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**Tereza Zíslerová**

**Západočeská univerzita v Plzni**

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**THE COVERAGE OF THE ANTISOCIAL BEHAVIOUR  
PHENOMENON IN THE BRITISH PRESS**

**Tereza Zíslerová**

**Plzeň 2014**

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**Bakalářská práce**

**THE COVERAGE OF THE ANTISOCIAL BEHAVIOUR  
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**Tereza Zíslerová**

*Vedoucí práce:*

PhDr. Alice Tihelková Ph.D.

Katedra anglického jazyka a literatury

Fakulta filozofická Západočeské univerzity v Plzni

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Prohlašuji, že práci jsem zpracoval(a) samostatně a používal(a) jen uvedených pramenů a literatury.

*Plzeň, červenec 2014*

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## 1 INTRODUCTION

The bachelor thesis deals with the current position of media in Great Britain. It should describe the difference between the left-wing newspapers and the right-wing newspapers by means of analysis of antisocial issues such as multiculturalism, alcohol abuse of the youth or immigration, and looks closely at how particular media present information and affect their audience, the public. Some serious incidents occurred during the production of the bachelor thesis (such as Boston bombing or the passing of Margaret Thatcher) which filled the front pages therefore the work deals with them also as it developed over time.

The topic was selected due to the present importance of media and their significant influence on the public, the obvious connections both between the media and the political parties and between the media and their owners. The relationship between the reader and the newspapers has changed dramatically over the past couple of decades and the phenomenon of the new media has emerged, dangerous for some and very important for others. Even though the bachelor thesis focuses predominantly on the newspapers, the new media such as Twitter and Facebook could not have been overlooked.

The thesis itself is divided into five different chapters referring to the current situation in Britain as a whole, to political parties, to social problems in Britain and the selection of topics in the newspapers while taking greater interest in the media-influenced image of the current British society. One of the chapters also mentions the history of the media. The end of the bachelor these contains analysis of the specific articles.

The first chapter describes the Great Britain in the twentieth century, the society, the attitudes and the structure. The second chapter

deals with the development of political system, the political parties and their goals and also describes the present political system. The third chapter is devoted to the media. This particular chapter is divided into four subchapters according to the kind of the media: the print media, the broadcasting media, the new media and Reuters, the news agency. The subchapters describe the function of each media, their history and social aspects. The fourth chapter deals with social conditions in Britain such as immigration and social class. The fifth chapter analyses the article with the aforementioned topics. Only the quality papers were used for this purpose.

Apart from the various books used for the thesis, the electronic issues of the newspapers were selected as the source for the articles as they are easily accessible and supplemented by the voice of the public.



## 2 GREAT BRITAIN IN THE TWENTIETH CENTURY

According to its economic, industrial and military strength, Great Britain has played an important role in the western world since the nineteenth century. The British state introduced the main ideas and principles of law, business, capitalism, parliamentary system and political democracy and liberty. [1] Many international reforms were carried out over time, “such as the extension of the vote in nineteenth and twentieth centuries, the diminishing power of the aristocratic House of Lords, the increasing authority of the popularly elected House of Commons in the parliamentary structure and the decline of executive monarchy. It underwent substantial collectivist social changes in the twentieth century, such as nationalization (with the state becoming the owner of public industries and services) and the creation of a welfare state. Later in that century, these emphases changed as government economic policies effectively shifted British society, collectively and individually, along free market lines.” [2]

The British state has changed dramatically in the twentieth century in the areas of nationalization and the creation of welfare. As well as the rest of Europe in the post-war era Britain also had to tackle the decline of its social and economic strength, and so the political structure, religious beliefs, social policies and economic institutions had to be entirely rethought. Great Britain also found itself up against new superpowers, the United States and the Soviet Union, thus was forced to re-invent its identity and direction on both the national and the international scale to restore its former glory. Britain formed a ‘special relationship’ with the United States of America while failing to maintain the liaisons within Europe. It was not until the opening of the Channel railway tunnel between France and England in 1994 when the situation was reversed. [3] In 1973, after long negotiations, Great Britain entered the European

Union. Nowadays, it seems that the British society would prefer to leave the European Union as the results of the elections to the European Parliament showed.

British public are getting more and more concerned with the way the politicians handle their country as the present system does not allow enough flexibility or freedom. Decisions for the country are made by the politicians, whether elected or appointed, who act on their own in both their production and their application, which only leaves the general public feeling disappointed and helpless. British people believe they should be more involved in the process, especially when it relates to institutional changes in the society or local and national affairs. This system of Parliament, law and government is the reason why people are gradually becoming uninterested in politics and have withdrawn themselves from the political process. [4]

But there are many other structures (public or private) of social activity such as sport, the family circle, youth culture, local communities or habitual ways of life. All of them have their own particular value-structure and organizations. Their character is more localized, informal and democratic. However, they could be dominated by elites, which may cause a plethora of problems, especially when these elites are in conflict with other forms of leadership. [5] “This behaviour on both national and local levels emphasizes the strong individualistic streak in the British mentality, which views ‘authority’ with suspicion and has historically often led to schism and nonconformity in many areas of society.

The ‘British way of life’ and British identities are determined by how people function within and react, whether positively, negatively or apathetically, to social structures. These are not remote abstractions but directly and immediately affect individuals in their daily lives. For example, government policies impinge upon citizens and their families; commercial

organizations influence choices in food, music, clothes and fashion; the media try to shape news values and agendas; sponsorship and advertising may determine the nature of sport, the media and other activities; developed government bodies in Scotland, Wales and Northern Ireland initiate policies for their own areas; local government throughout UK conditions local activities; and community life is subject to small-scale (and sometimes eccentric) influences.”[6]

## **2.1 Britain today**

The way British society works, and the diversity and change taking place have its negative and positive side. The country as a whole has changed in many aspects but not at the same pace and not on an equal footing, depending on the location. One may think that Britain behaves homogeneously but this is not the case and there are divisions in the country. For instance, London has a strong influence on the rest of the country and the cultural distinctiveness and the diverse identity of Wales, Scotland, Northern Ireland and England create further divisions. Social and governmental systems are not working the same everywhere in Britain and there are economic gaps which vary based on the location. In some areas people are asking for more independence in the local government in order to counter the economic depression, rising crime, social deprivation, the decay of many inner-city locations and the deepening economic and cultural gulf between the North and the South. In different parts of Britain there are serious discussions on issues such as the position of women in the society, minority ethnic communities and interest groups, and the process creates tensions around the National identity and the individual and collective rights of the public. However, there more issues to address for the communities as the gap between the rich and the poor is expanding, tensions between cities and the countryside are more noticeable, the differences between the young and

the elderly are becoming more striking and the human lifespan is rapidly increasing. [7]

There is also a noticeable decline “in the allegedly traditional deference to authority, consensus views and support for national institutions (such as the monarchy, professions, Church and Parliament).” [8] In the present, people are more individualist, multi-ethnic and nonconformist than they used to be. “Opinion polls suggest that the British themselves feel that they have become more aggressive, more selfish, less tolerant, less kind, less moral, less honest and less polite.” [9] Based on research, Britain of today has a new mode of behaviour which consists of materialism, egotism, celebrity worship, vulgarity, trivialization and sensationalism. “On some levels, such developments have led to visible increase in antisocial behaviour, yobbishness, public scruffiness, vandalism, serious alcohol and drug abuse, disputes between neighbours, violent crime and assaults, public disorder, the growth of criminal gangs and increased gun and knife attacks, which disturb many British people.” [10] Politicians, critics and a majority of the respondents in public opinion polls ask for more civic responsibility and caring society which individualism is very important for. The question is whether the rather negative image of current British society is the work of the media (when the media try to act as the moral segment in the society) and the particular commentators or it is nothing but the reality. According to several surveys, many British experience it in everyday life. [11]

On the other hand, historical facts demonstrate that the past of Britain was not so idyllic as some people may think and “there were periods when the levels of social violence, poverty, and deprivation were much greater than they are now, both in the cities and the countryside.” [12] During the past 60 years, Britain underwent many changes. Nowadays, people seek prosperity and opportunity and consider poverty to be relative. On the other hand, many British assert that prosperity does

not necessarily mean happiness. Thanks to technological advances, new economic policies and most importantly multi-ethnic growth, Great Britain expanded the role of women, showed more tolerance towards alternative lifestyle and transformed as a whole. [13] Some changes were better, some changes were worse, and it is a fact that the media played an important part. For example, the image of women presented in the magazines in the sixties is completely different to the way they are portrayed today.

Based on other opinion polls, the British assume that they have individual independence and liberty within the framework of social institutions and they are ready to express their disapproval when they feel threatened as protest is the natural reaction in Britain. On the other hand, the British sometimes tend to ignore serious social and political disruption. Such disruption could be tempered by the promise of reforms or be simply ignored by politicians likewise. The British are, for the most part, characterized by peaceful evolution which the government tried to interrupt by radical and sometimes change in the last years.

Great Britain is now facing different cultural and economic realities. According to economists, tempers fray, like during the imperialist era, when it comes to the benefits of industrial revolutions, cheap labour or uncompetitive world market. "The society has seen a decline in traditional certainties, and become more mobile, stressful and conflict-ridden. Critics argue that the old pragmatic methods of innovation, which illustrate the British tendency to muddle through difficulties without long-term planning or fundamental reform, are no longer sufficient for an era in which specialized education and training, high-technology competence and a need to respond to international competition are the main determinants."

[14]

It is not, however, only the aforementioned issues Great Britain as well as the western nations, has been dealing with since terrorism became an actor in the ordinary life. On 7 July 2005, public transport system was targeted by suicide attacks executed in the morning rush hour in the centre of London and further attempts were registered on 21 July. The bombings left many trapped in the underground, claimed tens of casualties and hundreds of the injured. These terrorist attacks have raised debates amongst both the experts and the public about the loyalty of the country's multi-ethnic population and about government policies in areas of refugee camps and immigration procedures. [15] In the last few years, there are opinions that it is already too late to restrict the rules for the asylum seekers (mainly from the Middle East) as the cultural difference does not make it easy to adapt to the European world.

Britain has been involved in military operations in Bosnia and Kosovo and has also taken part in the 'War against Terror'. The close relationship between the Prime Minister Tony Blair and the former president of the USA George Bush and the invasion of Afghanistan in 2001 and Iraq in 2003 led to massive anti-war protests across the country and the globe. Tony Blair sent the British army into battle five times during his first six years in office which so far is the highest number in Britain history. [16]

### **3 THE GOVERNMENT AND POLITICAL PARTIES**

#### **3.1 The development of the government since 18th century**

In the eighteenth and the nineteenth century the British Government developed towards its modern form in an irregular fashion. The House of Commons controlled its members and the government ministers, who were no longer accountable to the monarch. As a group, the ministers were responsible for government policy and actions. As individuals they ran their own ministries. The leader of all ministers was the Prime minister, whose job was derived from the chief minister for the monarch and they were the first among the equals. The senior ministers formed a Parliamentary cabinet which was very powerful and evolved based on the previous approach of the Privy Council. The majority party formed the government while the opposition consisted of the largest minority party. This minority party attempted to become the next government by presenting new policies to the people.

In the past, the political power of the elected House of Commons came from the unelected king or queen and the House of Lords. The House of Lords lost much of its political authority as a result of parliamentary reform acts established in 1911 and 1949. Two types of titles were available to a House-of-Lords member. The existing family title was handed down for generations and a life-peer title, new and non-family based, was introduced. However, ninety-two hereditary seats were removed in the year 2000. The remaining members now have only minor power over government legislation and cannot be involved at all in financial policies. [17]

The nineteenth century was a period of the growth of more organized political parties, which was caused the changing social and

economic factors. [18] The role of opposition also changed. The Conservative Party, also known as The Tories, introduced policies focusing on protection of traditional values, preservation of traditions and support for the business. They were linked with the Church of England and opposed to the radical ideas. [19]

The Whigs developed into the Liberal Party and became a progressive force. The Liberal Party stood for social reforms and economic freedom without government restrictions. [20] This party declined after the re-entrance of the Labour Party at the beginning of twentieth century. Later, they made an alliance with now-defunct Social Democratic Party and in 1980s these two parties blended and became Liberal Democrats, the third-largest party in UK today. [21]

After the foundation of Liberal Democrats, the Labour Party became the main opposition party to the Conservatives and two-party system in British politics could continue. The Labour Party was mainly supported by the working class, the trade unions and by a small percentage of the middle-class. [22]

### **3.2 The party system**

As it was already mentioned, there are three main parties in Great Britain: the Conservative Party (centre-right), the Labour Party (centre-left) and the Liberal Democratic Party (regarded as in the centre or slightly left of centre).

The Conservative Party are right of centre was founded in 1834, known as the Tory Party or the Tories today. Their policy is based on preservation of private property, social hierarchy and tradition, and the reduction of income tax. [23] The Conservatives want to “put the power in people hands- a massive transfer of power from Whitehall to local communities” [24] and “to see people encouraged and enabled to play a



more active role in society". [25] The Conservative Party "believes that business is the driver of economic growth and innovation, and that we need to take urgent action to boost enterprise, support green growth and build a new and more responsible economic model." [26] Euro sceptics form a significant number of its members and fought against The Lisbon Treaty for instance. They, however, advocate reforms which could stabilize the euro zone and implement greater democratic legitimacy within the European Union. The Party "believes that Britain must always be an active member of the global community, promoting the national interests while standing up for the values of freedom, fairness and responsibility. This means working as a constructive member of the United Nations, NATO and other multilateral organisations including the Commonwealth; working to promote stability and security; and pushing for reform of global institutions to ensure that they reflect the modern world." [27] The Conservative party with David Cameron as the leader deals with social problematic, quality of the environment, immigration and school system. The important members of the Conservative Party were Winston Churchill, Harold Macmillan, Alec Douglas-Home, Margaret Thatcher or John Major.

The centre-left Labour Party was founded at the beginning of the twentieth century. It started off as a socialist party and represented the interests of working-class. In the eighties, the Labour party changed the policy and they now stand for free market, the idea of multiculturalism, more government involvement in economy and equality. They want "to provide full social services than to keep income tax low". [28] "The values Labour stands for today are those which have guided it throughout its existence: social justice, strong community and strong values, reward for hard work, decency, right matched for responsibilities." [29] "Labour is perhaps less divided by foreign policy than at any time since the Second World War. The epic struggles between the party's pro-NATO, pro-

European right and its pacifist, Euro sceptic left peaked in the 1980s.” [30] During the premiership of Tony Blair, the Labour Party lost a substantial number of voters which was triggered by Tony Blair’s ‘friendship’ with George W. Bush and the fact that he supported the invasion of Iraq. The most important members are Ramsay MacDonald, Clement Attlee, Harold Wilson, Tony Blair, and Gordon Brown.

The Liberal Democrats, founded in 1988, are traditionally regarded as being in the centre or slightly centre-left. They are strongly in favour of the European Union and believe “in giving greater powers to local government, place more emphasis on the environment than other parties”, [31] they advocate reforms of the election system and minimization of the government-involvement in the privacy of citizens. [32] “The Lib Dems are making the tax system fairer, cutting taxes to help working people get on in life and clamping down on unfair tax avoidance.” [33] The Party support the multilateral foreign policy. They suggest the use of renewable sources of energy. [34] They “believe in a fair but firm immigration system. Highly-skilled immigrations can help us build a stronger economy, but the system must be fair“. [35] The leaders of the Party were David Steel, Robert MacLennan, Paddy Ashdown, Charles Kennedy, Sir Menzies Campbell, Vince Cable and the current leader Nick Clegg.

## **4 THE MEDIA**

The media or the mass media such as the television, the radio, the press and the Internet address a large group of people and especially since the first emergence of the 'new media' their ever-increasing impact on the reader is striking at the very least. Audience register fear and excitement, joy and sadness, and other emotions presented in the media. [36]

### **4.1. The print media**

The print media have played an important role in our society over the last 200 years. While predominantly read by the middle and upper class for merely educational and supervisory purposes in the past, the present media target mass audience and offer freedom of speech and controversy as its intent shifted towards being, for the most part, a medium of communication. While merely passing information and occasionally entertaining the reader in the past, present media may often influence the course of events, especially regarding political and social issues. [37]

#### **4.1.1. The National newspapers**

National newspapers with editorial office in London are accessible in the whole Britain and some of them also provide a regional version. [38] In the recent years, particular newspapers embraced the technological advance and introduced their electronic versions, which have become very popular on the grounds of updated news on regular basis and immediate availability. Many print newspapers are delivered at the reader's home every morning which brings no possibility to change their content. The online newspapers are ceaselessly updated and well

connected with social networks and other technologies such as mobile phones or tablets. National newspapers are printed every day including the weekend. Those issued on Sunday are known as 'Sunday papers' and may have different editing and team of journalists, the rest of them are commonly called 'dailies' sometimes produced by the same company. The main goal for the newspaper publisher is to sell as many copies as possible. [39]

National newspapers are divided into two groups, quality, providing the reader with relevant information, and popular dailies, often called tabloids. The newspapers could be also characterized by their format, small-sheet and broadsheet.

The broadsheet quality papers shall respect the objectivity and the context and their articles, which are written in formal language and inform about current events, are followed by analysis and comments. At present, they mostly focus on the investigative journalism but tend to pay certain attention to sensation too. The national newspapers are often in favour of the policies of political parties. [40]

The first quality newspapers in the Britain were The Times published its first issue in 1785 and is considered the leader on the market of the first half of the nineteenth century. The Times is followed by the Observer (1791) and the Sunday Times (1822). These three newspapers concentrated on a very small group of mostly educated people. The Daily Telegraph was founded in 1855 and the middle class were the targeted audience. The Independent was first published in 1886 and its nickname is the Indy. Quality papers come in two different sizes and with two different names, the Berliner and the broadsheet format. The Berliner is narrower and shorter than the broadsheet format and its main representative is The Guardian. In 1959, The Guardian developed from The Manchester Guardian (founded in 1821) which was originally a local paper, and became a national newspaper in the nineteenth century. [41]

Tabloid is a kind of mass media, whose costs are from five to ten times higher than quality papers, and which is based on emotions and sensation. Their content is focused on private life of famous personalities or celebrities such as actors, singers, or politicians. The headlines, as well as the articles themselves, are very catchy and very often contain shocking words or phrases such as sex, blood, divorce or adultery. The language of these articles is usually a simpler style of English and pictures prevail over text. First popular newspapers were the News of the world (1843) and the People (1881); both printed on Sundays and sought-after by working class. In 1896, the Daily Mail was founded by Alfred Harmsworth, who then became a so-called press baron. Shortly afterwards, Harmsworth introduced the Daily Mirror which was an alternative of quality papers for working-class. The beginning of the twentieth century was the period of a rise in the domain of media. In 1900 Arthur Person founded the Morning Herald as a rival for Daily Mirror. The Daily Mirror and the Morning Herald (Daily Express today) are so-called mid-market newspapers which shall cater the entertainment as well as the important news to the reader. The more sensationalist tabloids are called 'red tops', such as The Sun and The Mirror. The Sun developed from the Daily Herald in 1964. [42]

Although tabloids are very popular all over the world, they arouse heated discussion on the restriction of the freedom of the press. Many journalists do not respect privacy while hunting for the most sensational stories. The complaints concerning the invasion of privacy are dealt with by The Press Complaints Commission guarding the freedom and the independence of the press, founded in 1990 and financed by newspaper owners. [43]

“So why is the British press more frivolous? The answer may lie in the function of the British press for its readers. British adults never read

comics. These publications, which consist entirely of picture stories, are read only by children. It would be embarrassing for an adult to be seen reading one. Adults who want to read something very simple, with plenty of pictures to help them, have almost nowhere to go but the national press. Most people do not use newspapers for serious news. For this, they turn to source- broadcasting.” [44]

#### **4.1.2. Regional and ethnic newspapers**

More than 1,300 local and regional newspapers are printed in Great Britain. Even though their content is concentrated on the local news, sometimes they include the national and international issues. The regional newspapers are printed daily in the morning or in the evening, on Sundays and some issued as weeklies. They are mainly financed by regional advertising and mostly have an Internet version. [45]

London has, besides others, one daily, the Evening Standard. The quality local and regional papers are The Scotsman, published in Edinburg, the Glasgow Herald, the Western Mail, published in Cardiff, and the Yorkshire Post, published in Leeds. The Belfast Telegraph and the News Letter in Northern Ireland and the Daily Record, the Sunday Mail and the Sunday Post in Scotland. [46]

#### **4.1.3. Periodicals and magazines**

There are about 8,500 different periodicals and magazines with the content focus on economy, business, sport, hobby or interest such as computers, gardening, cooking or do-it-yourself projects and they are printed weekly, monthly or quarterly. They are at large dependent on their sales and advertising. The existence of teenage and youth magazines is a bit endangered, which was caused by greater Internet and mobile phone applications. The circulation of the men’s magazines is volatile; on

the other hand the magazines for women are sold in great numbers. The best-selling magazines are those containing feature stories and TV guide such as *Radio Times* and *What's on TV*. [47]

The magazines encompassing serious issues are for example the *New Statesman and Society* (a left-wing political and social affairs magazine), *The Economist*, the *Spectator* (a conservative journal). There are also magazines devoted merely to science and education such as *New Scientist*, *Educational Supplement*, the *Higher* and the *Literary Supplement*. [48]

## **4.2. The broadcasting media**

The broadcasting media could be divided into two sectors - public and independent. In the public sector the media are funded by the television licence fee and the media in independent sector are financed by advertising. [49]

The BBC had a monopoly on the airwaves until 1954 when the Independent Television Authority (ITA) was founded. In the field of radio emission, the BBC's monopoly was ceased in 1972 with the emergence of independent radio stations. The ITA was later connected to the IBA (Independent Broadcasting Authority) which incorporates also the ITC (Independent Television Commission) and the Radio Authority. This group was later substituted by Ofcom. Thanks to digitalization many new radio and television channels were created. [50]

### **4.2.1 The BBC**

“Just as the British Parliament has the reputation for being ‘the mother of parliaments’, the BBC may be considered to be ‘the mother of information services’. Its reputation for impartiality and objectivity in news

reporting is, at least when compared to news broadcasting in many others countries, largely justified.” describes James O’Driscoll the BBC. [51]

British Broadcasting Corporation (BBC) is the television and radio company. Its emission is provided in Great Britain as well as abroad. The BBC was founded in 1922 as the first and the biggest medium of radio by Royal Charter. During the Second World War it played a vital role as a facilitator of democracy and freedom of speech. Nowadays, the BBC has two main television channels (BBC 1 and BBC 2), five national channels, 39 local stations and also regional and community services in Scotland, Wales and Northern Ireland. [52]

The BBC is funded by television licence fee and by selling its programmes abroad. The BBC World Service, which is financed by the Ministry of External Affairs, enables the broadcasting abroad and also provides regional emission in many countries. [53]

### **4.3 The new media**

The term ‘new media’ can confuse but new media developed in the middle of twentieth century. The term is connected with the foundation of digital technology as the attribute of update, availability and interaction is very important for its specification. It means that it is possible to change their content, respond to and comment on. The representation of the new media include web sites, blogs, internet radios, online television but also mobile phone, email, social networks, Skype or ICQ. [54]

Interaction is one of the advantages of the new media. The communication is duplex so the absorption of information is never passive as the audience are expected to become involved in the process. Another advantage is the low cost. The access to the new media costs close to nothing, excluding the Internet bills. The production of web sites is also very inexpensive since any member of the public has the option to start a



blog or a social network page presenting his opinions or art. On the other hand, this could lead to misleading or false information and poor quality. [55]

The power of new media was very present in the case of Boston Marathon Bombings. The new media, especially the social networks such as Facebook or Twitter, was used as a variable and a very fast means of communication. People all over the world were informed about the attack a few minutes after they actually happened and the public were able to watch live video or see photos taken at the scene. The new media were used as a speedy channel for communication between the police and the citizens of Boston as well as the students of the university. They were quickly informed about the progress, security measures and the pursuit of the perpetrators.

On the other hand, this event showed exactly how much confusion media may cause when under pressure. The world media issued inexact and unconfirmed information and spread uncontrollably fraying the tempers and causing emotional damage. Readers merely passed the information on, for example the Chechnyan origin of perpetrators confused for Czech, which misled the audience across the globe. "The Czech Republic is trending because idiots are confusing it with Chechnya. If you're not sure whether to laugh or cry, cry," Chris Jones, user of Twitter, commented this chaos. [56]

This incident exposed the new phenomenon in reporting which is Twitter. The news is published on this social network more quickly than on websites or on television. Evidently, Twitter is the agent of pressure for traditional media.

#### 4.4 The news agency Reuters

The news agency Reuters, founded in 1851 by the German immigrant Paul Julius Reuter in London, was the first medium which informed about the end of the WWI or about the discovery of Tutankhamen's tomb. The Reuter's Telegram Company broadcasted commercial news at the beginning. Thereafter, it gained the first subscribers. After a few years, in 1856, the first subdivision was founded in Alexandria, Egypt. One year later Paul Julius Reuter established the first Asiatic subdivision in Bombay and finally, the first South American subdivision was set up in 1874 in Chile. In 2008 the new agency Thomson Reuters was formed by fusion with Canadian company Thomson Corporation. Thomson Reuters resides in New York and focus on finance sector. [57]

Modern technology was important for Paul Reuter and his followers. The agency was the first who broadcasted the news internationally on radio or who used the satellite in 1962 for the first time. They also presented the teleprompter for data transfer to London Press. [58] The news agency Reuters transmits the news in English, French, Arabic, German, Chinese, Japanese, Russian, Spanish, Italian and Portuguese, and employs several thousand journalists.

Unfortunately, this line of work has had a few victims. The first Reuters journalist who was taken hostage was Anthony Grey in 1960 during Cultural Revolution in China. In 2000, an American reporter Kurt Schork was killed in an ambush in Sierra Leone. News cameramen Taras Protsyuk and Mazel Dana died in 2003 during the incident in Iraq. In Baghdad, Namir Noor-Eldeen and Saeed Chmagh were killed in US military helicopter. [59]

During the Russian- Georgian conflict, known as Five Day War, a Russian journalist accused the Reuters photographers of photoshopping the pictures in order to seem more extreme. Reuters published a drastic picture from the Georgian town Gori which was bombed by Russian army. The agency Reuters disclaimed this allegation. There was, however, a controversial case involving photomontage as a Lebanese photographer Adnan Hajj was dismissed because of editing pictures from Beirut during the Lebanese conflict. Adnan Hajj modified the picture in Photoshop by adding more colour to the smoke below the town and cloned its buildings.

## 5 THE SOCIAL ASPECTS

### 5.1 The social class

The British have always belonged to a particular class based on several aspects. These have been mainly material wealth and ownership of the means of production. Besides that, class has also been defined by education and work (or its title), accent or dialect, breeding and lifestyle. [60] In the past, the British society was divided into upper, middle and working class. “Earlier, hierarchies based on wealth, the ownership of property, aristocratic privilege and political power were rigidly adhered to. But a middle class of traders, merchants and skilled craftsmen began to make inroads into this system. Industrialization in the nineteenth century further fragmented class divisions. The working class divided into skilled and unskilled workers and the middle class split into lower, middle and upper sections, depending on job classification or wealth. The upper class was still largely defined by birth, property and inherited money.” [61]

During the twentieth century the social mobility was facilitated by the expansion of education and wealth. More precisely, people could move upwards out of the class which they were born to originally, which was usually the case of working class. Concerning the upper class, it was more often mixed with the middle class reasoned by a potential loss of aristocratic privilege, and the traditional class system began to diminish. [62] Some researchers now use a six-class model based on income, occupation and property ownership, such as:

- 1 Higher-grade professionals, managerial and administrative workers (e.g. doctors and lawyers)
- 2 Intermediate professionals, managerial and administrative workers (e.g. teachers and sales managers)
- 3 Non-manual skilled workers (e.g. clerks)

- 4 Manual skilled workers (e.g. coal miners)
- 5 Semi-skilled workers (e.g. postal employees)
- 6 Unskilled workers (e.g. refuse collectors, cleaners and labourers)

In addition, a newly emerged class (the underclass) has been mentioned in recent years. It consists of people who fall outside the usual classes and includes the permanently unemployed, single-parent families, the very poor, the alienated and those with alternative lifestyle. [63]

This model shows the British society as two-class, a middle class (correspond to 1, 2, 3) and a working class (correspond 4, 5, 6). According to research, Britain consists mainly of middle class (60 per cent) and of working class (40 per cent). [64]

“Polls suggest that the British themselves feel that they are becoming more middle class and it is argued that many people have the sort of lifestyle, jobs and income which classify them as a middle class. It also seems that class is now as much a matter of different social habits and attitudes as it is of occupation and money. The old gaps between the classes have lessened class today is a more finally graded hierarchy dependent upon a range of characteristics. But inequalities of wealth, difficulties and social mobility for the poorest in society, relative poverty and questions of prestige remain.” [65]

In present Britain, people are aware of the system of classes and the significant difference between them. It is believed that to find a friend from a different class seems to be more of a challenge at the very least. Most people though say that they do not agree with the class division. [66] They argue that it is not the result of religious or political opinions but that the particulate class have a particular lifestyle as well as various daily habits. The British classes may differ in the area of traditional values and what is most important. They enjoy different pastime and sports. [67] The other attribute for the classes is the pronunciation. The way how the

person speaks is much greater than what he or she says. English grammar and vocabulary used in public speaking, radio and television news broadcasts, books and newspapers is called 'standard British English'. Concerning working-class people, they use lots of words and grammatical forms in their everyday speech which are regarded as 'non-standard'. [68]

## **5.2 The immigration**

The British Isles have always been one of the main destinations for immigrant activity in the course of centuries due to factors such as religious and political persecution, business, trade and employment. There was relatively free access but it came with no legal rights. [69] "Immigrants have had a significant impact on British society. They have contributed to financial institutions, commerce, industry, and agriculture, and influenced artistic, cultural and political developments. But immigrant activity and success have also resulted in jealousy, discrimination and violence from the indigenous population." [70]

In the nineteenth century, immigrants were attracted more by North America and a large number of them were also British. Being the centre of many international financial institutions the City of London has appealed to immigrants with the business and financial skills especially in the recent years. [71]

At the beginning of the twentieth century East End of London has attracted groups of immigrants, mainly Jews and Poles from Eastern Europe. After both world wars many refugees entered Britain despite legal controls. After the First World War, as a result of the world's recession, refugees from the Nazi-occupied Europe landed on the isles in search for work followed by people from Soviet bloc such as Polish, Latvians or Ukrainians and Cold-War political refugees (Czech, Hungarian, German,

Italian or Spanish). As a result, Britain has become greatly multicultural with its sizeable ethnic minorities such as Libyans, Vietnamese, Turkish, Chinese, French and East African Asians. All of them, some more than others, had to suffer some kind of discrimination. [72]

“But public and political concern in the immediate post-war era turned to the issue of race and skin colour, which were to dominate the immigration debate for the rest of twentieth century and focus on non-white Commonwealth immigration. Before the Second World War, most Commonwealth immigrants in Britain came from largely white old Commonwealth countries of Canada, Australia, New Zealand and from South Africa. However, all the Commonwealth citizens (white and non-white) continued to have relatively free access and were not treated as aliens.” [73] After the year 1940, the number of non-white immigrants from the New Commonwealth nations has increased significantly. Mainly from Pakistan, India and the West Indies they filled the vacant manual and low-paid jobs. They worked in public transport, catering or manual trades in London, Birmingham or other big cities and in textile and iron industries of Leeds or Leicester. In 1970s, the non-white immigrants came also to the towns such as Glasgow, Bristol or Manchester. [74]

The situation of immigrants has changed nowadays. The non-white immigrant, mostly Indian Asians and Chinese, have got a job in finance and economic field or in the IT while others face problems with low-paid jobs, discrimination, educational disadvantage or isolation. [75] It is argued that British possess rooted racism, which is based on the legacy of the empire and notions of racial superiority which impede the integration of the non-white population into larger society. Some young non-whites born in Britain feel that they have lack of education and much fewer employment opportunities [76] On the other hand, the opposition

arguments that the immigrants should integrate more with the majority population. [77]

“There is still criticism of the immigration laws and race-relations organizations. Some people argue that one cannot legislate satisfactorily against discrimination and other would like stricter controls on immigrant entry. The concerns of some white people are made worse by racist speeches; the growth of nationalist parties like the National Front and the British National Party; and racially-inspired violence. Non-white citizens, on the other hand, often feel that they too easily and unfairly become scapegoats for any problems that arise. Some become alienated from British society and reject institutions such as the police, legal system and political structures. Government policies since 1940s have not always helped to lessen either white or non-white anxieties.” [78]

In 2004 new and more specific requirements and were established by Labour Party in Britain. “Applicants must now demonstrate knowledge about life in Britain, reach an acceptable level of English proficiency, attend a citizenship ceremony and swear a citizenship oath and pledge to the Queen and the UK. This move has been seen as an attempt to emphasize for immigrants the centrality of Britishness and British values.” [79]



## 6 ARTICLE ANALYSES

### 6.1 Underage Drinking

Youth drinking is a widespread problem around the world but western nations seem to be struggling the most. In 2012, shocking news was released pointing out the issue of binge drinking of young Brits. All British dailies consequently issued similar statement quoting a survey which put British girls at the very the top, above other youth drinkers in Europe.

In July 2012, newspapers the Daily Telegraph as well as the Daily Mail published alarming headlines: “British teenage girls are biggest binge drinkers in Europe” [80]; “UK’s teenage girls are the biggest binge drinkers in Europe as more than half of 15-years-olds drink to excess at least once a month”. [81] Both dailies later mentioned the figures which proved it true based on survey carried out by the Department of Health. Both dailies came to a very similar conclusion: “More than half of girls aged 15 and 16 say they drink to excess at least once a month” [82]; “More than half of girls aged 15 and 16 years old admit drinking to excess at least once a month, according to research”. [83] The Daily Mail also accented the matter: “The shocking figure also means the UK is one of the few countries where the girls binge-drink more than boys.” [84] The same newspapers also commented further “that the debilitating effects of drink cost the UK economy more than £21billion a year.” [85] The journalist also added that a lot of youth are already under the influence on entering the pub and the statistics show that “every year, drink costs the nation £21billion – £11billion in crime, £3.5billion for the NHS, and £7.3 billion in lost productivity such as sickness absence and premature deaths”. [86] This article is supplemented by a story of a British girl who started to drink alcohol at the age of 11. The Daily Telegraph delivered

objective data on boys: “The number of boys drinking the same amount is also high at 52 per cent, although this is surpassed by 62 per cent in Malta, and 60 per cent in Latvia.” [87] It is therefore obvious that the Daily Mail article was the source of information for the Daily Telegraph. Moreover, some journalists even resorted to a mere quotation.

The daily Independent addressed the same in his section of blogs. The journalist also referred back to the survey made by the Department of Health. According to the facts at hand, girls drink more than boys. The journalist also compared these two groups in another fashion. “But while it is tough being a teenage girl, across the board, girls do better in exams and make a more successful transition to adulthood than boys do. Girls are more likely to get jobs and generally earn more than young men, before they suffer the motherhood penalty of parenthood. Other than teen pregnancy, which has an obviously disproportional impact on their life chances compared to boys, teenage girls do better than boys overall. There are just a few exceptions. Teenage girls eat less healthily than boys (when measured by five-a-day fruit and vegetable) and they also get much less exercise.” [88]

According to the Guardian, this daily had mentioned the problem of alcoholism before. In March, it published two articles. The first one described alcoholism as a problem in general with the addition of one paragraph about youth drinking. The second one with the headline: “Hollywood films encourage teen binge drinking, says new study” [89] referred to German research which “report teenagers in six European countries more likely to drink to excess after watching scenes featuring alcohol”. [90] In December, the Guardian published cheerful news that: “Young Britons cut back on drink and drugs”. [91] The journalist made reference to official figures and reports from student bars across the country. “Statistics showing a continuing decline in alcohol intake,

especially among students, suggest they are increasingly rejecting the drinking and drug-taking culture of their parents' generation and reversing the excesses of the late 1990s, said Professor Fiona Measham, a criminologist at Durham University, who has been studying drinking patterns for more than two decades.” [92]

## **6.2 Margaret Thatcher**

Margaret Thatcher, Baroness Thatcher, was a British politician and Leader of the Conservative Party. In 1979, she became the first female Prime Minister. Lady Thatcher served three consecutive terms in her office. She was called ‘Iron Lady’ and her policies are known as Thatcherism. She passed in London on 8 April 2013, at the age of 87.

Her “controversial policies, including the poll tax and her opposition to any closer integration with Europe” [93] and her popularity plummeted. Her passing generated mixed reactions, ranging from the mourning to public celebrations in the streets of Britain. What is more, according to critics her funeral was very excessively expensive. British media were very much omnipresent at that time. The media first published pictures from the celebrations and later, they asked for identity of people in these pictures. The Independent found a woman who was “identified as a Romany Blythe, a 45-year-old community drama teacher from south London” [94] and who organised one of the public ‘parties’ on Trafalgar square and asked the people to join her on Facebook. In the other article, the Independent focuses on the celebration in Brixton and with the subtitle: “Many of the people at the Brixton 'death party' were toddlers in the 1980s” [95] it tried to highlight that the participants of the celebration are mainly very young people who “were not even old enough to remember the Iron Lady's reign”. [96]

Also the Daily Mail describes the celebrations in the article with the headline: “The flames of hatred: 30 years of loathing for Baroness Thatcher explodes in celebrations of her death. Will funeral now be targeted?” [97]

The journalist decided to follow the celebration in Bristol where a fight between youth and the police broke out. The article is supplemented by short interviews with the participants. “I’ve been waiting for that witch to die for 30 years. Tonight is party time. I’m drinking one drink for every year I’ve been out of work”, [98] said unemployed Julian Styles who was made redundant from his factory job in 1984. The participants of the celebrations expressed anger against Margaret Thatcher and said “that she was more interested in profit than in people”. [99] As the series of pictures below the article show almost very young people only.

The Guardian in general informed about the ‘parties’ in the whole country and it directed its attention to an interview with a man who “denies affray at Margaret Thatcher death celebration”. [100] This daily also published a video with a short commentary.

### **6.3 The 2010 British student protest**

A series of demonstrations in November 2010 took place as a part of ‘the 2010 British student protest’. The protests moved from several areas of Britain to London where the demonstrations culminated in the largest student protests. “The protests were held in opposition to planned spending cuts to further education and an increase of the cap on tuition fees by the Conservative-Liberal Democrat coalition government. The proposed budget reduction followed a review of higher education funding in England conducted by Lord Browne. Student groups said that the intended cuts in the school sector were excessive and broken campaign promises made by politicians, amounting to ‘attempts to force the society

to pay for a crisis it didn't cause'." [101] Thereafter, in the end the protests turned into scuffles with the police in front of the building at 30 Millbank and into vandalism in the streets of London on 10 November 2010, similar incidents followed on 24 and 30 November and 9 December saw the occupation of the governmental and university buildings.

Media informed about the whole development of the protest. The Daily Telegraph addressed the protest as 'infantile behaviour' in one of its articles. [102] It also added that the protest "was also the first real test of the Metropolitan Police's new strategy for dealing with street protests." [103] In these particular articles the journalist criticized the Labour Party because they "ignored the fact that it was Labour that introduced tuition fees; that commissioned the review that recommended the new increases; and that now has no policy of any kind on student finance. The cynicism is breath taking." [104]

The Guardian in the article: "Students take to streets for protest against tuition fees" [105] very well focused on this issue but also expressed attitudes of the universities which argued that the government made 'profound error'. [106] The Guardian also commented on the march to the building at 30 Millbank in central London, "where police wielding batons clashed with a crowd hurling placard sticks, eggs and bottles." [107]

As well as other media, the Independent clearly described the protest and the march of the students. It mentioned "at least 15 protesters were arrested for offences including violent disorder, theft and criminal damage as barriers were thrown and fires lit in the street." [108] Leader of the Liberal Democrats Nick Clegg also commented on the incident: "What you will see is a system that will make access to university much much much fairer than it is at the moment. We want to make universities open

and accessible to everyone, and that is why our reforms will mean that people who come from disadvantaged backgrounds will find it easier to go to university, cheaper to go to university.” [109]

Other media such as the Guardian and the Daily Telegraph published the frayed words exchanged between Harriet Harman, the deputy Labour leader, and Nick Clegg. Harriet Harman “said she hoped Clegg would go and tell the students protesting outside parliament how ‘fair’ the government's plan was.” [110] They argued about the sum of tuition fees.

In addition to that, the Guardian mentioned the arguments of David Cameron to the question one of the protester, a Chinese student. “Meanwhile one student won an unexpected concession from the coalition. In answer to a question from a Chinese student during his trip to China, David Cameron said: ‘Raising tuition fees will do two things. It will make sure our universities are well funded and we won't go on increasing so fast the fees for overseas students ... We have done the difficult thing. We have put up contributions for British students. Yes, foreign students will still pay a significant amount of money, but we should now be able to keep that growth under control’.” [111]

The Daily Mail published the article supplemented by a series of pictures from the 24 November. It failed to explain the reason of the protest as the journalist focused merely on the incidents during the march and the later violence. He intended to point out the fact that this manifest had lost its meaning when a couple of girls vandalized a van while onlookers were taking pictures with their cameras and iPhones. “At least 29 protesters were arrested for theft, violent disorder and criminal damage after a female police officer suffered a broken hand and another

officer had to be dragged out from a cordon with leg injuries when violence flared.” [112]

“A reporter from The Daily Telegraph said that the ‘anarchic behaviour’ of those occupying Millbank was ‘counter-productive’ to the students’ cause, and that it was the photographs of ‘a few hundred vicious hotheads’ that would ‘linger’ in the public imagination rather than that of the main march. The Financial Times reported that an anonymous vice-chancellor from a London university had told them that the violence would undermine the campaign, and that it ‘could not have gone better for the government. George Osborne will be delighted’. [113]

The articles were supplemented by the controversial photographic evidence of the ‘Day X demonstration’ and its actors, in this case young students with blood on their face, in order to draw the attention of a reader.

## 7 CONCLUSION

The principal objective of the thesis, as stated in the introduction, is to show the difference between media and their influence on the audience. Both the left-wing and right-wing newspapers were used for the analysis of articles dealing with antisocial issues.

It can be generally claimed that the newspapers have a considerable influence on a reader. What is more, it is no longer only the papers but also the so-called 'new media'. The example of the Boston bombing introduces the new phenomenon Twitter and its dangers. The newspapers put the information on Twitter even though it is not verified as time is crucial in order to draw the attention of the public. Thanks to technological advances, it is possible to follow the news from anywhere in the world. Thereafter, this thesis proves the importance of the electronic versions of the newspapers as they are the source for the articles analysed in this work.

Concerning the analysis, both the right-wing and the left-wing newspapers, even the quality ones, focus on sensation, incorporation of catchy headlines and attention-drawing photographs. It is also evident that media at large use the same sources of information (mostly the news agency) since about 20 articles (which were chosen from more than 50 read articles) in this work show striking similarities of the language used. The journalists investigate every case in detail, as it was mentioned in the Margaret Thatcher chapter where they 'yearn' for the identity of participants in the celebrations of Margaret Thatcher's death. The language has also changed rather substantially as profanity, for instance, is no longer an issue.



The bachelor thesis also deals with the society in Britain which seems to be a good source for media. The twentieth century was predominantly written by the Second World War, immigration and the increasing power of political institution and private sector. The traditional way of life has changed and the topics placed under a taboo in the past are very present now. The media have a huge influence on ordinary life of Britons as they often recommend what food is the healthiest, what clothes are the coolest or which mobile phone is the most sought-after.

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## 10 ABSTRACT

The bachelor thesis aims at the antisocial behaviour in the British media. The main objective is to present the influence of media on readers and present the difference how the newspapers publish the information. The thesis deals with the current British society, the political influence and social attitudes.

In the bachelor thesis, there are mainly used the internet source, the electronic issues of newspapers. But also the printed books were a good source for the theory included in the theses.

It was summarized that the media has a huge power on readers, especially the new media. The stance of media has changed and its main goal is the profit. The competition is very high nowadays, so the media has to react very fast on the new affaires.

## 11 RESUME

Cílem této bakalářské práce je poukázat na antisociální jevy v britském tisku a médiích celkově. Jejím hlavním cílem je prezentovat rozdíly mezi jednotlivými médii a také jaký mají vliv na čtenáře. Bakalářská práce také zmiňuje současnou společnost ve Velké Británii, politický vliv a také společenské postoje.

Práce je založena především na internetových zdrojích, tedy elektronická vydání jednotlivých novin. Také využívá některé knihy, především pro svoji teoretickou část, již práce obsahuje.

Celkový závěr této práce tvrdí, že média mají v současné době velký vliv na čtenáře, především jsou to tzv. nová média. Postoj médií se dost změnil a jejich hlavním cíle je v současnosti zisk. Konkurence je velká a tak média musí rychle reagovat na jednotlivé události.

## 12 APPENDICES

### Appendix I

Picture 1.1. : The Daily Telegraph: *British teenage girls are biggest binge drinkers in Europe*. [online], 2012 [cit. 2014-07-15] Available from: <http://www.telegraph.co.uk/health/healthnews/9369328/British-teenage-girls-are-biggest-binge-drinkers-in-Europe.html>.

Picture 1.2. : MARTIN DANIEL: *UK's teenage girls are biggest drinkers in Europe as more than half of 15-year-olds drink to excess at least once a month*. [online], 2012. [cit. 2014-07-15] Available from: <http://www.dailymail.co.uk/news/article-2167463/Uks-teenage-girls-biggest-binge-drinkers-Europe.html>.

Picture 1.3. : McVEIGH TRACY: *Meet the new puritans: young Britons cut back on drink and drugs*. [online], 2012. [cit. 2014-07-14] Available from: <http://www.guardian.co.uk/society/2012/dec/08/students-new-puritans-less-drink>.

### Appendix II

Picture 2.1. : The Daily Telegraph: *Women behind street parties to 'celebrate' death of Margaret Thatcher named*. [online], 2013. [cit. 2014-07-13] Available from: <http://www.telegraph.co.uk/news/politics/margaret-thatcher/9984646/Woman-behind-street-parties-to-celebrate-death-of-Margaret-Thatcher-named.html>.

Picture 2.2. : RAWLINSON, Kevin: *Hundreds celebrated Margaret Thatcher death-few had lived through her reign*. [online]. 2013. [cit. 2014-07-14] Available from: <http://www.independent.co.uk/news/uk/politics/hundreds-celebrated-margaret-thatchers-death--few-had-lived-through-her-reign-8566594.html>.

Picture 2.3. : CHAPMAN, James: *The flames of hatred: 30 years of loathing for Baroness Thatcher explodes in celebrations of her death. Will funeral now be targeted?*. [online], 2013. [cit. 2014-07-14] Available from: <http://www.dailymail.co.uk/news/article-2306165/Margaret-Thatcher-death-parties-The-Lefts-sick-celebration-Brixtons-streets.html>.

### **Appendix III**

Picture 3.1. : The Daily Telegraph: *Student tuition fee protest :Infantile behaviour*. [online], 2010. [cit. 2014-07-14] Available from: <http://www.telegraph.co.uk/education/universityeducation/8124531/Student-tuition-fee-protest-Infantile-behaviour.html>.

Picture 3.2. : VASAGAR, Jeevan: *Students take to streets for protest against tuition fees*. [online], 2010. [cit. 2014-07-12] Available from: <http://www.guardian.co.uk/education/2010/nov/10/students-streets-protest-tuition-fees>.

Picture 3.3.: CAMBER, Rebecca: *Rage of the girl rioters: Britain's students take to the streets again - and this time women are leading the charge*. [online], 2010. [cit. 2014-07-12] Available from: <http://www.dailymail.co.uk/news/article-1332811/TUITION-FEES-PROTEST-Students-streets-girls-leading-charge.html>.

## Appendix I Underage Drinking



Pic. 1.1.

The Daily Telegraph: *British teenage girls are biggest binge drinkers in Europe*



Pic. 1.2.

The Daily Mail: *UK's teenage girls are biggest drinkers in Europe as more than half of 15-year-olds drink to excess at least once a month*



Pic. 1.3.

The Guardian: *Meet the new puritans: young Britons cut back on drink and drugs*

## Appendix II Margaret Thatcher



Pic. 2.1.

The Daily Telegraph: *Women behind street parties to 'celebrate' death of Margaret Thatcher named*



Pic. 2.2

The Independent: *Hundreds celebrated Margaret Thatcher death-few had lived through her reign*



Pic. 2.3.

The Daily Mail: *The flames of hatred: 30 years of loathing for Baroness Thatcher explodes in celebrations of her death. Will funeral now be targeted?*



### Appendix III The 2010 British student protest



Pic. 3.1

The Daily Telegraph: *Student tuition fee protest :Infantile behaviour*



Pic. 3.2.

The Guardian: *Students take to streets for protest against tuition fees*



Pic. 3.3

The Daily Mail: *Rage of the girl rioters: Britain's students take to the streets again - and this time women are leading the charge.*