

Watch the video and complete the missing information in the following text.

News is generally consumed via _____ 1 radio or the Internet in the UK, but 49% of UK adults use _____ 2 as their main platform to read the news- either printed or digital. The circulation of printed newspapers has _____ 3 dramatically by over 50% since 2010, but with most newspapers offering an app or _____ 4 subscription, the numbers remain fairly high.

In the UK, we have two different types of newspapers: _____ 5 and _____ 6. Broadsheets are generally more _____ 7 newspapers, often called _____ 8. Whilst tabloids provide news on _____ 9 culture and _____ 10 interest stories. The layout and content of these two types of newspapers is significantly _____ 11.

The quality of writing in broadsheets tends to be fairly high with acclaimed _____ 12, politicians and civil servants writing _____ 13 columns in these newspapers. The content in these broadsheets is _____ 14 affairs, economics and _____ 15. Studies show that the typical reader of broadsheets in the UK is most interested in high _____ 16, accurate journalism that provides depth and educated opinions about _____ 17 affairs. If you're an advanced speaker in English and looking to challenge your reading, then these are the newspapers to look out for.

Most broadsheets have _____ 18, which are industry-specific sections, such as jobs, culture and finance. Given the higher quality of writing, the _____ 19 of these newspapers tends to be higher too. The most popular broadsheet is _____ 20, with _____ 21 and The Daily Telegraph falling shortly behind. But in the overall view of newspaper circulation, the numbers are a lot lower for broadsheets than for tabloids.

Predictably, tabloids are more popular given their heavy use of _____ 22, simple use of the English language and celebrity culture stories. The most popular tabloid in the UK, by far, is the _____ 23. We call this newspaper a _____ 24 "tabloid" because, although it is a tabloid with celebrity _____ 25 and is image led, it does include some articles on current affairs and economics. The extreme tabloids with very little "intellectual" content are called the _____ 26, only because the titles of all these newspapers are red. These are _____ 27, The Daily Mirror and _____ 28.

There are only 12 newspapers in the UK that circulate daily, but most of these major newspapers have a _____ 29 paper under the same name. Although they are connected by name, the type of articles, journalists and topics are generally vastly _____ 30 . In addition to these national newspapers, most cities or counties have their own _____ 31 newspapers that focus on more local stories.

Although only 48% of adults use newspapers nowadays to consume news, before the age of the Internet, a newspaper was the primary source of current affairs and _____ 32 opinion of a newspaper could easily sway voters. In the 21st century, most newspapers in the UK still have a political alignment, whether it is for a political party in an upcoming election or for/against in a national referendum. A few newspapers are stuck with one opinion. Take the example of the Daily Mail and the Daily Telegraph who always support _____ 33 parties and the Daily Mirror, which has always supported the _____ 34 party (left). Many newspapers change their political views with the times and publicly declare political backing of a candidate only when in a general election.

There has been a lot of research undertaken to find out the true influence of newspapers on political opinion of the British population and it's often suggested that during the 1992 general election as well as the 2010 election the stories published by newspapers had a serious impact on the _____ 35 patterns of the British people.

And it's not just politically that newspapers influence British society, but also socially. British tabloids are the leaders with an influential and liberal voice on racism, sexism, _____ 36 and other hot topics.

It's true that since the birth of the Internet, circulation and popularity of newspapers has declined and predictions suggest that this trend will continue forward. But there is no denying of the influence and impact that broadsheets and tabloids have had on British society in the past and will, perhaps, continue to have for years to come.