

Great newspaper people

■ The beginning of British journalism

The first British journalists date back to the first half of the 18th century. They were the novelists Daniel Defoe, Jonathan Swift, Joseph Addison, Richard Steele, Henry Fielding and Samuel Johnson, who wrote entertaining pieces, particularly appreciated by the recently emerged middle class.

Daniel Defoe's report on the great storm of 1703, *The Storm*, is considered one of the first examples of modern journalism in that he **relied** on first-hand reports, as nobody had done before. He had the brilliant idea to put ads asking people who had witnessed the disastrous event to tell him what they had seen and had selected sixty out of the many stories to write about the hurricane.

■ Sensational journalism

In the second half of the 19th century, William Thomas Stead, editor of *The Pall Mall Gazette*, introduced new elements such as sensationalism, an emotional style that suited dramatic stories and big headlines, as their target was now a large **reading public**.

This way he contributed to the creation of the modern tabloid. He also introduced maps and diagrams into a newspaper for the first time, **split** long articles with subheadings and mixed his opinions and those of the interviewed. Stead was a pioneer of investigative journalism and became popular for his articles on welfare, social legislation, and the reformation of criminal codes. He demonstrated how the press could influence people's opinions and government policies.

■ Advertisements in newspapers

Journalist Kennedy Jones worked with publisher Alfred Harmsworth, 1st Viscount Northcliffe, who had set up the *Evening News* in 1894, and the morning paper *Daily Mail* in 1896. They had the intuition that money would come from advertisements more than from the **cover price**. They used the most recent technical innovation and implemented sensationalism, features and illustrations to increase the reading public, so they would have more ads and earn more money from them. It was an immediate success.

cover price: *prezzo di copertina*
reading public: *lettori/pubblico di lettori*

to rely: *fare affidamento*
to split: *dividere*
wealth: *ricchezza*




1  Read the passage and complete this chart.

Journalist	Date/Period	Piece/Paper	Type of innovation	What they did
Daniel Defoe				
William Thomas Stead			Opened the way to tabloids	
Kennedy Jones				


2   Define these expressions.

- | | |
|----------------------|-------------------|
| 1. First-hand report | 5. Target |
| 2. To witness | 6. Reading public |
| 3. Sensationalism | 7. Subheading |
| 4. Headline | 8. Cover price |



3  **GROUP WORK** Divide the class into five groups. Each one will look for a famous journalist and outline his/her life according to this fact file.

- Name:
- Date and place of birth/death (if not alive):
- Education:
- Place/places of work:
- Main jobs:
- What he/she is mainly known for:
- Characteristics of his/her work:
- National/International recognition:

4  **GROUP WORK** Each group will organise a speech about a journalist chosen as the object of their investigation and present him/her to the class.

5  **PAIR WORK** Challenge: where are these newspapers printed? Match these international newspapers that appear among the top 200 to their countries of origin. There are three extra ones.

United Arab Emirates • Indonesia • Argentina • France • Germany • India • Japan • Portugal • Spain • Russia • Brazil • Canada • USA

- | | |
|-------------------------------------|--------------------------------------|
| 1. <i>Le Figaro</i> | 6. <i>The Globe and Mail</i> |
| 2. <i>Die Welt</i> | 7. <i>Clarín</i> |
| 3. <i>El País</i> | 8. <i>Gulf News</i> |
| 4. <i>The Washington Post</i> | 9. <i>Rossiyskaya Gazeta</i> |
| 5. <i>The Hindustan Times</i> | 10. <i>Estado De São Paulo</i> |