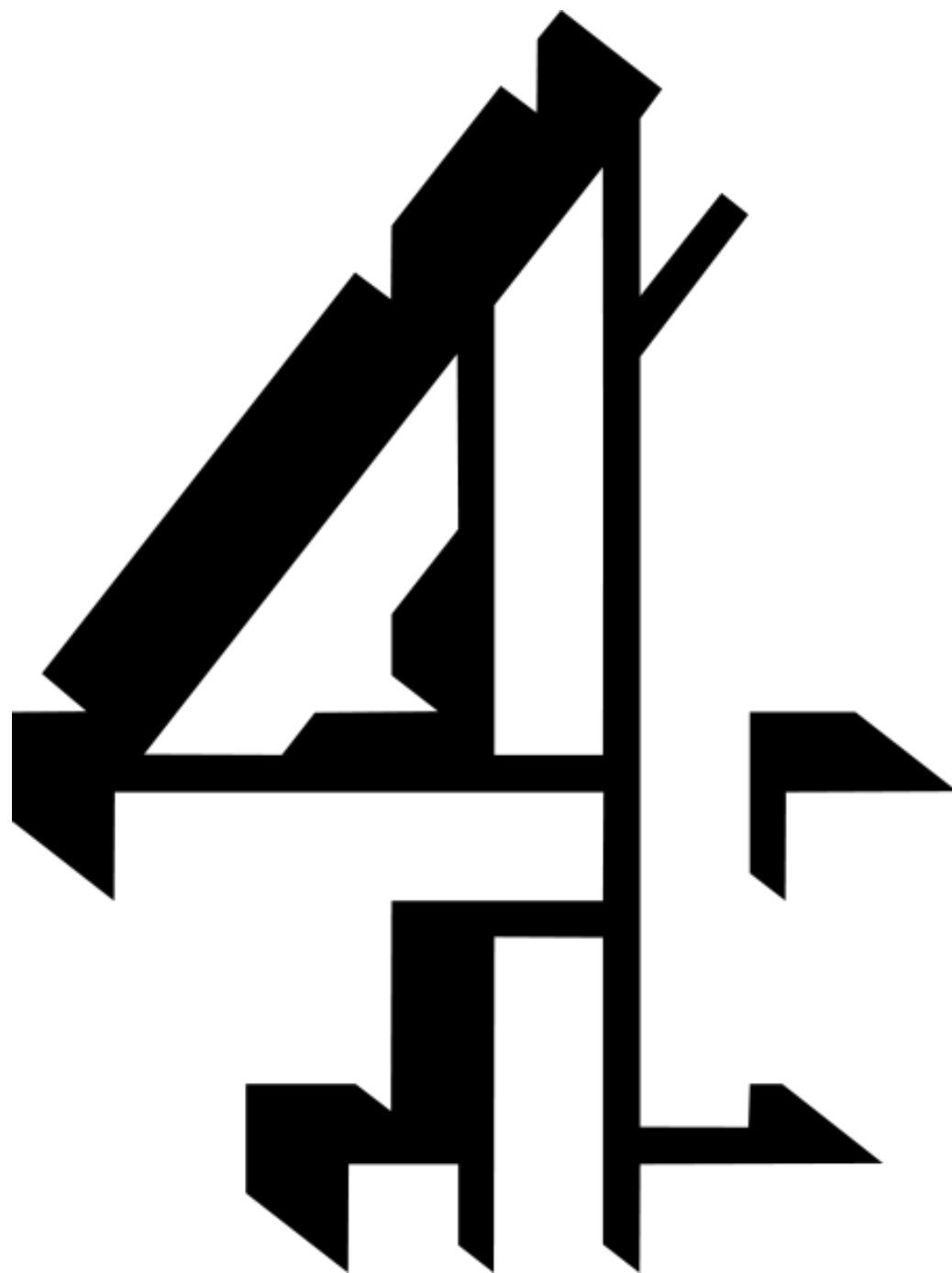
BBC1

BBC

TWO

ON AIR

itv



There are different types of TV programmes in Great Britain.

BBC1 and ITV start early in the morning. One can watch news programmes, all kinds of chat shows, quiz shows, soap operas, different children's programmes, dramas, comedies and different programmes of entertainment on these channels.





Two channels (**BBC II and Channel IV**) for presenting programmes on serious topics, which are watched with great interest by a lot of people.

These channels start working on early weekday mornings.

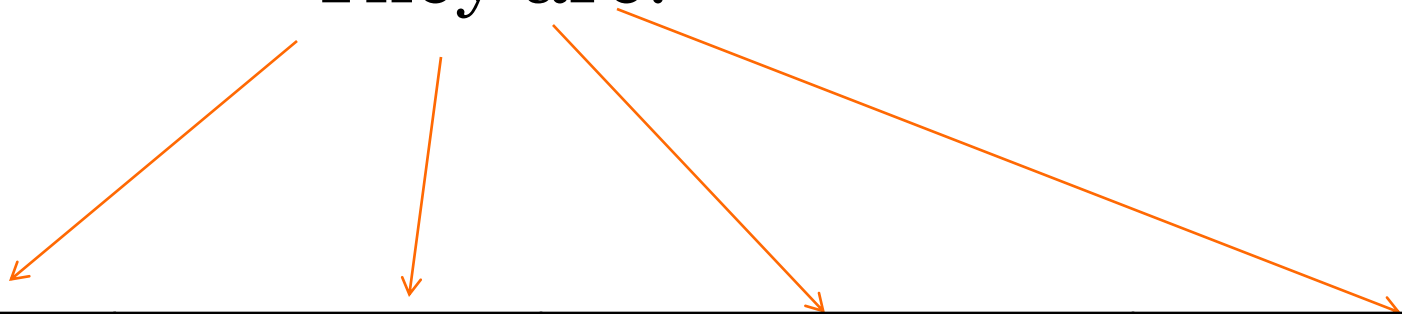


RADIO

The British Broadcasting Corporation (BBC), a public organization, still provides all radio programmes.

The BBC has four national radio channels for listeners.

They are:

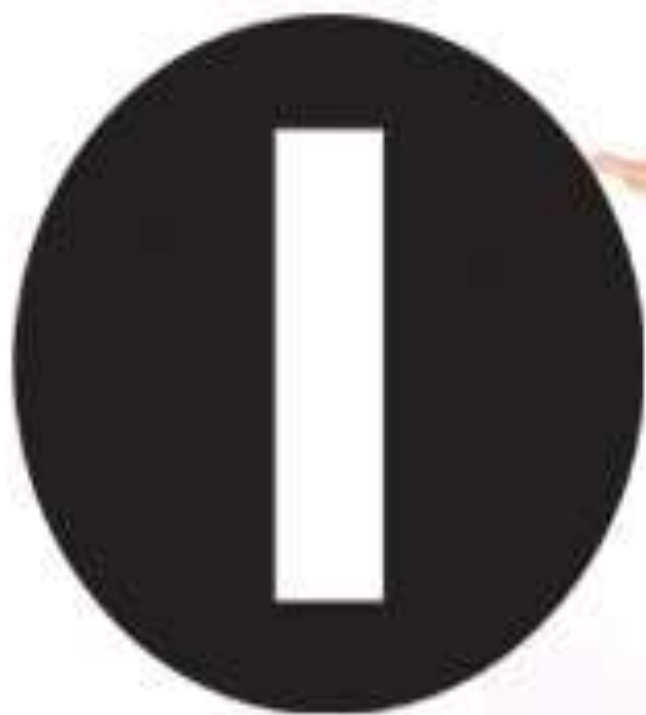


Radio 1	Radio 2	Radio 3	Radio 4
broadcasts programmes principal of rock and pop music affairs	broadcasts light music and entertainment	provides classical music: drama, poetry documentaries, some education	provides the news and current

The BBC has over 30 local radio stations and about 50 commercial independent stations distributed through Britain.



BBC
RADIO





Rae.3

BBC
RADIO

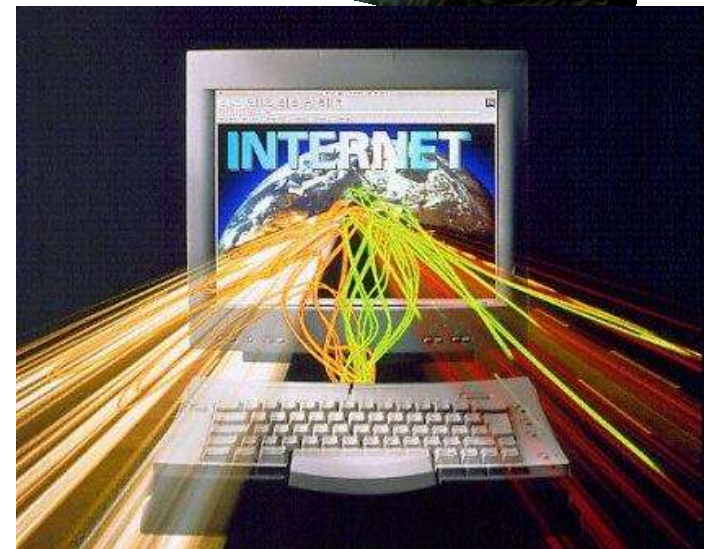
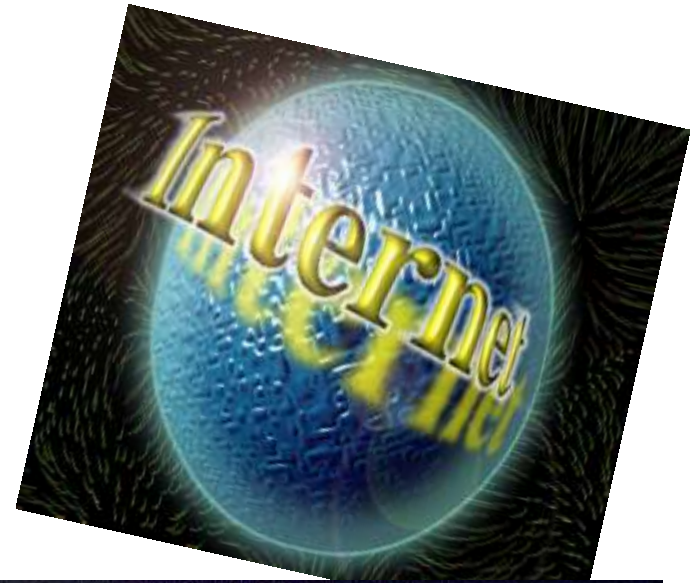
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INTERNET

The Internet was created in 1983. Since that time it has grown beyond its largely academic origin into an increasingly commercial and popular medium.

The Internet connects many computer net works. It is based on a common addressing system and communications protocol called TCP/IP (Transmission Control Protocol/Internet Protocol).



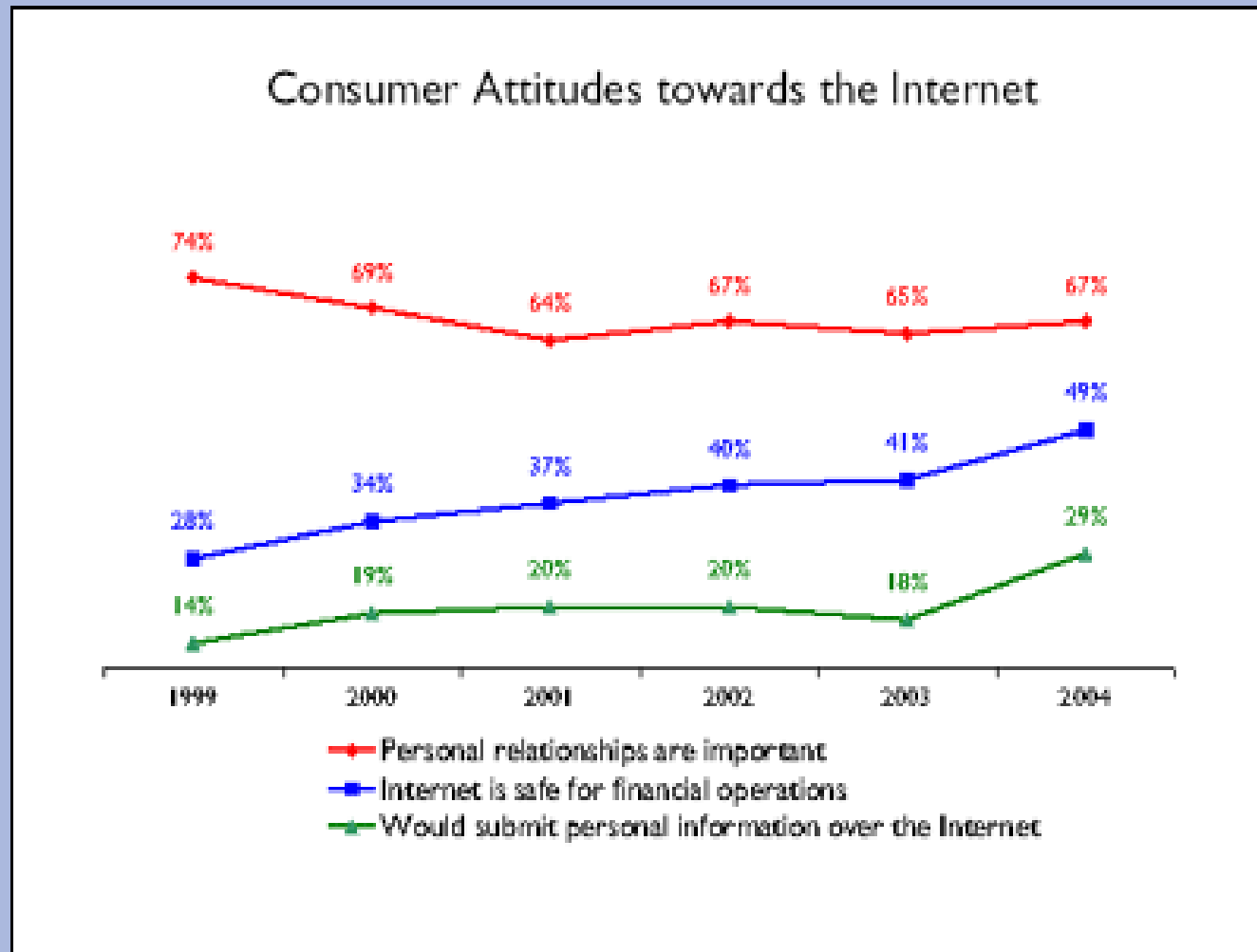
The Internet has brought new opportunities to government, business, and education.

Governments use the Internet for internal communication, distribution of information, and automated tax processing.



In addition, many individuals use the Internet for shopping, paying bills, and online banking.

Educational institutions use the Internet for research and to deliver courses to students at remote sites.




Mass Media in Russia

THE PRESS

Newspapers are not the same part of culture here as they are in the West.

You do not see a paperboy on the streets of any Russian city. Still, people buy the newspapers in kiosks or subscribe using state postal service.





Today Russia can be proud of the variety of newspapers circulating throughout the country.

On the news stalls one can find, like in Britain, newspapers of all kinds: national and local, official and private, quality and popular, newspapers issued for children, teenagers, people of different trends, for fans: sport-fans, car-fans, etc.

There are a lot of local and professional newspapers in Russia.



Now it is almost impossible to classify all the Russian news papers into two big groups:
quality and popular.

It is possible to name the newspapers and the bodies responsible for the issue of this or that newspaper to illustrate the variety of the modern Russian press.

"Moscovsky Komsomolets" is a social and political newspaper of the Russian youth



"Arguments and Facts" is an independent newspaper



"Evening Moscow" is an independent people's newspaper



"The Red Star" is the newspaper of the Defence Ministry.





As for the magazines, today they are numerous. They cover all topics and interests, from painting and architecture to tennis, from aviation and gardening to computers and literary criticism.

As for me, I buy newspapers and magazines from time to time, and if they are interesting, I read them from cover to cover. For example, I am fond of magazine called “Mini”. It is for teenagers.



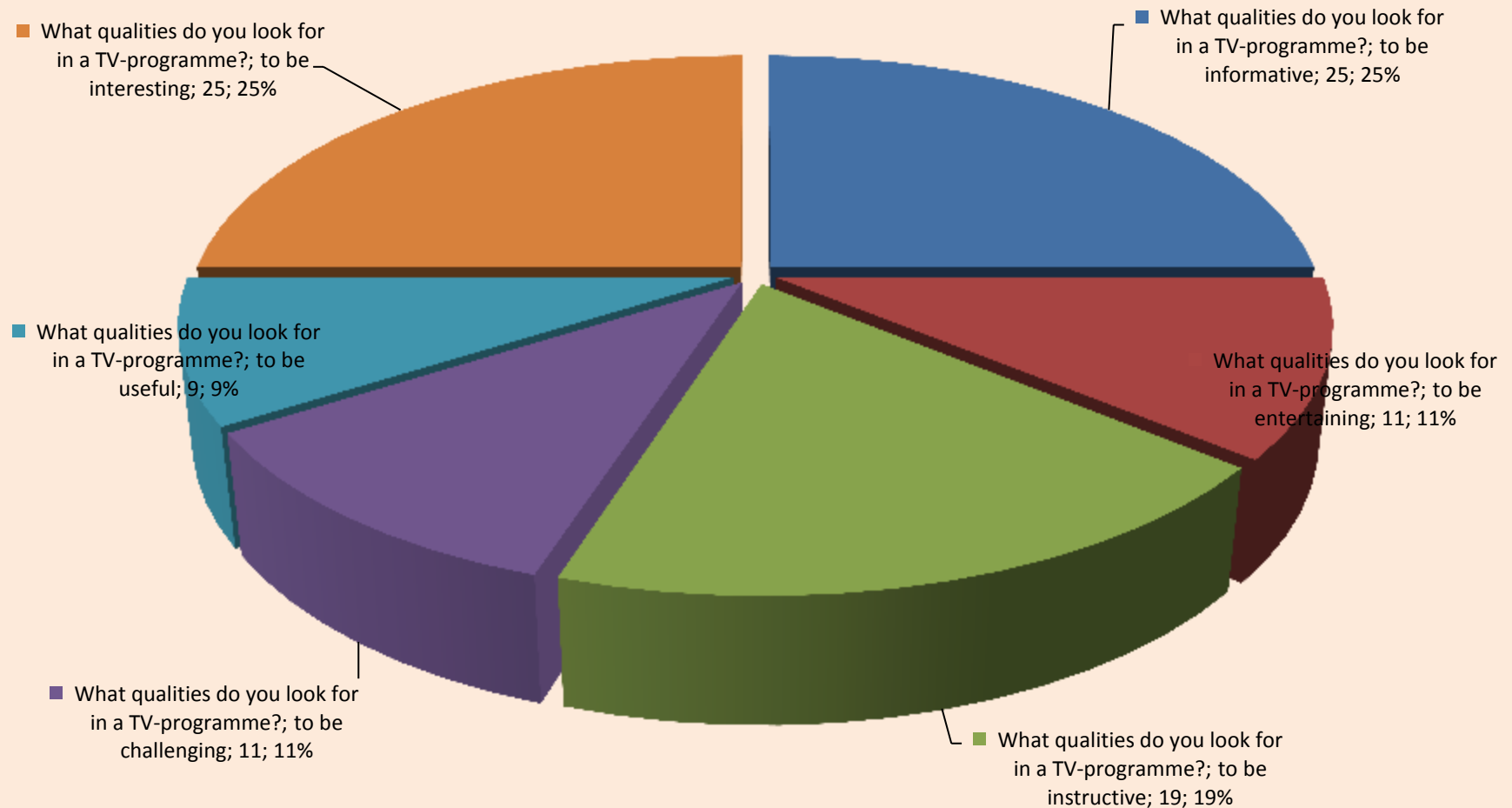
TV

TV is very popular means of information. Its popular among young people in our country. We can know a lot of news watching TV or listening to the radio set. All members of families watch TV regularly in Russia.

They say, the Russians prefer watching Channel 1 (85%) then comes Russian Television(57%) and the third place has NTV (45%)



In the survey (interviewed Russian people) the main function of TV is informative (25%)



Frankly speaking, I am not a telly addict. I have many favourite TV programmes but I haven't enough time to watch all of them. My family like such programme as "Vremena". I prefer to discuss some problems with my parents after it.





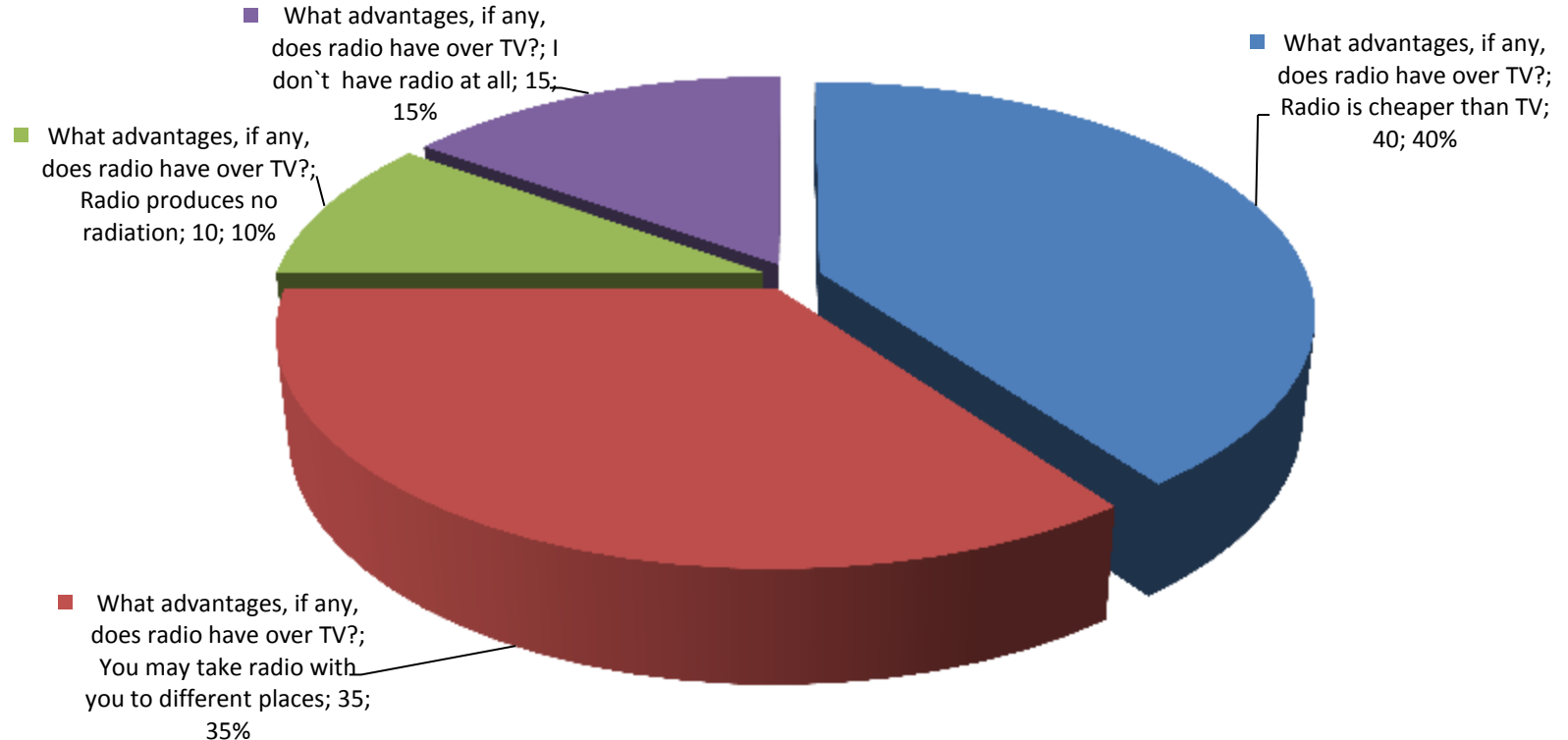
RADIO

Radio has not lost its importance with the appearances of TV and the Internet. Today there are a lot of radio stations of many different types and so much variety. Talk shows and music programmes with disc jockeys are very popular.

For example, “**Radio Rossii**” (“Radio of Russia”) respected by elders and controlled by government, “**Russkoe Radio**” (“Russian Radio”) and many others.



In spite of appearance of the Internet, radio is still popular with the audience because it can take with you to different places (35%).

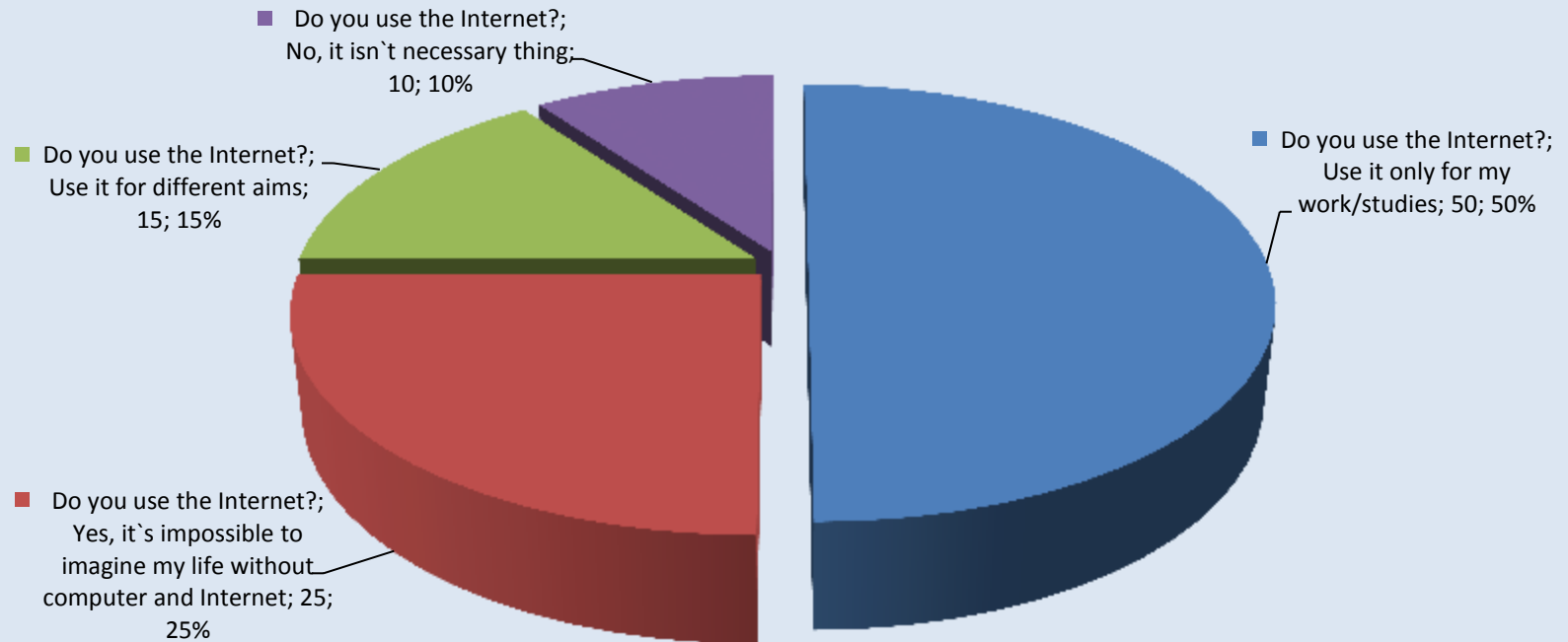


INTERNET

In 2007, the number of Internet users in Russia was about 25 millions (our whole population is 140 millions). Most of these people don't watch TV for news, strongly preferring online information sources.




In the survey, people answered that they use the Internet for different aims.



50% per cent the Internet exists only for work or studies!

CONCLUSIONS



Nowadays the meaning of mass media is growing not only in Russia but in GB

The systems of mass media in GB and in Russia are different

Thanks to my survey, I have come to the conclusion that my work is actual nowadays, because of all types of mass media are still popular, in spite of wide spread of the Internet.

Thank you for
your attention!!!

