

COMPARING MEDIA SYSTEMS OF GREAT BRITAIN AND NETHERLANDS

In a democratic society, media should be the voice of various social groups, represent the full spectrum of public opinion and contribute to the formation of the values of civil society. Various political functions of the media are best manifested in a democratic state. Media is an integral part of the mechanism of functioning of democracy, as well as its core values and democratic ideal. Without media, most citizens do not have the opportunity to voice their competent political opinions and points of view. However, in political theory, there is a distinction between democratic political systems. This distinction is made by the differentiation between consensus and majoritarian democracies. The terms themselves express the essence of the differences. If we talk about basic democratic principles, then the majority principle is emphasized in majoritarian democracy: it is the will of the majority that determines the choice between alternatives. Consensus democracy attaches greater importance to political participation than to the simple majority. The principle of majority means that the winner takes everything, the principle of consensus - that as many opinions as possible should be taken into account. The majority model concentrates political power in the hands of a minimal majority, while the consensus model tries to divide, disperse and limit power in various ways. The principle of majority means that the winner takes everything, the principle of consensus - that as many opinions as possible should be taken into account. We can see a vivid example of consensus democracy in Netherlands, and that of majoritarian democracy in The UK. Correspondingly, both have their own specific media systems which are going to be discussed and compared in this paper.

The media in the UK is free. Without any serious restrictions it can cover all aspects of life in the country. The variety of newspapers and other publications reflects not only the entire spectrum of political views in the country, but also the huge variety of interests and inclinations of the British. The British press consists of two main types of national newspapers - high-quality and popular. A quality press is considered a press of opinions, and the popular one is considered a news press. Features of the audience, issues, style, design are included in these characteristics of the British press. Quality newspapers cover national and international events, social, cultural, and many other issues. The articles consist of analysis and evaluation of events, as well as their commentary. Quality newspapers are distinguished by a balanced assessment, reliability of facts, calm tone of messages. The audience of a quality press is people who hold economic and political power and

people with a high level of education. Popular newspapers focus on criminal events, sports, unusual incidents, scandals, etc. The newspaper texts are dominated by the emotional background. Assessment of facts is often subjective and superficial. The newspaper text has various characteristics. This is the most important means of forming and reflecting public opinion, influencing directly or indirectly on all socio-political processes in society. The main functions of newspapers are informing and influencing, which are interconnected, since any information has an impact on a person. The functions of information and influence are realized using the language of the newspaper text, which is characterized by high standardization and expressiveness. The subject of the articles takes into account the age, gender, ideology and other characteristics of readers. One of the main requirements for the British press as a whole is the requirement of objectivity, documentary and truthfulness of the information transmitted. The requirement of objectivity is proven with links to the source of information. Such links help the readers check the truthfulness of the message. They allow the reader to judge the truth of the information. But readers deal not only with facts, the journalist offers them his comments, assessments, he tries to persuade readers to a certain point of view, but in no case does he impose it. Great Britain does not have a constitution fixed on paper, and there is no constitutional guarantee of freedom of speech. There is no comprehensive law on the press. In the UK there are few media outlets that openly associate themselves with any particular political party. The British press, which is not financially dependent on political parties, is often accused of compromising and expressing the same views. But this is not so: in fact, it covers the various political interests of society.

Dutch media is also worth discussing. Taking into account data about the country, its political and social structure, as well as the development of the media in the state, and based on the model of Hallin and Mancini, we can say that the Dutch media has the following characteristics; strong professional associations of journalists, independent local newspapers, commercialized media - press, private radio and television stations owned by several large companies, numerous local and community newspapers, the presence of press relations with parties and political activity of public associations and the population. There are many newspapers and magazines in the Netherlands. De Telegraaf is the largest daily newspaper in the Netherlands. Its circulation is 750,000 copies. The newspaper is published throughout the country seven days a week and is sold in most countries of the world. In particular, it contains the following headings: "Politics", "World", "Sport", as well as a daily section on finances "De Financieele Telegraaf". The newspaper has no expressed political and religious addictions, does not represent any party. Handelsblad is a daily national Dutch newspaper. The newspaper is positioned as serious, similar, for example, to The Times. The slogan of the newspaper is "Lux et Libertas" ("Light and Freedom"), the first word of the slogan refers to

the Enlightenment. The newspaper sees itself as liberal and neutral, protecting individual freedom and opposing excessive government interference. The main newspaper space is devoted to reports on foreign and domestic policy, economics, art and literature, as well as the opinions of invited experts. NRC Handelsblad has 23 foreign correspondents, which is the largest indicator among the Dutch newspapers. The newspaper has a tradition of investigative journalism. In Netherlands, *verzuiling* (demarcation) is operating - a system of social structure based on 4 worldviews - Catholic, Protestant, Social-Democratic and Liberal). The media system is historically built on the same principle - this is its uniqueness. Media is also regulated by law.

When comparing the media systems of Netherlands and Great Britain, we can conclude that there are both differences and similarities. One of the main differences is that in Netherlands, some newspapers are openly related to parties and political activities. The media system is based on worldviews and ideologies, it is not politically neutral. We can say that it has some kind of external pluralism, and this one is also typical to British media. Media system of Great Britain, on the other hand, is more informative in character. Not so many outlets relate themselves to any political party. So British media is politically neutral, while Dutch media is historically under the influence of political parties. Unlike Britain, which has no clear laws on media and freedom of speech, Media in Netherlands, is, in fact, regulated by law. British media has medium newspaper circulation, in contrast with newspapers in Netherlands, which have high circulation. Actually, the British one is media of news rather than opinions, because journalists try to be objective and not impose their viewpoints or any kind of propaganda. In British media there is low government interference, while in Dutch media government interference is regulated by law. The similarity lays in the fact that both British and Dutch media have the tendency of informing people about cultural and world events, entertaining, and both have so-called "serious" type of newspapers, i.e. high quality, like the analogy between Handelsblad and The Times. And finally, one of the main similarities is the professionalism of the journalists; both in Britain and Netherlands, journalists are considered highly professional.