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»

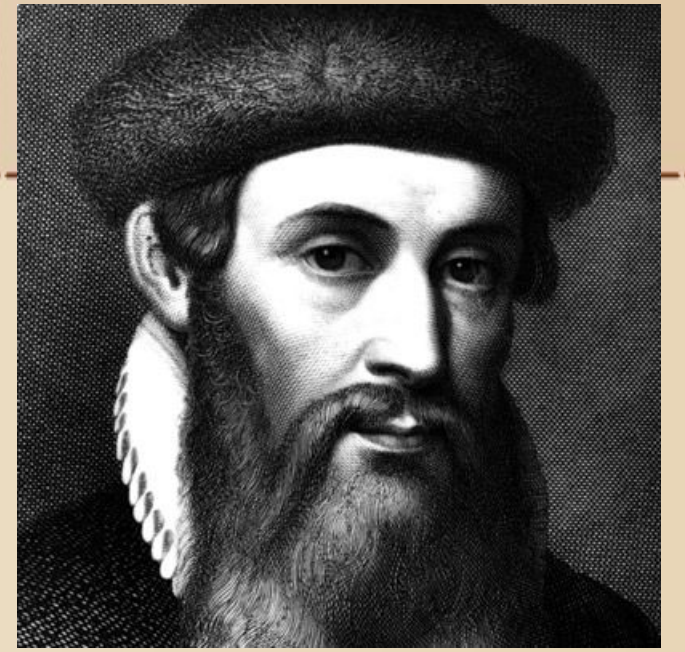
(Leo Laporte, the founder of TwiT Network)

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

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

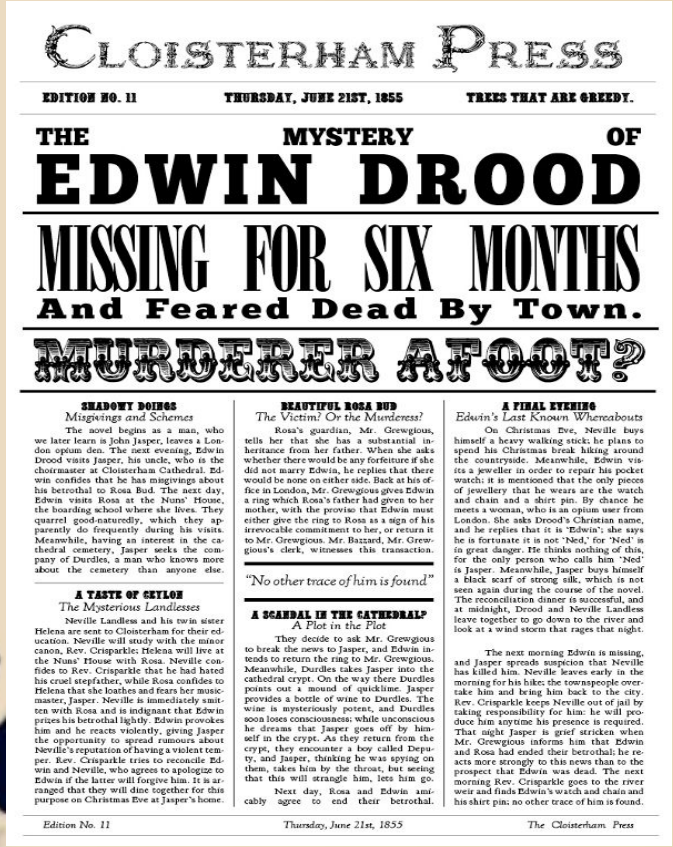
The first dated printed book known is the "Diamond Sutra", printed in China in 868 AD

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 | TREES THAT ARE GREEDY.

THE MYSTERY OF

EDWIN DROOD

MISSING FOR SIX MONTHS

And Feared Dead By Town.

MURDERER AFOOT?

SHADOWY DOINGS

Misgivings and Schemes

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 CEYLON

The Mysterious Landlesses

Neville 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 had hated his cruel stepfather, while Rosa confides to Helena that she loathes and fears her musicmaster, 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.

BEAUTIFUL ROSA BUD

The Victim? Or the Murderess?

Rosa's guardian, Mr. Grewgious, tells her that she has a substantial inheritance from her father. When she asks whether there would be any forfeiture if she did not marry Edwin, he replies that there would be none on either side. Back at his office in London, Mr. Grewgious 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. Grewgious. Mr. Bazzard, Mr. Grewgious's clerk, witnesses this transaction.

"No other trace of him is found"

A SCANDAL IN THE CATHEDRAL?

A Plot in the Plot

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

Edwin's Last Known Whereabouts

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 pieces 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 hike; 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. Grewgious 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.

Edition No. 11 | *Thursday, June 21st, 1855* | *The Cloisterham Press*

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

NEW YORK—FOR THE WEEK ENDING APRIL 28, 1883.

NEW YORK.—COMPLETING A GREAT WORK—LASHING THE STAYS OF THE BROOKLYN BRIDGE.

•Time goes by...

The Times Dispatch

WHOLE NUMBER 18957. RICHMOND, VA., TUESDAY, APRIL 16, 1912. PRICE TWO CE

Titanic, Giant White Star Liner, Sinks After Collision With Iceberg on Her Maiden Voyage, and 1,800 Lives Are Reported Lost in World's Greatest Marine Disaste

WIRELESS CALLS SEND VESSELS RUSHING TO AID OF SEA COLOSSUS

Through the Night They Drive With Full Speed to Reach Titanic.

MEANTIME, WORLD WAITS IN AGONY OF SUSPENSE

The 19th century

Nowadays

'The best game ever devised by mankind'

How to play bridge by Andrew Robson

Free guide inside

THE TIMES

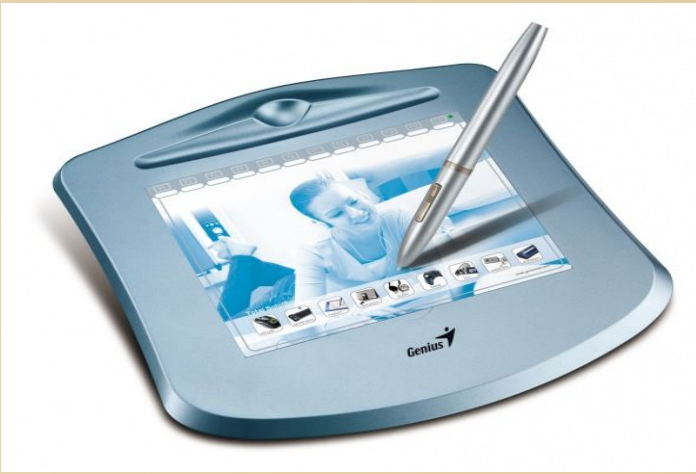
SATURDAY

Arab Spring could double price of oil, minister says

Flo Cam takes a bow

- 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 201

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 Coronati

- ***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 Mirrow, 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.

Thank you for your attention!!!

Интернет ресурсы

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