Rupert Murdoch was born in Australia in 1931. His family was very rich and his father owned a newspaper group there. When he was 22, his father died and Murdoch became head of the family business. He was very successful, and eventually owned newspapers, magazines and TV stations all over Australia. He then began to look for business opportunities in other countries. A new British daily newspaper, *The Sun*, started in 1964, but it was not very successful. Murdoch bought it in 1969. By 2006 its sales were three million copies per day. In 1981, he bought *The Times* (and *The Sunday Times*) and in 1986, he bought *The News of the World*, the most popular Sunday newspaper in Britain.

Many people have criticised him for making newspapers ‘less serious’. They also criticise him for using the media he controls to spread his own political opinions. During the 1980s and early 90s, Murdoch’s newspapers supported the British Conservative party under Prime Minister Margaret Thatcher. After the 1997 election, which Tony Blair won, Murdoch supported the Labour party. This support is very important for political parties and governments because newspapers often influence the way people think.

During the 1980s and 1990s, Murdoch’s business empire has grown to include film (Twentieth Century Fox studios), print (his many newspapers and HarperCollins Publishers), the Internet (MySpace.com) and even sporting organisations (he owns 50% of the National Rugby League, and he also owns the rights to Premiership football in the UK). In addition to this, News Corporation, which Murdoch started in 1980, is now the world’s biggest media company. It includes TV networks, satellite TV, including Sky Italia, as well as major newspapers around the world. In 1985 he changed his nationality from Australian to American.

Although he is now in his 70s, Murdoch has not retired, and is still in control of his empire. He has appointed three of his children to run some of his companies.

**Glossary**

- daily (adj) quotidiano
- criticise criticare
- spread diffondere
- support (v) essere un sostenitore di
- support (n) sostegno
- election elezione
- influence influenzare
- rights diritti
- network rete
- retire andare in pensione
- appoint nominare
- run (v) gestire

...The headlines of *The Sun* in 1992, when the Conservative party won the election, and 1997, when the Labour party won...
2 Rispondi alle domande. ES

1. Where is Rupert Murdoch from?
2. When and how did he enter the world of newspaper publishing?
3. How do we know that he was successful from the start?
4. When did he buy his first British newspaper?
5. How successful was this newspaper in 2006?
6. What two criticisms do many people make about Murdoch’s business?
7. How old is the company, News Corporation?
8. When did Murdoch change his nationality?

Did you know?

Rupert Murdoch owns Fox News and Fox Broadcasting. These companies broadcast the popular series, The Simpsons. Murdoch was once a character in an episode of The Simpsons. In the episode, Homer Simpson and some of his friends break into a privately owned ‘skybox’ at the Superbowl stadium to watch a baseball game. The owner of the skybox is Murdoch. He arrives at his skybox and says, ‘I’m Rupert Murdoch, the billionaire tyrant, and this is my skybox.’ Murdoch wrote those words.

3 Rispondi alle domande.

Name: Rupert Murdoch

1. What nationality is Rupert Murdoch?
2. When was he born?
3. How old was he when he took over his father’s business?
4. When did he buy The Sun?
5. How many copies did The Sun sell in 2006?
6. When did he buy The Times and The Sunday Times?
7. Which newspaper did he buy in 1986?
8. Which political party did he support in the 1980s and the 1990s?
9. What year did the Labour party win the election with Murdoch’s support?
10. Which Italian network does Murdoch own?

Presentazione orale

4 Project Prepara una presentazione orale su un gigante italiano dei media. Prendi degli appunti usando le seguenti domande per aiutarti. Parla per circa 2 minuti. ES

- Who is Italy’s biggest media giant?
- When and where was he born?
- How did he start his media business?
- What media in Italy or elsewhere does he own?
- How does he influence the media?
- Are there any similarities or differences between his business and Rupert Murdoch’s business?

DVD 3 Puoi trovare ulteriori informazioni su un gigante della tecnologia Internet nel Culture 4 del DVD e a pag. 33.