

### KEYS WORDS

<b>a free paper</b>	un journal gratuit
<b>a quality paper, a broadsheet</b>	un journal sérieux
<b>the gutter press</b>	la presse à sensation
<b>a pulp magazine</b>	un torchon
<b>biased/unbiased</b>	partial/impartial
<b>political leaning</b>	la tendance, la ligne politique
<b>a left-wing/right-wing paper</b>	un journal de gauche/droite
<b>to make the headlines</b>	faire la une
<b>to uncover, to dig out a scandal</b>	découvrir un scandale
<b>to blow the whistle on</b>	denoncer
<b>to hush up, to cover up</b>	étouffer
<b>to gag the press</b>	bâillonner la presse
<b>current events</b>	l'actualité
<b>a topical issue</b>	une question d'actualité
<b>to be in the limelight</b>	être sous les projecteurs
<b>a cover story</b>	un article en couverture
<b>the oped (Opposite Editorial)</b>	la page, située en face de l'éditorial, (contenant les chroniques et commentaires)
<b>a kicker</b>	un petit titre accrocheur
<b>an issue</b>	un exemplaire, un numéro
<b>media coverage</b>	la couverture médiatique
<b>the « silly season »</b>	la saison creuse de l'année (été) pendant laquelle les journalistes remplissent les journaux d'anecdotes triviales et amusantes
<b>to worm out information</b>	soutirer des informations
<b>classified ads</b>	les petites annonces
<b>a press tycoon</b>	un magnat de la presse
<b>a press release, a news release</b>	un communiqué de presse

## THE BRITISH PRESS

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Print journalism in Britain is divided into two main categories: **the quality press** and the popular press, or the **tabloids** (also called in a most derogatory way: **the gutter press**) (*la presse de caniveau*).

### ■ The tabloids

- Right-wing popular press: the Sun, the Daily Mail, The Daily Express, the Daily Star and Today.
- Left-wing popular press: the Daily Mirror and the Morning Star.

### ■ The quality press

- The conservative quality press: the Times, the Daily Telegraph and the Financial Times.
- The center/left quality press: the Guardian and the Independent.

### ■ The quality Sunday Press

Apart from the extra Sunday editions of the above mentioned newspapers (The Sunday Times, The Sunday Telegraph, The Independent on Sunday,...), there is the Observer, which is not published on week days.

And also:

Prospect magazine: cultural and political debates.

Stage: theatre and broadcasting news.

Voice: newspaper for the British black community.

Private Eye: humour.

Loot: free ads newspaper.

## THE PRESS IN THE US

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Owing to the various time-zones and the enormous distances, 95% of American newspapers are local. The leading ones are: **The New York Times, the New York Journal, the Los Angeles Times, the Wall Street Journal, the Washington Post, USA today and the International Herald Tribune.**

Not all papers are in English: there are some thirty foreign language newspapers for the numerous ethnic groups: Latinos, Italians, Chinese, etc.

The most important general information magazines are **Newsweek, Time, US News and World Report, the National Review, The New Republic, The Atlantic, The New Yorker, Esquire or Harper's Magazine.**

American newspapers as a whole are rather conservative as their top priority is to appeal to the **mainstream reader** (*le lecteur moyen*), mostly interested in community news. Given this fact, American newspapers are often quite similar to one another.

## NOTIONS DE CIVILISATION

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### FIRST AMENDMENT

The First Amendment to the American Constitution, adopted in 1791, is part of the Bill of Rights. It states that **‘Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging (*réduire*) the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances’** (*revendication*). These provisions (clauses, dispositions), intended to prevent persecution of religious minorities and the favoring of one church over another also provide that no religious group be given official recognition as a state church. This amendment is often used by civil libertarians, for example when the administration wishes to introduce some control over the internet. In 1989, the Supreme Court declared (*Texas v. Johnson*) that burning the American flag was a ‘symbolic speech’ and ‘an expressive conduct’ and therefore an act protected by the First Amendment.

### FOURTH ESTATE

The British parliamentarian and philosopher Edmund Burke is thought to have invented the expression the Fourth Estate to refer to the preponderantly **influential** position held by the press in the ranks of British political institutions. The phrase establishes an analogy with the three estates in the assembly of pre-revolutionary France, composed of the representatives of the aristocracy, the Church and the Commons. In 1905, the British philosopher Thomas Carlyle wrote:

**‘Whoever can speak, speaking now to the whole nation, becomes a power**, a branch of government, with inalienable weight in law-making (*législation*), in all acts of authority’.

The media, as the Fourth Estate has become today, often see themselves as **watchdogs** (*chiens de garde*) or guardians of democracy, revealing abuses and defending the rights of private individuals. The term is also taken to mean a fourth power, checking and balancing the three state powers: executive, legislative and judicial. This fourth power composes a public sphere which mediates between society and the state. The necessity for the press to be free sometimes **leads to** a conflict with the pressure on the media to be profitable, but the pursuit of profit at any price has led to diminishing the lustre of some of the more prestigious claims the Fourth Estate has made for itself.

## QUALITY PRESS

The quality press is one of the subdivisions of the British press. Because of their large format, these newspapers are also known as **broadsheets** (*un journal grand format*). Unlike the popular press that relies mainly on sales for its income, the quality press heavily relies on advertising and targets (*cibler*) upper and middle-income classes. It **features** (*mettre en avant*) politics and economics and devotes much less space to sports and to gossip (*les potins*) than the **tabloids**, which sell four times as many newspapers. The Times is the UK's oldest national newspaper, and its circulation is approximately 600,000. The Daily Telegraph (founded 1855) belongs to the Telegraph Group and has a circulation of 928,000. It is affectionately called the Daily Torygraph because of its staunch (*fidèle*) support of the Conservative Party. The Independent (politically independent, circulation 222,000) was created in 1986; it belongs to the Mirror Group. The Guardian (pro-left) goes back to 1821 and has a circulation (*le tirage*) of 409,000. Once based in Manchester, it was known as The Manchester Guardian until the sixties. The financial newspaper the Financial Times (which is not related to The Times in any way) was created in 1880 (circ. 452,000); it is printed on pale pink paper. On Sundays, the most popular quality paper is The Sunday Times (1822, circ. 1,422,000), followed by The Sunday Telegraph which started in 1961 and has a circulation of 742,000. The Observer (1791) belongs to the Guardian Media Group and its circulation is 474,000. The Independent on Sunday goes back to 1990; owned by the Mirror Group, its circulation is only 221,000.

## YELLOW JOURNALISM

Used nowadays to designate flamboyant, deceptive (*trompeur*) or negligent newspaper reporting, the term actually dates back from the 1890s and the Spanish-American war. Historians refer to this conflict as the first ever media or press-driven war, as hyperbolic reports of dramatic events and sensationalised – or even invented – stories about the situation in Cuba **fuelled** (*alimenter*) American public enthusiasm for war with Spain. Two publishers, William Randolph Hearst and Joseph Pulitzer, saw the hostilities as a chance to increase circulation (*tirage*) and both their newspapers featured a yellow-dressed character named 'the yellow kid'. This competition between the two 'yellow kids' (as the New York World and the New York Journal came to be known) emerged at a time when the written press **wielded** (*exercer*) enormous political **power**. The American public had no alternative source of accurate (*juste*) information or objective journalism, and therefore little choice but to accept an editor's interpretation of events.

## ASSOCIATED PRESS

The oldest and largest US news agency (also known as AP), founded in 1848 and still a cooperative. At the time, many New York City newspapers pooled (*mettre en commun*) their resources **to speed up** information gathering and disseminating; pooling meant cutting expenses through less **fierce competition**. This spirit of **efficiency** (*efficacité*) and speed led the AP to rely more and more on technology, as when it used the telegraph based on Morse code in the latter half of the 19th century. The AP attitude is based on reporting objectively without **commenting on** events and AP's objectivity was hailed (*saluer*) by Mark Twain, who was otherwise known to be rather pessimistic about mankind. Now the AP has than 150 bureaux all over the US and 90 bureaux overseas, and says it sends 20 million words a day. About 15,000 newspapers, radio and TV stations subscribe to the AP which naturally also has an internet site which provides continuous **updated** (*mis à jour*) news.

## MUCKRAKER

A pejorative name given to journalists (and the media in general) when they dig too deeply into affairs with the specific aim of exposing a scandal involving public figures. President Theodore Roosevelt coined the term muckraker (*déterreur de scandales, d'ordures*) during a 1906 speech in which he applauded the efforts of investigative journalists trying to expose corruption while at the same time **disapproving of** their excessive and irresponsible methods. In his speech, Roosevelt compared muckrakers to the Man with the Muckrake character in John Bunyan's allegorical *Pilgrim's Progress* (1678): 'A man who could look no way but downward with the muckrake in his hands, who was offered the celestial crown for his muckrake, but would neither look up nor regard the crown he was offered, but continued to rake the filth (*la crasse*) of the floor'.

**KEYS WORDS**

<b>a programme</b>	une émission
<b>the audience</b>	le public
<b>a target audience</b>	le public cible
<b>a subscription package</b>	un bouquet de chaînes (payantes)
<b>an emcee (mc)</b>	un animateur de télévision
<b>the highlights</b>	les grands titres de l'actualité
<b>ads, commercials</b>	les pubs
<b>a piece of news</b>	une nouvelle, une information
<b>a news item</b>	une nouvelle, un fait divers
<b>a craze</b>	un engouement
<b>a TV addict</b>	un mordru de la télé
<b>to be mesmerized</b>	être hypnotisé
<b>to convey information</b>	transmettre des informations
<b>to make scathing comments</b>	faire des commentaires cinglants
<b>to touch <u>on</u> an issue</b>	aborder un problème
<b>to sensitize public opinion</b>	sensibiliser l'opinion publique
<b>to mould opinions</b>	façonner les opinions
<b>to be putty in someone's hands</b>	être trop influençable par quelqu'un
<b> censorship</b>	la censure
<b>slanted</b>	tendancieux, partial
<b>media hype</b>	le matraquage des médias
<b>a breach of ethics</b>	une violation de la déontologie
<b>a breach of privacy</b>	une atteinte à la vie privée
<b>to slander</b>	calomnier
<b>to take a stance</b>	prendre position
<b>straight news</b>	l'information pure (sans parti pris ni commentaire)
<b>a soap opera</b>	un feuilleton à l'eau de rose
<b>the feature film</b>	le grand film, le film de la soirée

## BUZZWORDS

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- **a couch potato** un accro de la télé

The Government has launched a public health initiative aimed at improving the lifestyle of the nation's couch potatoes who eat too much junk food, take little or no exercise and spend their time watching television.

- **to dumb down** niveler par le bas, baisser le niveau intellectuel

The Government has accused certain broadcasters of dumbing down, claiming that TV programmes have become less intellectually challenging for viewers.

- **a soundbite** une petite phrase très médiatique

In today's media-driven society, the soundbite has become an extremely popular and rather meaningless method of communication between politicians and their public.

- **to bring the house down** faire un tabac

Virtuoso violinist Yuki Wanatobe brought the house down, receiving a four minute standing ovation after his inspired performance of Vivaldi's Four Seasons.

## NOTIONS DE CIVILISATION

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### The BBC

The BBC (or British Broadcasting Corporation) is Britain's state-owned radio and TV network. It was founded in 1922 and now employs about 24,000 people, including 2,000 journalists. The founder of the BBC tried to avoid two **pitfalls** (*pièges*): the chaos of commercial radio in the United States and the stranglehold of the state in the Soviet Union. He thought that a TV licence fee (*la redevance*) would keep the institution free from government interference, and this has been one of its major characteristics to this day. The licence fee is a guarantee in terms of independence and 75% of BBC revenue comes from the fee, with BBC Worldwide (a commercial subsidiary) providing the remaining 25%. The purpose of the BBC, which is run by a 12-member board, is **to broadcast** (*diffuser*) in the public interest. The BBC has about 10 TV channels, including **mainstream channels** (*les chaînes généralistes*) such as BBC1 and specialised channels such as those that **provide** programming for children, CBBC and Cbeebies. It also has BBC Parliament and BBC News 24, an **all-news** channel. BBC Interactive is a digital channel that includes services via TV, internet and mobile phones. Its purpose is to enable **in-depth** exploration and use of the news. The BBC also has about 10 radio channels, some mainstream and others specialised in sports or music. The BBC World Service specialises in broadcasting news to countries in all continents in more than 40 languages. It is funded by the Foreign Office.

### URBAN LEGENDS

A body of myths and folklore (*les contes populaires*) which has its **roots** in hearsay (*ouï-dire*), old wives' tales (*conte de bonne femme*) and legends, but which has been given new **impetus** by the internet allowing these reportedly 'true' stories to be circulated easily and quickly. Now a common motif in horror films, the majority of urban legends are apocryphal; others are based on fact but often become **distorted by** numerous subsequent tellings and retellings.