**Lecture # 4**

**United Kingdom**

*England*

Media of the United Kingdom consist of **several different types of communications media**:

television, radio, newspapers, magazines, and web sites. The country also has a **strong music**

**industry.** The United Kingdom has a diverse range of providers, the most prominent being the

state-owned public service broadcaster, the BBC (British Broadcasting Corporation).

The most well known of perhaps all media around the world is the BBC or the British

Broadcasting Corporation. The BBC, developed as a public service during World War I, operates

under a public service model in which audience members pay the costs of programming

through equipment licensing fees.

The BBC's largest competitors are ITV plc, which operates 11 of the 15 regional television

broadcasters that make up the ITV Network, and News Corporation, which holds a large stake

in satellite broadcaster British Sky Broadcasting and also operates a number of leading national

newspapers. Regional media is covered by local radio, television, and print newspapers. Trinity

Mirror operates 240 local and regional newspapers in the United Kingdom as well as national

newspapers such as the *Daily Mirror* and the *Sunday Mirror*.

**Western Europe**

*Spain, Portugal, France, Germany, and Scandinavia*

According to Broadcast scholar Matthew Rusher, “Each country in Western Europe seeks to

preserve its own culture and language and sees the foreign produced programming on the

international channels as a threat to its cultural integrity.”20 Cable television is common in the

region with satellite programming more prevalent in Scandinavia. Most countries were

authoritarian monopolies until 1980s when commercial alternative became commonplace.

There are more advertising revenues than ever before but strict government regulations and

guidelines remain.

European newspapers tend to take a more obvious political point of view than U.S.

newspapers. These newspapers are clearly slanted to one political viewpoint designed to

appeal to members of the particular political party they portray. Newspaper readership is

higher in Western Europe than in any region of the world, but the area still faces decline in

publications as more and more readers are seeking out online sources of information.

**Eastern Europe**

*Russia*

The media of Russia is diverse, with a wide range of broadcast and print outlets available to the

consumer, offering all kinds of perspectives and catering for all tastes. In total, there are 93,000

media outlets in Russia, including 27,000 newspapers and magazines and 330 television

channels. Television is the most popular source of information. There are three

channels with a nationwide outreach and a multitude of regional channels. **Local and national**

**newspapers are the second most popular choice**, while the Internet comes third. In all media

spheres, there is a mixture of private and state ownership. The three nationwide television

channels have been criticized for their alleged lack of neutrality. However, there is no lack of

independent media in Russia, especially in print media, radio, and the Internet.