



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Complete the initial Personal Learning Checklist for Daily Mirror CSP as a starting point for your assessment

Personal Learning Checklist: Daily Mirror Close Study Product

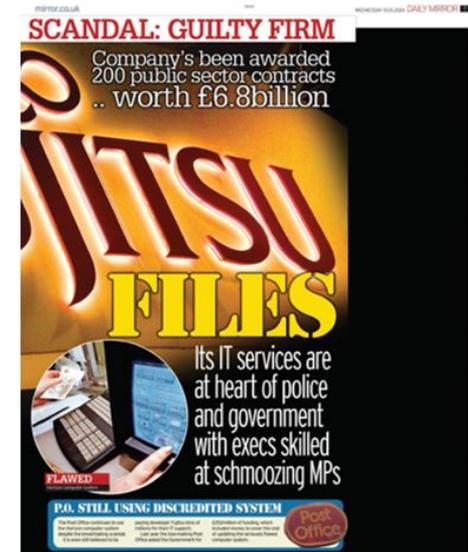


	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand what the 'Press' is			
I understand the key terms 'Press freedom', and 'Press intrusion'			
I understand the political ideology of the Daily Mirror			
Media Audiences			
I can describe the target audience of the Daily Mirror and how this compares to The Times			
I can describe and explain how the Daily Mirror provides content appropriate to target audience			
I can describe why the audience reads the Daily Mirror			
I understand that a newspaper audience can be active or passive			
I can explain the different readings of the Daily Mirror			
Media Representation			
I can describe the different groups, issues and events related in the Daily Mirror CSP			
I can explain how the Daily Mirror content in the CSP constructs a deliberate ideological reality			
Media Language			
I understand the difference between a tabloid and broadsheet			
I can describe and explain the key terms for the various components of a tabloid newspaper			
I can compare key aspects of The Daily Mirror with The Times			
I can describe the intended meaning of the images and stories in the Daily Mirror CSP and why they have been presented like this.			
Media Industries			
I can describe the market position of the Daily Mirror			
I can describe and explain the falling circulation of the Daily Mirror over time			
I can discuss who owns the Daily Mirror			
I can explain how the Daily Mirror is responding to the threat from digital news platforms			
I can discuss how newspapers are regulated and discuss whether this is effective enough.			



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DO NOW:
WRITE THE INFORMATION BELOW ONTO A NEW PAGE
IN YOUR BOOK!



Close Study Product: Newspaper Daily Mirror

The *Daily Mirror* is a national daily tabloid newspaper that has social, cultural and political significance. Comparison is invited with *The Times* which targets a different audience demographic and has a different political and ideological viewpoint.



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The 'Press'

Historical, Social and Cultural Contexts: What is the 'Press' and What is its Role?

The 'Press' is a collective term for the **newspaper industry**. The name is linked to the printing presses that were originally used to make the newspaper. Examples of newspapers in the UK are the **Daily Mirror** and **The Times**, which will be our CSPs.

Newspapers are still popular media products for audiences to get their news, be entertained and informed. There are a range of **national** (*Daily Mail*), **regional** (*Daily Echo*) and **specialist** newspapers (*The Racing Post*). Whilst still popular, since the 1950s, there has been a **gradual decline in newspaper sales** due to the rise of TV ownership (and news programmes) and, more recently, the growth of digital news through websites and social media.

Daily newspaper circulation figures 2016-2018

from

https://en.wikipedia.org/wiki/List_of_newspapers_in_the_United_Kingdom_by_circulation

Title	2018 ^[8]	2017 ^[9]	2016 ^[10]
<i>The Sun</i>	1,545,594	1,666,715	1,787,096
<i>Metro</i>	1,475,372	1,476,956	1,348,033
<i>Daily Mail</i>	1,343,142	1,511,357	1,589,471
<i>London Evening Standard</i>	888,017	887,253	898,407
<i>Daily Mirror</i>	583,192	724,888	809,147
<i>The Times</i>	440,558	451,261	404,155
<i>Daily Star</i>	391,998	443,452	470,369
<i>The Daily Telegraph</i>	385,346	472,258	472,033
<i>Daily Express</i>	364,721	392,526	408,700
<i>i</i>	257,223	266,768	271,859
<i>Financial Times</i>	189,579	188,924	198,237
<i>The Guardian</i>	152,714	156,756	164,163
<i>Daily Record</i>	134,087	155,772	176,892
<i>City A.M.</i>	90,569	90,319	97,259
<i>The Independent</i>	N/A	N/A	55,193
<i>The New Day</i>	N/A	N/A	40,000 ^[25]
<i>The New European</i>	22,731 ^[26]	20,000 ^[27]	N/A

Ten minutes, in your books:

1. What is the 'Press'? Give examples.
2. What is the purpose of the Press? Refer to the Uses and Gratifications theory.
3. What has happened to newspaper sales and why?



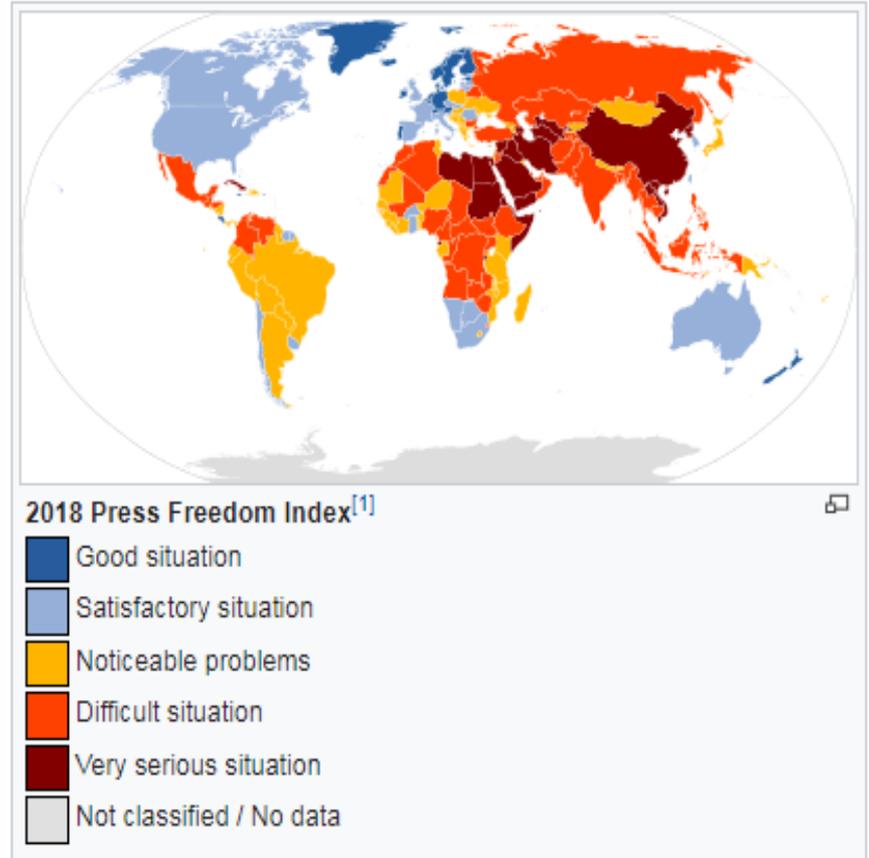


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The 'Press'

Historical, Social and Cultural Contexts: What is a 'Free Press' and what is Press Intrusion?

A 'free press' implies that journalists (those that write for newspapers) and newspaper editors can edit content free of intervention from Government influence. More than a third of the world's population live in countries in which there is no press freedom. This causes a problem as in those countries, journalists are often imprisoned if they disagree with the Government and social media channels are not allowed to operate. Non-democratic countries often control access to information and employ state-run news organizations to promote the propaganda critical to maintaining an existing political power base.



Seven minutes, in your books:

1. What is a free press and why is it important?
2. Why do some countries not want a free press?





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Historical, Social and Cultural Contexts: What is a free 'Press' and what is Press Intrusion?



[Click image to view video](#)



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

The 'Press'

Historical, Social and Cultural Contexts: What is a free 'Press' and what is Press Intrusion?

Press intrusion is where the press pry too closely into people's lives to gather their stories. Newspapers may argue that they have to do this to get to the truth in the hunt for their stories. However, when news emerged in July 2011 that murdered schoolgirl Milly Dowler's phone had been hacked by the *News of the World*, Prime Minister David Cameron set up the Leveson inquiry into press ethics. Leveson proposed a new self-regulation body as newspapers were ignoring the Press Complaints Commission (PCC). Cameron rejected the idea as he was worried about government interference with the press.

Missing Milly Dowler's voicemail was hacked by News of the World

- Deleted voicemails gave family false hope
- Hacking interfered with police hunt
- Family lawyer: actions 'heinous and despicable'



▲ Milly Dowler was last seen alive on 21 March 2002. Photograph: Surrey police/PA

● See footnote

The News of the World illegally targeted the missing schoolgirl Milly Dowler and her family in March 2002, interfering with police inquiries into her

Too much press intrusion

VS

The Guardian view on Cliff Richard's court victory: a threat to journalism

Editorial

Privacy matters, but the media must not be stopped from naming those suspected of serious crimes



▲ Sir Cliff Richard speaks outside the Rolls Building in London, where he was awarded more than £200,000 in damages after winning his high court privacy battle against the BBC over its coverage of a police search of his home in Sunningdale, Berkshire, in August 2014. Photograph: Victoria Jones/PA

The decision at the high court this morning in favour of Sir Cliff Richard and against the BBC highlights restrictions on the freedom

Freedom of the Press





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Historical, Social and Cultural Contexts: What is Press intrusion?

Press intrusion is where press pry too closely into people's lives to gather their stories. Newspapers may argue that they have to do this to get to the truth in the hunt for their stories. However, when news emerged in July 2011 that murdered schoolgirl Milly Dowler's phone had been hacked by the News of the World, Prime Minister David Cameron set up the Leveson inquiry into press ethics. Leveson proposed a new self-regulation body as newspapers were ignoring the Press Complaints Commission (PCC). The Prime Minister, David Cameron, rejected the idea as he was worried about government interference with the press. Here are some examples of the press intrusion. [Click images to view videos.](#)



Sienna Miller



JK Rowling



Sally Dowler



Jeremy Paxman

Five minutes, in your books:

1. Why was the Leveson Inquiry such a big change for press regulation in the UK?

Further witnesses

[BBC link](#)





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Press Regulation

Media Industries: How and Why are British Newspapers Regulated?

PRESS COMPLAINTS COMMISSION

The **Press Complaints Commission** (PCC) was a voluntary regulatory body for British printed newspapers and magazines, consisting of representatives of the major publishers. The PCC closed on Monday 8 September 2014 after criticism after the phone hacking affair. It was replaced by the **Independent Press Standards Organisation (IPSO)**, chaired by Sir Alan Moses.



The role of **IPSO** is to:

- Regulate 1500 print and 1100 online titles.
- Listen to complaints about press behaviour.
- Help with unwanted press attention.
- Advise publication editors.
- Provide information to the public.
- Provide a journalist whistleblowing hotline.
- Low-cost arbitration between complainants and publications.

Twelve minutes, in your books:

1. What is 'press intrusion', and what are the arguments for and against it?
2. Why did David Cameron want the removal of the PCC?
3. What does IPSO stand for? What is the role of IPSO?





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Press Regulation

Does the press need more regulation?



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Press Regulation

Media Industries: How and Why are British Newspapers Regulated?



[Click image to view video](#)

Seven minutes, in your books:

1. Watch the video. Why do some organisations think that IPSO does not regulate newspapers rigorously enough?
2. How far do you agree that regulation stops freedom of speech in our newspapers?





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Politics in the Press

DO NOW:

- 1. Stick in your copy of the political spectrum!**
2. What is the political spectrum?
3. Where is our country currently?
4. What are the characteristics of this political view?

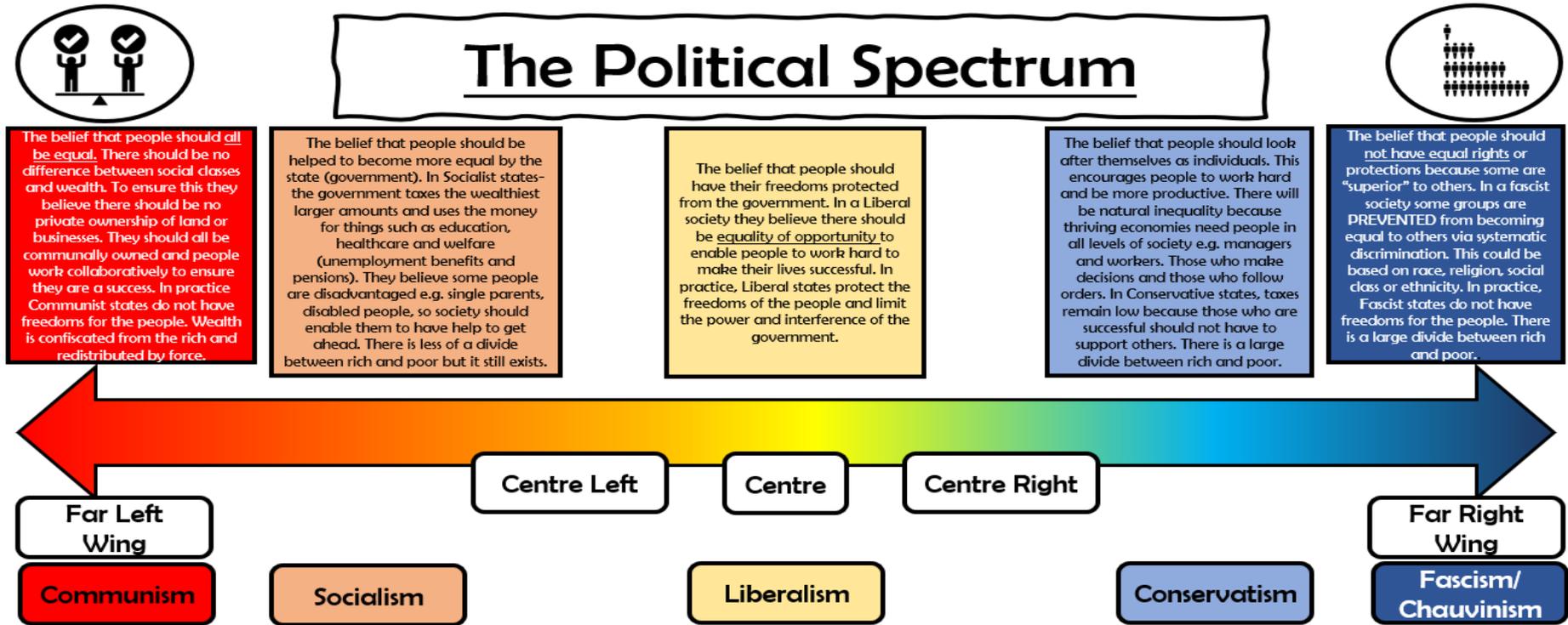


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The Politics of the 'Press'

Historical, Social and Cultural Contexts: The British Political Spectrum

To understand how newspapers influence the political leanings of the population, you first need to understand a little about British politics and the ideology that underpins it. Think: the political persuasion of the parties [and newspaper] may influence the way the news is presented. You looked at this when we began to study newspapers.





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The Politics of the 'Press'

Historical, Social and Cultural Contexts: What are the Political Leanings of the 'Press'?

Most newspapers have some sort of **political bias**. This is based on their history and the demands of their target audience. The relevance of the bias is that it impacts on the way news is interpreted and can have significant influence on the audience and how they vote / think.

Table 1: Press share and endorsements 2015 general election

	Daily circulation figs May 2015	% share of circulation	Party support
<i>Sun</i>	1,809,240	26.6	Conservative
<i>Daily Mail</i>	1,657,867	24.4	Conservative
<i>Mirror</i>	868,992	12.8	Labour
<i>Daily Telegraph</i>	486,262	7.2	Conservative
<i>Express</i>	432,076	6.4	UKIP
<i>Daily Star</i>	417,538	6.1	No preference
<i>The Times</i>	397,171	5.8	Conservative
<i>i</i>	280,074	4.1	Liberal Democrat
<i>Financial Times</i>	210,481	3.1	Conservative
<i>Guardian</i>	178,758	2.6	Labour
<i>Independent</i>	60,438	0.9	Liberal Democrat



The Sun's headline on the day of the Brexit vote was clearly political and may have influenced voting patterns.

The political leanings of the national press at the time of the 2015 General Election

From <http://whorunsbritain.blogs.lincoln.ac.uk/2015/11/19/press-affiliation-and-the-2015-general-election/>

Twelve minutes, in your books:

1. Stick in your copy of the political spectrum.
2. What are the political leanings of the *Daily Mirror* and *The Times*?
3. How do the politics of newspapers impact on content and audience?





http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

The Politics of the 'Press'

Historical, Social and Cultural Contexts: What are the Political Leanings of the 'Press'?

Look at the two front covers from two broadsheets:

One supports Labour (left-leaning; 'The Guardian'), and one supports the Conservatives (right-leaning; 'The Telegraph')



Ten minutes, in your books:

1. What are the connotations of each of the splash images chosen?
2. How does this reflect the political bias of the newspaper and the underlying Conservative issues about Theresa May's leadership?
3. How do the politics of newspapers impact on content and audience?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

The Politics of the 'Press'

Historical, Social and Cultural Contexts: What are the Political Leanings of the 'Press'?

Watch the first 45 minutes of episode 1 of the BBC show, 'Press' and look at the different political emphasis and journalistic practice of the tabloid and broadsheet journalists.



[Click image to view video](#)

This show illustrates many of the ethical issues around the tabloid press. Remember, this is a **drama and fictional**, but illustrates many of the issues we need to be aware of!



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets

There are generally two classifications of newspapers – **tabloids** and **broadsheets**.

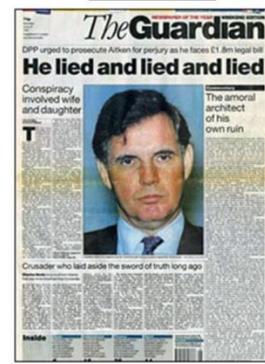
Tabloids tend to be easier to read with shorter articles and include more photographs. They report on major news, but also include a lot of showbiz gossip, entertainment and sport. They tend to be the better sellers. They tend to use sans serif fonts.

Broadsheet newspapers tend to be larger (printed on ‘broad sheets’) and typically are also folded horizontally in half to accommodate newsstand display space. They tend to be more serious, have smaller, serif fonts, more advanced use of language and fewer photographs (although they have included more over the last 20 years to be more popular). They tend to have lower circulation figures than tabloids.

Check you have these definitions in your **blue books!**

Tabloids: *The Sun*, *The Mirror*, *The Star*. These are called **red tops** because they have red mastheads. *The Daily Mail* and *Daily Express* are tabloids are sometimes called ‘**middle market**’ newspapers as they have a mixture of tabloid/broadsheet audience.

Broadsheets: *The Daily Telegraph*, *The Times*, *Guardian* and the *Financial Times* are all broadsheets although *The Times* has recently changed its size to make it more accessible (but its style is still very much broadsheet).





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets



Ten minutes, in your books:

1. Compare tabloids and broadsheets by completing the table below:

	Tabloid	Broadsheet
Size		
Example		
Language/Grammar		
Key focus		
Image use		
Layout		
Audience		
Cost		



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets



Let's complete it together!

	Tabloid	Broadsheet
Size		
Example		
Language/Grammar		
Key focus		
Image use		
Layout		
Audience		
Cost		



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets



Let's complete it together!

	Tabloid	Broadsheet
Size	Smaller, 'tablet' sized	
Example	The Mirror (left), The Sun (right)	
Language/Grammar	Informal, emotive, colloquial, simple	
Key focus	News, sport, 'soft' news though does cover international hard news and human interest stories.	
Image use	More images, less copy	
Layout	Dominated by images	
Audience	Less education; working class	
Cost	£1ish	



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

The News Story You're Studying!

The Post Office IT Scandal.

This will be set on 'Show My Homework' please make sure you have read it and are familiar with the policy!



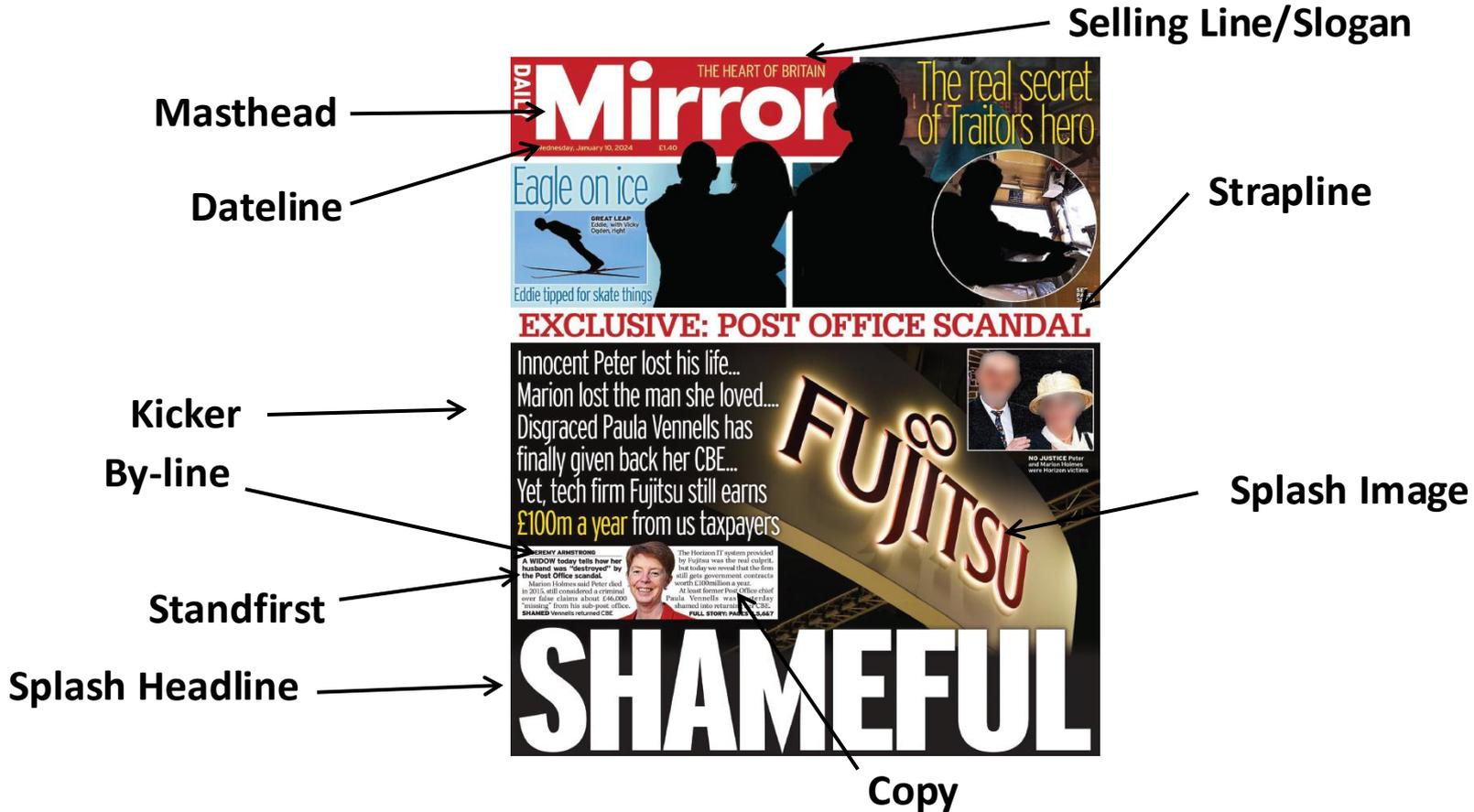


http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

Tabloid Conventions

Media Language: The Layout of a Tabloid and Key Newspaper Conventions

The layout of a newspaper is key part of grabbing the reader's attention. Here are some key terms to learn:



You should know all of these from your previous work. Do you?

1. Stick your copy of the cover in, and label it.

Challenge: Add the meaning of the labels, too.

Media Language: The Layout of a Tabloid and Key Newspaper Conventions

Let's create a table of the key definitions! (Add in the ones that don't appear on your cover!)

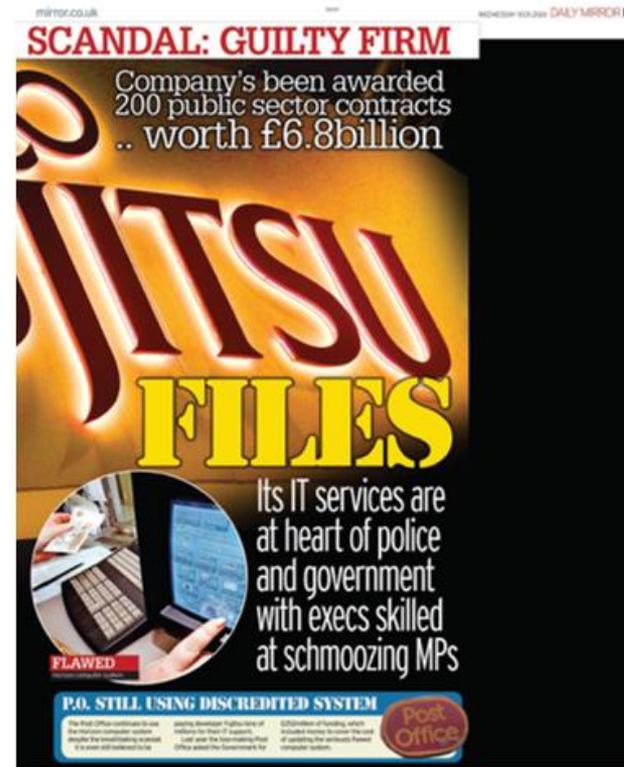
Newspaper Cover Term	Definition
Masthead	The name and logo of a written publication (also applicable to magazines)
Dateline	The date of publication
Selling Line	A sentence designed to attract potential readers
Slogan	Anchorage text making a brand's concept clear. 'The Mirror' slogan: 'The Heart of Britain'
Strapline	A secondary heading to a story
Splash Headline/Image	The main headline and image on a front page
By-line	The name of the writer of the article
Standfirst	An emboldened word/paragraph at the beginning of a story
Copy	Text in written publications
Kicker	Enlarged initial sentences describing a story
Incentive/Plug (pug)	An offer/reason to buy the publication (e.g. free gift/money off etc.)
Pull Quote	A line from the copy that is particularly powerful or pertinent.



http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

Tabloid Conventions

Media Language: The Layout of a Tabloid and Key Newspaper Conventions



Here is the inside part of the same Daily Mirror. **Five minutes, in your books:**
1. Stick it in, and label using the key terms from the previous slides on here. n.b 'Splash image' will become 'main image' as splash is a term used only for front pages!





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Daily Mirror Analysis

Media Language: The Layout of a Tabloid and Key Newspaper Conventions



DO NOW: Ten minutes, in your books:

1. Answer the questions in red by analysing the front cover of the Daily Mirror.

ENSURE THESE ARE COMPLETED!

Strapline (secondary headline) uses the word ‘Scandal’.
How does the nature of the article and emotive language link to the political leaning of the newspaper and the impact of the Post Office story on wider society?

The **layout** is dominated by an image of ‘Fujitsu’, an IT company. How does this appeal to the target audience? Consider their political ideology and what has happened in the story – read your inner pages!

Very dominant **Splash Headline**. Look at the language and size of typography. What does this tell you about the political motivation of the newspaper and the intended impact on audience? What are the connotations of the word?



EXCLUSIVE: POST OFFICE SCANDAL



Media Language: The Layout of a Tabloid and Key Newspaper Conventions

1. The nature of the article and emotive language link to the **political leaning** of the newspaper because 'The Daily Mirror' is a left-wing paper, which is therefore against 'big companies' and supports the working class, which is what the postmasters, and us as taxpayers would be. The readers would probably support this too. Left-wing **ideology** would agree that big companies do not care about the 'little person' and this is emphasised through the use of **emotive language**.
2. The layout is dominated by an image of the word 'Fujitsu' highlighting that this company is receiving taxpayer's money despite the awful things that have happened as a result of this scandal. The use of emotive language reflects the Mirror's market position as a tabloid paper; broadsheets tend to be more objective and report facts.
3. The language and size of the **typography** tells the reader that the paper disagrees with Fujitsu being paid this money, and supports the people who have had to go through terrible things. Therefore they would feel good buying the paper (U&G – Personal Identity) and supporting their left-wing views. The **size of the headline** emphasises how strong the paper feels about Fujitsu and what has happened.



EXCLUSIVE: POST OFFICE SCANDAL





CAMPAIGNER
MP Kate Osborne

“
This is astounding – a kick in the teeth for victims

KATE OSBORNE ON THE AWARDED OF CONTRACTS

GOVERNMENT FLOODED

Fujitsu provides IT services to government departments including the Home Office, Foreign Office, Defra and Ministry of Defence.

Contracts include the Police National Computer, the Government's flood warning system and the national emergency alerts system launched last year.



In August, the Mirror revealed Fujitsu had been handed a £1m contract to provide computer services for HS2.

KEEPING IN WITH TORIES

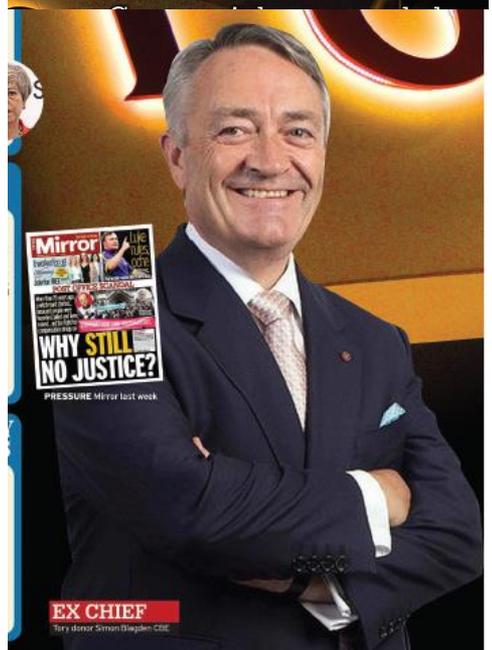
The firm's non-executive chairman until 2019 was Simon Blagden, a Tory member who has donated £376,000.

Fujitsu insists the donations he made to the party while with the company came from his own money.

Despite the company suing the Government over its failed NHS IT project on his watch, Mr Blagden, who was said to have dined regularly with PM Theresa May, was awarded a CBE in 2016 for services to the economy.



SCANDAL: GUILTY FIRM



EX CHIEF
Tory donor Simon Blagden CBE

Company's been awarded 200 public sector contracts .. worth £6.8billion

SUING FOR £700M

In 2002, Fujitsu was one of the lead contractors on the NHS's Programme for IT to digitise records.

But the scheme failed at a cost of at least £10billion to the taxpayer, according to the National Audit Office.

In 2011 the contract was terminated, with the NHS claiming the systems did not work.

The company then sued the Government for £700million.

A clause in its deal meant that disagreements went to the London Court of International Arbitration, a privately run arbitrator.

Accounts suggest the firm got about £71m of its claim.

AT THE PARTY CONFERENCES

Executives from Fujitsu schmooze MPs from all parties.

Company accounts reveal in 2015-16 it paid £21,000 to the Tories, £14,000 to Labour and £1,000 to the Lib Dems. It says it formed part of "the company's presence at all three main parties' annual conferences".

At the Tory conference, the firm has run the Blue Room - a luxury lounge where bosses can mingle with party bigwigs like...



Its IT services are at heart of police and government with execs skilled at schmoozing MPs



FLAWED
Horizon computer system

P.O. STILL USING DISCREDITED SYSTEM

The Post Office continues to use the Horizon computer system despite the breathtaking scandal. It is even still believed to be

paying developer Fujitsu tens of millions for their IT support. Last year the loss-making Post Office asked the Government for

£252million of funding, which included money to cover the cost of updating the seriously flawed computer system.





Daily Mirror Analysis

Media Language: The Layout of a Tabloid and Key Newspaper Conventions

**Five minutes, in your books:**

Answer the questions in **red** by analysing the extract from the Daily Mirror. **You may use both of the middle pages.**



In these extracts from an article, the language implies that the company is more interested in creating links with those in power than making good IT facilities.

1. How does this link to a **socialist agenda** around the power of the of the paper?
2. Using the examples on the left, analyse how the language creates a negative impression of Conservative politicians.
3. What is the narrative that is created in this article?

"insists....despite"

"Tory member"

"dined regularly with PM"

"luxury lounge where bosses can mingle with party bigwigs."

"Schmooze with all parties"



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Daily Mirror Analysis

Media Language: The Layout of a Tabloid and Key Newspaper Conventions



1. The socialist agenda is reflected in the language of the paper in the way that it is critical of the company for attempting to build links with Conservative politicians in order to improve their business opportunities.
2. By using the word 'schmooze', it suggests that Fujitsu's actions are entirely in their self-interest despite the fact they are supposed to be offering a service to the public. The fact that they have been close to politicians on the right would seem critical of right-wing ideology.
3. The narrative created is that the company is more interested in making links with people in power rather than creating services which are value for money for the taxpayer. The paper is therefore criticising these government figures for allowing this to happen, and emphasises the idea of the right being richer than the left when mentioning large sums of money and words like 'luxury'.

"insists....despite"
"Tory member"
"dined regularly with PM"
"luxury lounge where bosses can mingle with party bigwigs."
"Schmooze with all parties"



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Daily Mirror Analysis

Media Language: Comparing Daily Mirror and The Times



Ten minutes, in your book:

How does the language in this article demonstrate the paper's political leanings?

Success criteria:

1. Use a minimum of **three** quotations.
2. Use a minimum of **two** terms from the key word bank.

The language used in the article demonstrates the paper's...

Key word bank:

Political ideology, left-leaning, socialist, copy, critical, interview, emotive language



BY JEREMY ARMSTRONG

A WIDOW today tells how her husband was "destroyed" by the Post Office scandal.

Marion Holmes said Peter died in 2015, still considered a criminal over false claims about £46,000 "missing" from his sub-post office.

SHAMED Vennells returned CBE



The Horizon IT system provided by Fujitsu was the real culprit, but today we reveal that the firm still gets government contracts worth £100million a year.

At least former Post Office chief Paula Vennells was yesterday shamed into returning her CBE.

FULL STORY: PAGES 4,5,6&7

Let's write an answer together!

How does the language in this article demonstrate the paper's political leanings?

The language used in the **copy** demonstrates the paper's **political ideology** because it uses an interview featuring **emotive language** to explain a story, which in turn criticises the government who are still using the Fujitsu system. This suggests it disagrees with **right-wing** views. They are supporting the widow and her late husband as the paper is **left-leaning**, shown by the fact they are using a **human interest story**, reporting on the emotional impact of decisions made by those in power alongside factual reporting.

This **socialist ideology** is reinforced when it mentions that Paula Vennells has been 'shamed' into handing back her CBE, implying that people in power can be corrupt and shouldn't be trusted, which would have been the Mirror's position at this time when there was a Conservative government in power. The paper is **critical of the right**, saying 'we reveal that the firm still gets government contracts worth £100m a year' which would anger a left-wing, socialist readership. The use of an image of Vennells smiling would reinforce the idea of her being a villain, as the choice of this image suggests that she does not care about the damage she is said to have caused.

Key word bank:

Political ideology, left-leaning, socialist, copy, critical, interview, emotive language



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Audience Analysis

Media Audiences: How are Newspaper Audiences Classified?

The NRS social grades are a system of demographic classifications used in the United Kingdom. They were originally developed by the National Readership Survey (NRS) to classify readers, but are now used by many other organisations for wider applications and have become a standard for market research. They were developed over 50 years ago and achieved widespread usage in 20th century Britain. The distinguishing feature of social grade is that it is based on people's occupation.

Grade	Social class	Chief income earner's occupation	Frequency in 2008 ^[3]
A	upper middle class	Higher managerial, administrative or professional	4%
B	middle class	Intermediate managerial, administrative or professional	23%
C1	lower middle class	Supervisory or clerical and junior managerial, administrative or professional	29%
C2	skilled working class	Skilled manual workers	21%
D	working class	Semi-skilled and unskilled manual workers	15%
E	non working	Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income	8%

[YouGov](#) profiles the nation's newspaper readers [click to access]

Task (three minutes):

1. Stick your copy of this infographic in.
2. Use a dictionary to find the meanings of any unfamiliar words and label them.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

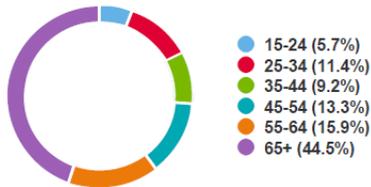
Audience Analysis

Media Audiences: What is the Audience for the *Daily Mirror* and *The Times*?

The *Daily Mirror* and *The Times* target very different audiences.

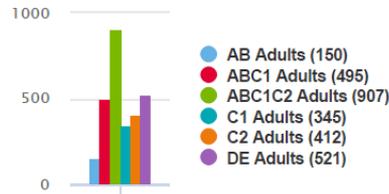
The Daily Mirror

Age



Source: NRS

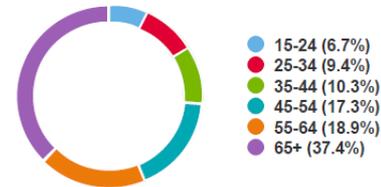
Social Demographic (000s)



Source: NRS

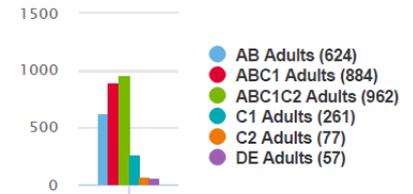
The Times

Age



Source: NRS

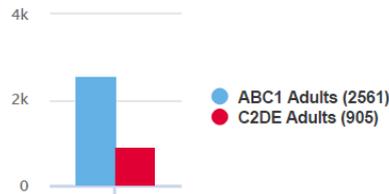
Social Demographic (000s)



Source: NRS



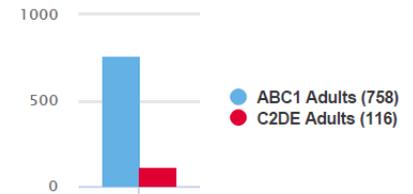
Source: NRS PADD



Source: NRS PADD



Source: NRS PADD



Source: NRS PADD

Seven minutes, in your books:

1. Compare the social demographic audience of the *Daily Mirror* and *The Times* (look particularly at the difference between AB Adults and C2 and DE adults). What do you notice?
2. Compare the age distribution of audiences of the two newspapers. In both cases, the largest audience demographic is 55+ C1-DE adults. Why?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Media Representation

Media Representation: How are Different Social Groups, Issues or Events Represented?

Let's examine the individuals or social groups that are represented in the Daily Mirror excerpts, and what we can learn from their representations:



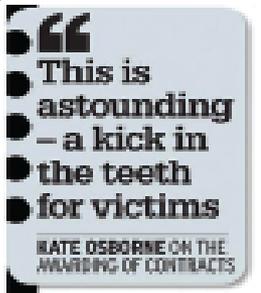
Slogan suggesting that left-wing paper is the 'heart' (conscience? Emotive pull?) of the country.



Paper points out that the company has a history of failure and difficulties; why is the government still using them?!



The use of huge figures and changing size of the typography highlights the issue and creates outrage.



Pull-quote highlights issue from prominent left-wing MP.



Unflattering or negative image of then-Conservative Prime Minister Theresa May.

- Ten minutes, in your books:**
1. Newspapers try to construct a reality to share with their audience. What is the reality that the Daily Mirror is constructing here about the rich, elite, government and powerful business?
 2. How does this constructed reality reflect the newspaper's politics and ideology?
 3. How does this help to attract its audience?





http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

Targeting Audience

Media Audiences: How does the Daily Mirror target its audience?

The Daily Mirror is cheaper than The Times broadsheet. How does this target their intended audience?

'Scandal'...what is the impact of this emotive language?

'Yet tech firm Fujitsu still earns £100m a year from us taxpayers'. How and why does this appeal to the target audience?

Why is the splash headline one large emotive word?



Seven minutes; in your books:

1. As well as the nature of the stories attracting its target audience [previous slide] and considering the questions above, how else does the Daily Mirror attract its audience?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Targeting Audience

'The Daily Mirror' attracts its **target audience** in a number of ways. Firstly, the use of **emotive language** in the **strapline** 'scandal' implies that the government have made a huge mistake in using the IT company Fujitsu. This **verbal code** also suggests that it has affected normal, **working-class** people's lives

Next, the **splash headline** also uses emotive language, with the word 'Shameful' in **capitalised, bold, sans-serif** text. The word itself has **connotations** of guilt and disgust, highlighting the paper's strength of feeling towards the government, the company, and Paula Vennells who is mentioned in the **kicker**.

The **copy** in the kicker features the phrase 'yet tech firm Fujitsu still earns £100m from us taxpayers'. **Left-wing ideology** cares more about the 'whole' rather than the self so this would link to their views about the right wing being 'greedy' or 'nasty' as it makes the current government appear uncaring about what has happened and more concerned about the huge amounts of money. The use of the **collective pronoun** 'us' indicates their ideology of us 'all being in it together' unless you're rich when you're intimated to be more self-serving.

Finally, the price of the paper also helps attract the audience. The paper is cheaper than 'The Times' because it is a **tabloid** and is aimed at a working-class audience. This would imply that working class people have less **disposable income** to spend on **luxuries** like newspapers, so they have to price down to make it accessible.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Audience Pleasures

Media Audience: What Pleasures are Offered to Readers of the *Daily Mirror*?

Surveillance – the main reason we read newspapers is to find out what is going on in the world around us. We find out news, different opinions and catch up with the latest gossip and scandal.

Entertainment – One of the main reasons we read newspapers is for entertainment. Whether it's enjoying reading the opinions of others, reading the cartoons or completing crosswords. We want to be entertained.

Personal Identity – the newspaper you read what type of person are. A Daily Mirror reader will probably think very differently from a Times reader. Even if a reader does not always agree with a viewpoint the newspaper puts forward, they may still be agreeing with the values being shared and thus reinforcing their own values.

Social Interaction and Integration – People will use many of the articles in the Daily Mirror as a focus of discussion with friends. It helps people feel that they are part of a common culture.

Becoming an Active Participant – increasingly newspapers, especially online editions, encourage audience input through comments and email. This is particularly important for some sections of the audience. You can also tweet your thoughts to writers!

Ten minutes, in your books:

1. Using the Uses and Gratification theory above, why do people read the *Daily Mirror*? Give examples from the CSP.



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Targeting Audience

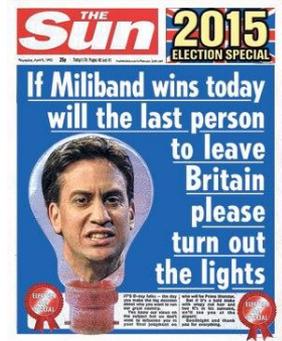
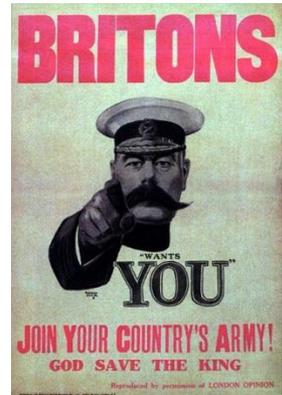
Media Audience: Does the Daily Mirror want its Audience to be Active or Passive?

There are basically two different schools of thought concerning how audiences consume media texts like newspapers. There are those that believe that audiences are ‘passive’ and those who believe that audiences are ‘active’.



Audience Theory:
Hypodermic Needle

The **Hypodermic Needle** theory suggests that the media ‘injects’ ideas and views directly into the brains of the audience like a hypodermic needle, therefore controlling the way that people think and behave. The audience **passively** receives the information from the media text without any attempt to challenge this information. It was particularly powerful in World War Two (think of the concept of *propaganda*). Is it still so relevant now in these times of fake news and social media echo chambers?



Ten minutes, in your books:

1. What evidence is there that the *Daily Mirror* wants its audience to be passive and to ‘control’ the way the audience thinks and the ideology it shares.
2. Explain the hypodermic needle audience theory and how it relates to the *Daily Mirror*.



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Targeting Audience

Media Audience: Does the Daily Mirror want its Audience to be Active or Passive?

The Active Audience model suggests that audiences do not just receive information passively but are actively involved, often unconsciously, in making sense of the message within their **personal and social contexts**.

The Daily Mirror offers the audience opportunities to engage with the stories on a much more personal level. The newspaper is almost breaking through the normal codes and conventions of a news story to speak directly to the reader. This desire to interact with their audience is through direct address, references to working-class culture and the Labour Party, and is further encouraged with journalist email addresses.



Ten minutes, in your books:

1. Explain the Active Audience theory and how it related to the Daily Mirror.
2. What evidence is there that the Daily Mirror encourages the audience to be active? Look at the above clippings as a starting point.
3. Which do you think has more influence on a Daily Mirror audience; a passive 'hypodermic needle' approach or a more active, interactive approach? Why?





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Targeting Audience

Media Audience:

Are there any Opportunities for the Audience to Negotiate or Reject the Preferred Reading?

Stuart Hall (1973) suggested that there were three main perspectives involved in the way in which an audience responds to a media product. This involves how the audience is positioned by the product and influences their response to it.



Preferred reading

This is where the audience responds to the product exactly as the producer intended. The Daily Mirror will hope that many of their stories will reflect the political and ideological position of the Daily Mirror.



Negotiated reading

This is where the audience accepts parts of the product and not others. In our modern media-aware world this is increasingly an issue in all newspapers from all but the most 'loyal' readers.



Oppositional or resistant readings

This can happen in newspapers as some members of the audience will consume the news from the Daily Mirror even though they may disagree with its **political and ideological position.**

Seven minutes, in your books:

1. For the Post Office story in the *Daily Mirror* CSP, state how a reader may have a preferred reading, a negotiated position and an oppositional reading. You should mention **political viewpoint.**

Media Audience:

Are there any Opportunities for the Audience to Negotiate or Reject the Preferred Reading?

In the *Daily Mirror's* Post Office article,

Accompanying Reading Questions

1. The Daily Mirror was said to be about _____ as well as education.
2. What were the values of the paper when it was first published?
3. Who was the target audience?
4. What was the name of its main competitor as a left-wing publication in the 1930s?
5. Who did it end up representing?

Accompanying Reading Questions

1. The Daily Mirror was said to be about **entertainment** as well as education.
2. What were the values of the paper when it was first published? **Conservative values.**
3. Who was the target audience? **Women!**
4. What was the name of its main competitor as a left-wing publication in the 1930s? **The Daily Herald**
5. Who did it end up representing? **Working class, working people.**



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

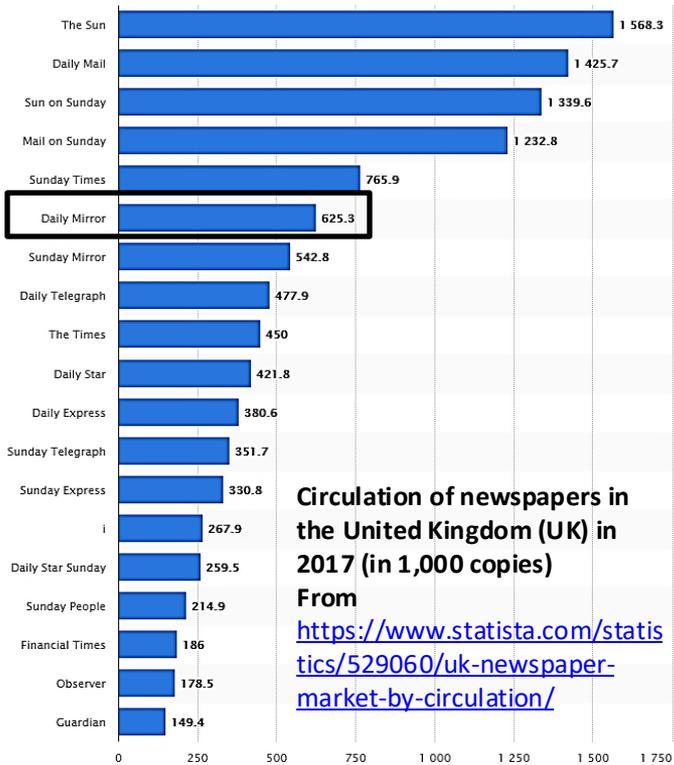
Market Position

Media Industries: What is the Market Position of The *Daily Mirror*?

“A lot of people tend to put all the redtops in the same basket. We feel that we sit between the Daily Star, The Sun and the Daily Mail in a ‘mid-top’ kind of place.”



Lloyd Embley
Former Editor-in-Chief



Circulation of newspapers in the United Kingdom (UK) in 2017 (in 1,000 copies)
From <https://www.statista.com/statistics/529060/uk-newspaper-market-by-circulation/>

National newspapers in the UK can be split into:

1. popular red top/tabloids
2. midmarket
3. quality products.

The term 'tabloid' is often used to describe the smaller-sized, downmarket, popular or red-top dailies (*The Sun, Daily Star*). However, many newspapers have changed size so don't be confused by the size issue. *The Times* adopted their format in 2004 (though they called it 'compact'; we've previously called it a 'tablet-sized broadsheet'). *The Times* would classify itself as a *Quality Compact* whereas the Daily Mirror would like to classify itself as a *Midmarket tabloid*. Some would argue that the *Daily Mirror* is a popular tabloid and *The Times* is moving midmarket. The *Daily Mirror* is one of the few Labour-supporting newspapers (as well as *The Guardian*).



Five minutes, in your books:

1. What are the sales figures for the Daily Mirror? How does this compare to The Times?
2. What type of newspaper in the Daily Mirror?
3. What is the political affiliation of the Daily Mirror?



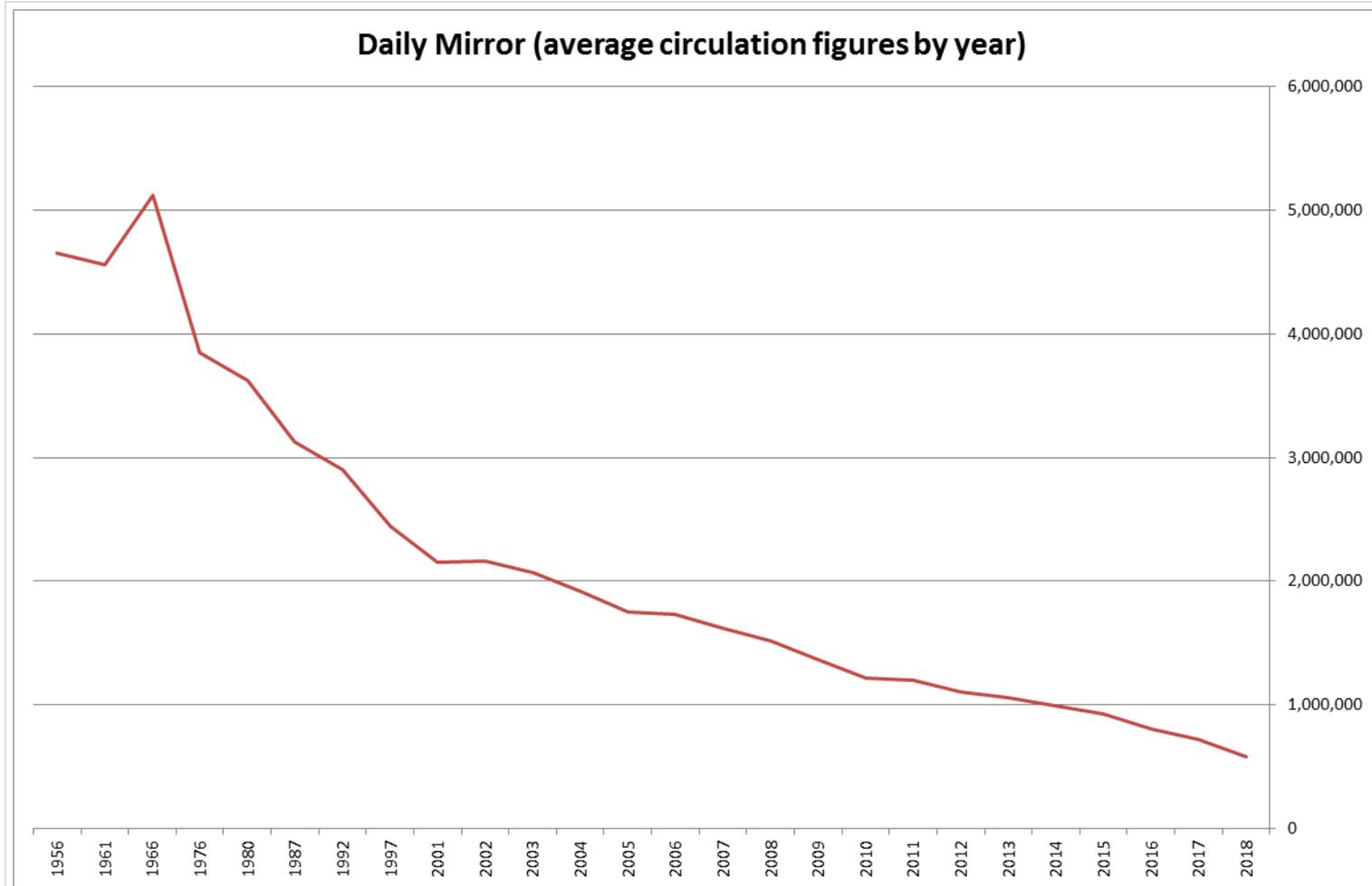
<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Circulation

Media Industries:

What are the Daily Mirror's Circulation Figures and How Have They changed?

The *Daily Mirror* was the largest-selling paper from the 1930s until the 1970s, when it was overtaken by Rupert Murdoch's *The Sun*. The circulation figures for the *Daily Mirror* have been falling steadily for the last 50 years.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Circulation

Media Industries:

What are the Daily Mirror's Circulation Figures and How Have They changed?

There are a number of reasons why the circulation of newspapers has fallen over the last 50 years:

1. The growth of television as a major source of news (since the 1950s)
2. The growth of the Internet as a major source of news (since the 1990s). This has particularly impacted on advertising revenue for newspapers as we use the Internet (often free) for services when previously we would have looked at other companies.
3. People are accessing news freely through social media and other online outlets. Newspapers cannot compete with the speed and cost-free nature of this. Twitter has no printing costs, printing factories, distribution costs and journalist wages.
4. Previously we would go to small number of outlets for our news (BBC and other national broadcasters, national and some local newspapers). Now there are so many places we can access news (numerous TV channels, websites, social media accounts, blogs). This so-called narrowcasting has splintered audiences into smaller and smaller pieces for an increasing number of news organisations.
5. Critics of the newspaper as a medium also argue that while today's newspapers may appear visually different from their predecessors a century ago, in many respects they have changed little and have failed to keep pace with changes in society. The technology revolution has meant that readers accustomed to waiting for a daily newspaper can now receive up-to-the-minute updates from Web portals, bloggers and new services such as Twitter.

Ten minutes, in your books:

1. Describe the pattern for the Daily Mirror's circulation over the last 50/60 years.
2. Why has newspaper circulation fallen?
3. Take any additional information you need from this slide. Present it in the most helpful way for you.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Market Position

Media Industries: Who Owns the Daily Mirror?

Newspaper groups	Titles owned	Daily market share in 2017 (2005)
News International (Rupert Murdoch)	Sun, Times, Sunday Times, Sun on Sunday (News of the World)	34% (34%)
Daily Mail and General Trust	Mail, Mail on Sunday	24% (21%)
Northern & Shell (Richard Desmond)	Express, Express on Sunday, Star	14% (16%)
Reach – formerly Trinity Mirror plc	Mirror, Sunday Mirror, Sunday People, Daily Record	11% (15%)
Telegraph Group (Barclay brothers)	Daily Telegraph, Sunday Telegraph, (The Business)	8% (8%)
Guardian Media Group (Scott Trust)	Guardian, Observer	3% (6%)
Nikkei (bought from Pearson)	Financial Times	1% (1%)

Reach plc (formerly known as Trinity Mirror between 1999 and 2018) is a British newspaper, magazine and digital publisher. It is one of Britain's biggest newspaper groups, publishing 240 regional papers in addition to the national *Daily Mirror*, *Sunday Mirror*, *The People*, as well as the *Scottish Sunday Mail* and *Daily Record*. In February 2018, the company completed the acquisition of the UK publishing assets of *Northern & Shell*, including the *Daily Express*, *Sunday Express*, *Daily Star* and *OK!*. Following completion, Trinity Mirror announced a plan to rebrand as **Reach**.

Five minutes, in your books (in full sentences):

1. Who owns The *Daily Mirror*?
2. What newspapers does Reach PLC now own?
3. What market share does it now have from February 2018?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Digital Platforms

Media Industries: How is the *Daily Mirror* responding to the challenges to traditional newspapers from digital platforms?

With sales in printed newspapers falling and the associated loss of earnings from advertisers and sales, the *Daily Mirror* has been **concentrating on digital sales and advertising in response to the growth of digital news platforms and social media**. As they say, if you can't beat them, join them! They have:

- Moved towards a **multi-platform** landscape. This means that it publishes and synchronises across its print, desktop and mobile platforms. The Daily Mirror has provided this online content for free. Some newspapers (e.g. The Times) have a **paywall** on their online content. Free providers make money from **advertising space online**.
- Created a social media strategy in collaboration with the digital team to drive growth of their Twitter and Facebook profiles.
- Creating news based content that updates regularly, is shared on social media channels, includes a range of video content and encourages audience involvement. Printed newspapers cannot do this so effectively.
- MailOnline remains the most popular online newspaper site with 29.3 million users ahead of the Daily Mirror's 23.8 million.

Seven minutes, in your books:

1. Create a spider diagram summarising the above bullet points. The middle should say 'Evolution of *Daily Mirror* in the Modern World'. **Challenge:** Add your own further notes!

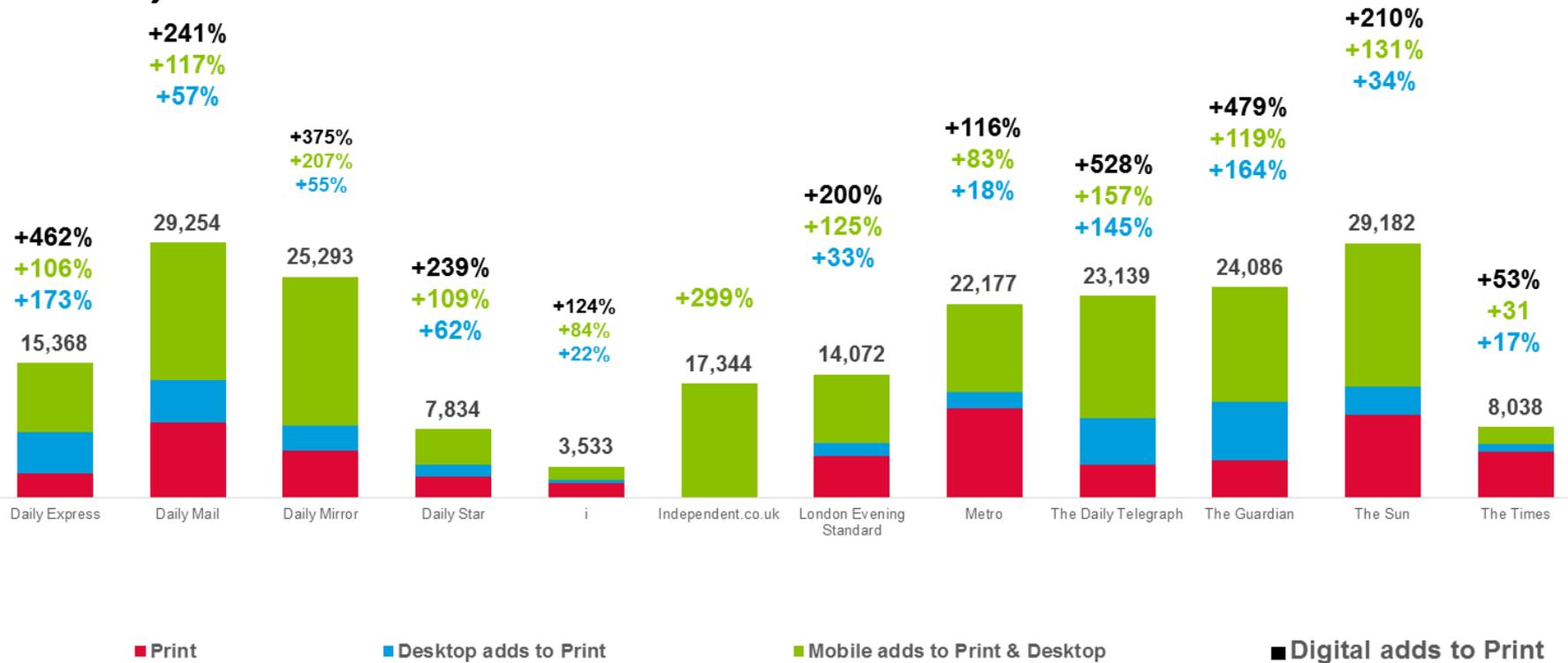




<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Multiplatforming and Convergence

Media Industries: What Trends are Towards Convergence of Media Platforms in the Case of the *Daily Mirror*?



Source: PAMCo 2 2018 (Apr '17 – Mar '18)

Six minutes, in your books:

1. Describe impact of digital to print for the *Daily Mirror*.
2. Compare the difference in media platform impact between the *Daily Mirror* and *The Times*. Mention the difference in the digital impact between the two papers.





https://upload.wikimedia.org/wikipedia/commons/5/59/News-media-standards.jpg



Post Office chief to give up her CBE over scandal

Bosses accused of having 'blood on their hands'

The Post Office chief executive, Alison Day, is to give up her CBE over the scandal over the Horizon system. Her bosses are accused of having 'blood on their hands' for the cover-up.



Post Office chief Alison Day. Her name was removed from the CBE list.

News Post Office scandal: MPs could pass emergency law to

Justice secretary has discussed plans for an appropriate resolution with senior judges. Tom Witmore reports

Emergency legislation to grant the government the power to suspend the rule of law is being considered by the Justice Secretary, Lord Chancellor, and the Lord Chief Justice.



Justice Secretary, Lord Chancellor.

Vennells faces calls to return £2.2m bonuses as well as CBE

Continued from page 1. The Vennells family is facing calls to return £2.2m bonuses and their CBE over the Horizon scandal.

The Vennells family is facing calls to return £2.2m bonuses and their CBE over the Horizon scandal.

quash postmasters' convictions

Retired IT experts 'knew about secret bugs in the system'



Retired IT expert.

Two retired IT specialists from the Horizon system with the former...

The government is considering legislation to quash the convictions of postmasters who were wrongly found guilty of fraud.

WRITE THIS TITLE!
Close Study Product: Newspaper - The Times

The Times is a high status national daily broadsheet newspaper that has social, cultural and political significance. Comparison is invited with the Daily Mirror which has a different target audience and a different political and ideological viewpoint.

DO NOW: Stick the three sheets in your exercise book on separate pages.
Write the black text above under the front page.



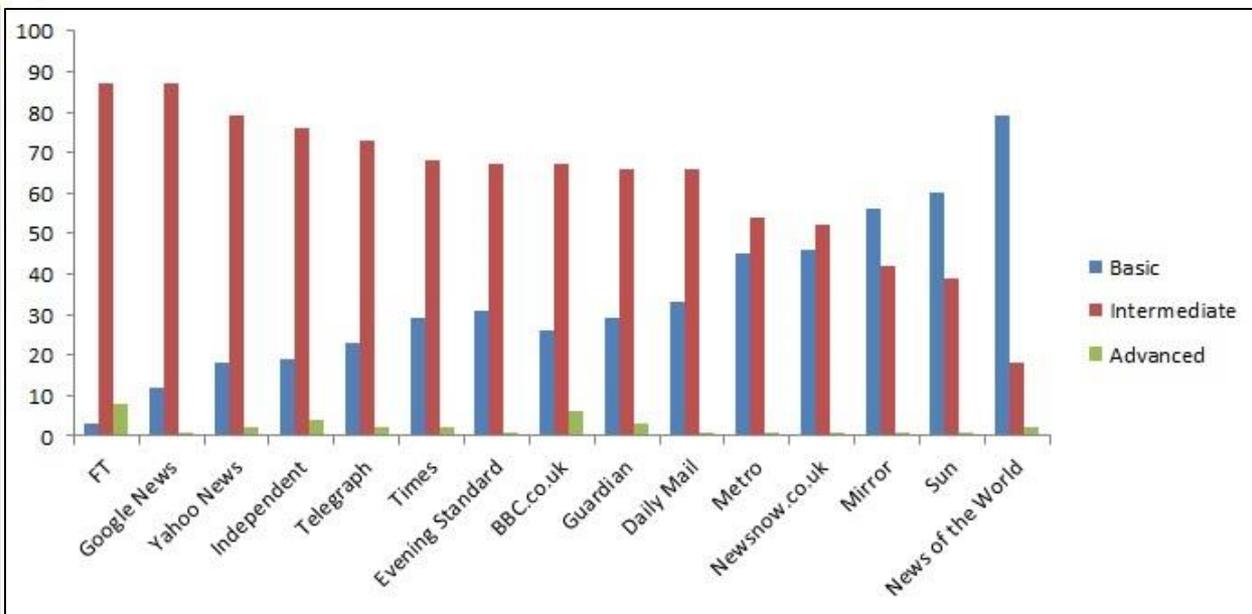
<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Tabloid vs Broadsheet

Media Language: Use of Language – Comparing *The Times* and *The Mirror*

It is clear that there is a difference in the use of language between tabloid and broadsheet newspapers. Google Advanced Search used to offer a ‘reading level’ tool (they have now removed it) and virtualeconomics.co.uk analysed the various newspapers reading from basic words, to intermediate to advanced. The results were stark:

UK news site	%		
	Basic	Intermediate	Advanced
FT	3	87	8
Google News	12	87	1
Yahoo News	18	79	2
Independent	19	76	4
Telegraph	23	73	2
Times	29	68	2
Evening Standard	31	67	1
BBC.co.uk	26	67	6
Guardian	29	66	3
Daily Mail	33	66	1
Metro	45	54	1
Newsnow.co.uk	46	52	1
Mirror	56	42	1
Sun	60	39	1
News of the World	79	18	2



Five minutes, in your books:

1. Why is the use of language so different for *The Mirror* and *The Sun* compared to *The Times* and *The Telegraph*?





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets



Firstly, complete your 'Broadsheet' column!

	Tabloid	Broadsheet
Size		[Blue shaded area]
Example		
Language/Grammar		
Key focus		
Image use		
Layout		
Audience		
Cost		



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets



Check your previous table...is it completed? If not, get it done using the notes below!

	Tabloid	Broadsheet
Size	Smaller in size (the term is from the word 'tablet')	Bigger in size.
Example	The Daily Mirror	The Times.
Language/Grammar	Less formal language [see link here: https://www.bbc.co.uk/news/education-29885222] More advanced punctuation used. Use of rhetorical questions to keep the reader engaged maybe due to a lower concentration span. Short sentences and paragraphs as this is aimed at people with a lower understanding. Brief as they expect their readers to understand the qualifying system	More advanced language requiring higher reading age. Longer sentences and paragraphs. Less emotive language.
Key focus	News. Celebrity. Entertainment. Sport.	News. Politics. International. Culture. Sport. All for information purposes – less for entertainment.
Image use	Lots of images	Less images.
Layout	Generally a more 50/50 mixture of text and images. Tabloids have a lot less text (copy)	Dominated by copy (text).
Audience	Wider audience than broadsheets.	Targets a more 'up-market' audience.
Cost	75p	More expensive. The Times is £1.60.



Revision: The 'Press'

We have looked at various aspects of the 'Press' during your study of the *Daily Mirror*. You have **twelve minutes (3 mins per section!)**. Fill the grid with all you can remember.

Try to not refer back to your previous notes.

What is the 'Press'?

What is a 'Free Press'?

What is 'Press Intrusion'?

Politics in the Press



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Historical, Social and Cultural Contexts: Why is a 'Free Press' important?



[Click image to view video](#)



https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

Newspaper Conventions

Media Language: The Layout of a Broadsheet and Key Newspaper Conventions

The layout of a newspaper is key part of grabbing the reader's attention. Here are some key terms to learn:

Ten minutes, in your books:

1. Label the front cover using the terms in the table. You should already have a copy of this table in your books, if you don't, please copy it down.



Masthead	Newspaper title
Incentive	Encouragement to purchase
Headline	Lead story title
Byline	Journalist's name
Standfirst	Introductory paragraph (bold)
Slogan	Phrase to identify newspaper
Dateline	Date
Offlead/Kicker	Article linked to a story inside
Strapline	Sub-heading below splash
Splash	Lead story
Caption	Text explaining an image





https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

The Times Analysis

Media Language: The Paula Vennells Story



Post Office chief to give up her CBE over scandal

Homes accused of having 'blood on their hands'



Paula Vennells, Post Office chief, in 2010. Photo: Andrew Hurrell/PA Wire

MPs could pass emergency law to quash postmasters' convictions

Justice secretary has discussed plans for an emergency resolution with senior judges. The Welfare experts...



Vennells faces calls to return £2.2m bonuses as well as CBE

Retired IT experts 'knew about secret bugs in the system'



Mark Littlewood, now a software developer, says he and other retired IT experts knew about secret bugs in the system...



Ten minutes, in your books:

1. Answer the questions below when analysing the Post Office article in *The Times*.

Use of Media Language: Is this mostly objective or subjective? Why? Does it contain any emotive language? Why/why not? What impression do we get by the end of the article? Does the tone shift or remain consistent?

Use of Image: Why is Vennells smiling?

Challenge: Link Media Language to Media Industries – how does the tone of this article reflect the readership and political leanings of *The Times* [and the political leanings of the News Corp organisation]?

How does this compare to *The Mirror's* coverage of this same story?
Use your previous notes to explore this!



http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

The Times Analysis

The Paula Vennells Story



Post Office chief to give up her CBE over scandal

Homes accused of having 'blood on their hands'



Paula Vennells, Post Office chief, in 2017. Photo: Andrew Hurrell/PA Wire

MPs could pass emergency law to

Justice secretary has discussed plans for an... The bill would allow the government to pass laws without the usual parliamentary process...

Vennells faces calls to return £2.2m bonuses as well as CBE

quash postmasters' convictions



Retired IT experts 'knew about secret bugs in the system'

Retired IT experts... The article discusses how retired IT experts knew about secret bugs in the system...

Ten minutes, in your books:

1. Answer the questions below when analysing the Gary Lineker article in *The Times*.

The media language used in this article is mostly objective, or non-biased, to reflect the fact that The Times is a broadsheet paper and has a reputation for reporting facts. The article also lacks emotive language; this reinforces its status as a broadsheet and its refusal to sensationalise stories.

In terms of the image, Paula Vennells is smiling which may imply she thinks she hasn't done anything wrong. However, the centre pages make it clear that she will be returning her CBE and maybe even £2.2m of bonuses. The use of a smiling image juxtaposes this seriousness, suggesting that this was taken before the scandal came out.

The tone of the article is serious and factual, and avoids any kind of subjectivity because it has to reflect traditional Conservative values of reliability and trustworthiness to continue to maintain its relationship which keeps appealing to its older, right-wing audience.



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Article Analysis

Media Language: Comparing the *Daily Mirror* and *The Times*

Tasks:

- 1. Eight minutes:** Read through both articles **in silence**.
- 2. Three minutes:** Discuss how are the narratives presented. Are they similar or different? Why? Be prepared as I'm going to cold call!





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

The Times Analysis

Media Language: Comparing *Daily Mirror* and *The Times*

Examine the use of language and the narrative in the right-leaning *The Times* newspaper.

“Many prosecutions took place before Vennells joined the Post Office, but postmasters claim that she played a key role in prolonging the scandal.”

- ***Does the article suggest that Vennells is to blame?***

“Dominic Grieve, KC, the formal attorney general said: ‘Parliament can do anything it likes but it’s not a practice which is particularly commendable.’”

- ***Why do you think this paper consistently mentions politics?***

“...paid her a combined £140,000 per year.”

- ***Why has a right-wing newspaper mentioned money?***

“Alex Chalk, the Lord Chancellor and Justice Secretary”

- ***Why have they used the name of a right-wing (Conservative) cabinet minister?***

Look at the tone of the articles. The headline suggests an ‘emergency’ meaning something needs to be done quickly even though this has been going on for years.

Seven minutes, in your books (look at your previous notes!):

1. Why is emotive language not used as much in this article?
2. Does *The Times* seem ‘happy’ about the news? How might this reflect its intended audience and their political opinion?
3. Compare the level of language and detail in the *Daily Mirror* and *The Times* articles. What do you notice about the **tone** and **vocabulary choices**? Use examples in your answer.



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Lesson 3: Daily Mirror Analysis

Media Language: Comparing the *Daily Mirror* and *The Times*

What are the similarities and differences between the *Daily Mirror* and *The Times* front page and coverage of the Post Office story?

Similarities	Differences



Ten minutes, in your books:

1. Copy and complete the table.



http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg

Lesson 6: Audience Analysis

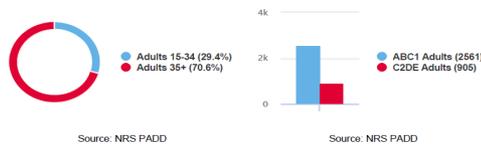
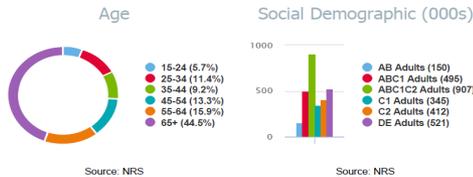
Media Audiences: Classifying Audiences; remember this?

The NRS social grades are a system of demographic classification used in the United Kingdom. They were originally developed by the National Readership Survey (NRS) to classify readers, but are now used by many other organisations for wider applications and have become a standard for market research. They were developed over 50 years ago and achieved widespread usage in 20th century Britain. The distinguishing feature of social grade is that it is based on people's occupation.

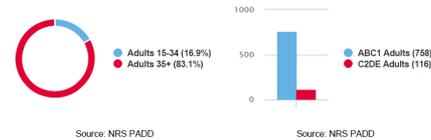
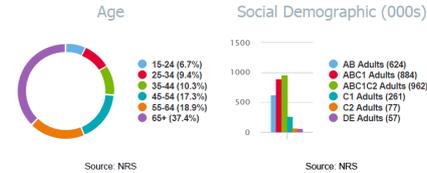
Grade	Social class	Chief income earner's occupation	Frequency in 2008 ^[3]
A	upper middle class	Higher managerial, administrative or professional	4%
B	middle class	Intermediate managerial, administrative or professional	23%
C1	lower middle class	Supervisory or clerical and junior managerial, administrative or professional	29%
C2	skilled working class	Skilled manual workers	21%
D	working class	Semi-skilled and unskilled manual workers	15%
E	non working	Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income	8%

The *Daily Mirror* and *The Times* target very different audiences:

The Daily Mirror



The Times



[YouGov](#) profiles the nation's newspaper readers [click to access]

We previously looked at:

Social demographic audience of the *Daily Mirror* and *The Times*, and the age distribution of audiences of the two newspapers. In both cases, the largest audience demographic is 55+ C1-DE adults. Refer back to your previous learning to refresh your memory!



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Media Representation

Media Representation: How are different social groups, issues or events represented?

Examine the individuals or social groups that are represented in *The Times* excerpts and what does their representation tell us:

Incentive or pug (sometimes called 'plug') '£2 for subscribers' – Why is this tempting to an audience?

'I judge parents who hand kids phones.' – Why have they included this as an off-lead? How does it fit the target audience (think of social class!)?

Use of Colour – Other than black and white, the most visible colour is blue. Why?

'Post Office chief to give up her CBE over scandal' – Though a broadsheet, why is this choice of language important? Consider the emotional aspect of the story.

'Blood on their hands' – What effect does this language use have? How does it reflect a middle-class readership?

Use of splash image – Why has this image been chosen? What are its connotations?

Seven minutes, in your books:

1. How does this constructed reality reflect the newspapers politics and ideology?
2. How does this help to attract its audience?



Do Now (five minutes):
Accompanying reading questions

1. Was the original name for 'The Times'?
2. It was said that newspapers need to be a 'well-covered _____'.
3. When it expanded from 4 pages, how many pages, did it expand to?
4. Lord Northcliff bought it in 1908. Which paper did he also own?
5. In which year did Rupert Murdoch's 'News Corporation' buy 'The Times'?

Do Now (five minutes):
Accompanying reading questions

1. Was the original name for 'The Times'? **The Daily Universal Register**
2. It was said that newspapers need to be a 'well-covered _____'. **Table**
3. When it expanded from 4 pages, how many pages, did it expand to? **12 pages**
4. Lord Northcliff bought it in 1908. Which paper did he also own? **The Daily Mail**
5. In which year did Rupert Murdoch's 'News Corporation' buy 'The Times'? **1981**



https://www.wikipedia.org/wiki/Media#/media/File:News_media_at_a_rush.jpg

Media Audiences: How Does *The Times* Target its Audience?



Post Office chief to give up her CBE over scandal



MPs could pass emergency law to

quash postmasters' convictions

Retired IT experts 'knew about secret bugs in the system'



Vonelle faces calls to return £2.2m bonus as well as CBE

Language: *The Times* tends to attract an audience that is older and more traditional (Conservative politics), so the stories are targeted towards these values and beliefs to this audience's values and beliefs.

Mode of address: *The Times* employs a formal style with advanced language to reflect the needs of the audience.

Construction: *The Times* uses some layout design techniques to attract its audience (sell lines, cover lines), but not as many as *The Mirror*, Why?

Technical Codes: Whilst *The Times* employs colour, it is much more understated than the tabloid *The Mirror*. More traditional font styles and sizes reinforce this traditional symbolism.

Ten minutes, in your books, and in your own words:

We looked at/will look at these headings when studying our magazine CSPs.

1. Summarise the above information.
2. As well as the nature of the stories attracting its target audience (previous slide), how else does *The Times* attract its audience? Include information from the boxes above.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Revision; we did this previously!

Targeting Audience

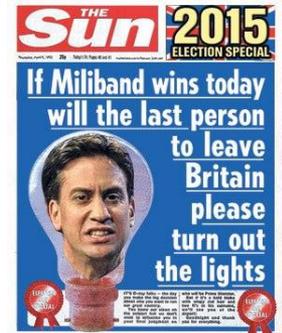
Media Audience: Does *The Times* want its Audience to be Active or Passive?

There are basically two different schools of thought concerning how audiences consume media texts like newspapers. There are those that believe that audiences are 'passive' and those who believe that audiences are 'active'.



Audience Theory:
Hypodermic Needle

The **Hypodermic Needle** theory suggests the idea that the media 'injects' ideas and views directly into the brains of the audience like a hypodermic needle, therefore, controlling the way that people think and behave. The audience **passively** receives the information from the media text without any attempt to challenge this information. It was particularly powerful in World War Two. Is it still so relevant now in these times of fake news and social media echo chambers?



Ten minutes, in your books:

1. Explain the hypodermic needle audience theory and how it relates to *The Times*.
2. What evidence is there that the *The Times* wants its audience to be passive and to 'control' the way the audience thinks and the ideology it shares.





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Targeting Audience

Media Audience: Are there any Opportunities for the Audience to Negotiate or Reject the Preferred Reading?

Stuart Hall (1973) suggested that there were three main perspectives involved in the way in which an audience responds to a media product. This involves how the audience is positioned by the product and influences their response to it.



Preferred reading

This is where the audience responds to the product exactly as the producer intended. The Times will hope that many of their stories will reflect the political and ideological position of the readers.



Negotiated reading

This is where the audience accepts parts of the product and not others. In our modern media-aware world this is increasingly an issue in all newspapers from all but the most 'loyal' readers.



Oppositional or resistant readings

This can happen in newspapers as some members of the audience will consume the news from The Times even though they may disagree with it's political and ideological position.

Six minutes, in your books:

1. For the Gary Lineker story in the *The Times* CSP, state how a reader may have a preferred reading, a negotiated position and an oppositional reading.





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Audience Pleasures

Media Audience: Uses and Gratification Revision

We looked at this theory when we studied the *Daily Mirror*. Do you know the headings and can you apply them to why people would read *The Times*?

- 1. Surveillance** – the main reason we read newspapers is to find out what is going on in the world around us. We find out news, different opinions and catch up with the latest gossip and scandal.
- 2. Entertainment** – One of the main reasons we read newspapers is for entertainment. Whether it's enjoying reading the opinions of others, reading the cartoons or completing crosswords. We want to be entertained.
- 3. Personal Identity** – the newspaper you read what type of person are. A Daily Mirror reader will probably think very differently from a Times reader. Even if a reader does not always agree with a viewpoint the newspaper puts forward, they may still be agreeing with the values being shared and thus reinforcing their own values.
- 4. Social interaction and integration** – People will use many of the articles in The Times as a focus of discussion with friends. It helps people feel that they are part of a common traditional culture.
- 5. Becoming an active participant** – increasingly newspapers, especially online editions, encourage audience input through comments and email. This is particularly important for some sections of the audience.

Two minutes; discuss, and be prepared to answer as I will cold call!

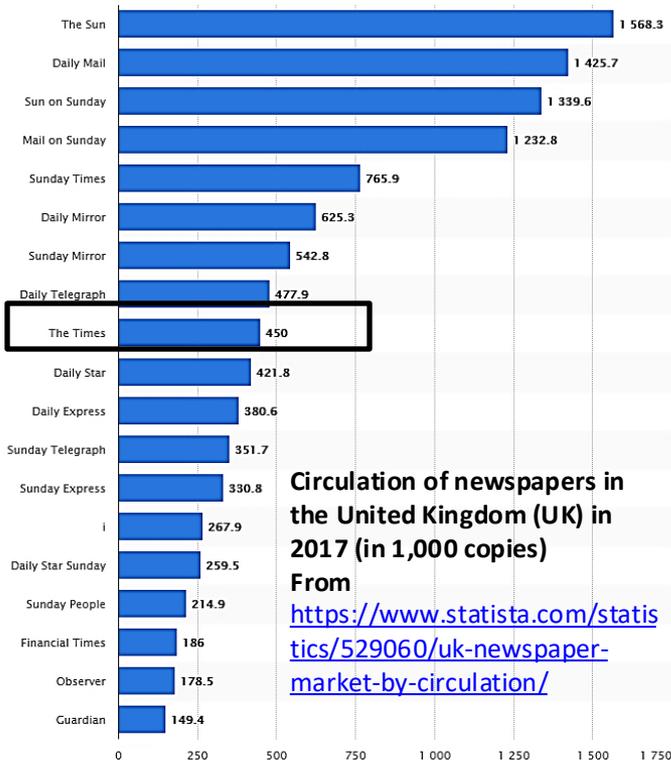
1. Why do people read *The Times*? Refer to the above theory and specific points from your CSP.



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Market Position

Media Industries: What is the Market Position of *The Times*? Remember this?



National newspapers in the UK can be split into:

1. Popular red top/tabloids
2. Midmarket
3. Quality products.

The term 'tabloid' is often used to describe the smaller-sized, downmarket, popular or red-top dailies (*The Sun*, *Daily Star*). However, many newspapers have changed size so don't be confused by the size issue. *The Times* adopted their format in 2004 (though they called it 'compact'). *The Times* would classify itself as a Quality Compact whereas the *Daily Mirror* would like to classify itself as a Midmarket tabloid. Some would argue that the *Daily Mirror* is a popular tabloid and *The Times* is moving midmarket. The *Daily Mirror* is one of the few Labour-supporting newspapers (as well as *The Guardian*). *The Times* supports the Conservative Party.

Four minutes, in your books and in full sentences:

1. What are the sales figures for *The Times*? How does this compare to the *Daily Mirror*?
2. What type of newspaper is *The Times*?
3. What is the political affiliation of *The Times*?

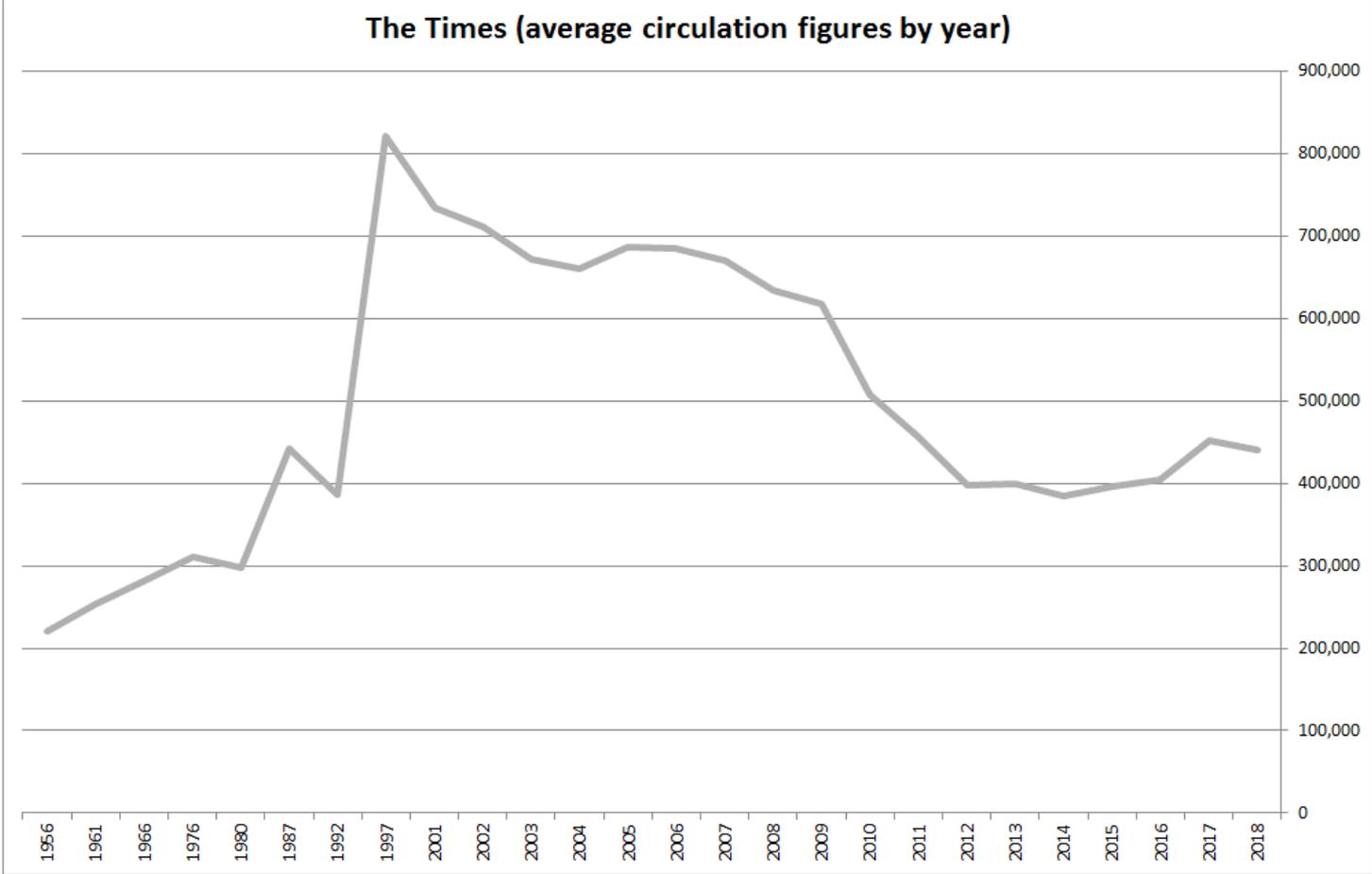




Circulation

Media Industries: What are *The Times*' Circulation Figures and How Have They Changed?

The Times sales are not as large as the *Daily Mirror*, but have remained quite stable after 1997. What is the social and historical context to this and why? Think of the politics at the time (new Labour government, 1997-2010) and the level of loyalty of the Conservative customer base due to age/attitude etc.

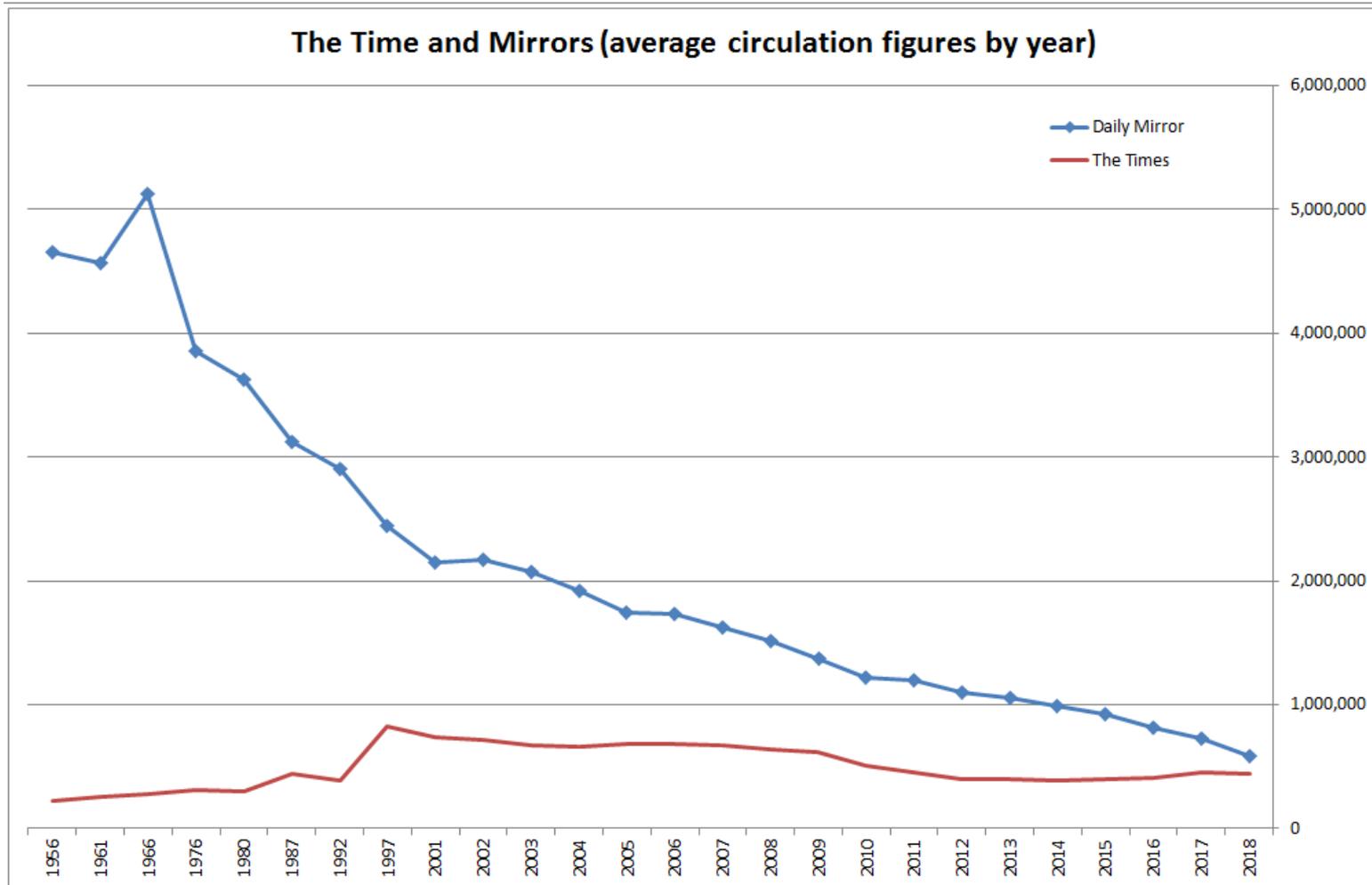




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Media Industries: Comparing *The Times*' and the *Daily Mirror*'s Circulation Figures

The Times sales are much more consistent than the *Daily Mirror*'s over time. Why do you think this is?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Circulation

Media Industries: What are The Times circulation figures and how have they changed?

There are a number of reasons why the circulation of newspapers has fallen over the last 50 years:

1. The growth of television as a major source of news (since the 1950s)
2. The growth of the Internet as a major source of news (since the 1990s). This has particularly impacted on advertising revenue for newspapers as we use the Internet (often free) for services when previously we would have looked at other companies.
3. People are accessing news freely through social media and other online outlets. Newspapers cannot compete with the speed and cost-free nature of this. Twitter has no printing costs, printing factories, distribution costs and journalist wages.
4. Previously we would go to small number of outlets for our news (BBC and other national broadcasters, national and some local newspapers). Now there are so many places we can access news (numerous TV channels, websites, social media accounts, blogs). This so-called narrowcasting has splintered audiences into smaller and smaller pieces for an increasing number of news organisations.
5. Critics of the newspaper as a medium also argue that while today's newspapers may appear visually different from their predecessors a century ago, in many respects they have changed little and have failed to keep pace with changes in society. The technology revolution has meant that readers accustomed to waiting for a daily newspaper can now receive up-to-the-minute updates from Web portals, bloggers and new services such as Twitter.

Eight minutes, in your books:

1. Using the info above, describe the pattern for *The Times'* circulation over the last 50/60 years.
2. Why has newspaper circulation fallen?





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Market Position

Media Industries: Who owns the *The Times*?

Newspaper groups	Titles owned	Daily market share in 2017 (2005)
News International (Rupert Murdoch)	Sun, Times, Sunday Times, Sun on Sunday (News of the World)	34% (34%)
Daily Mail and General Trust	Mail, Mail on Sunday	24% (21%)
Northern & Shell (Richard Desmond)	Express, Express on Sunday, Star	14% (16%)
Reach – formerly Trinity Mirror plc	Mirror, Sunday Mirror, Sunday People, Daily Record	11% (15%)
Telegraph Group (Barclay brothers)	Daily Telegraph, Sunday Telegraph, (The Business)	8% (8%)
Guardian Media Group (Scott Trust)	Guardian, Observer	3% (6%)
Nikkei (bought from Pearson)	Financial Times	1% (1%)

News Corp UK & Ireland Limited (trading as **News UK**, formerly **News International** and NI Group) is a British newspaper publisher, and a wholly owned subsidiary of the American mass media conglomerate News Corp. It is the current publisher of *The Times*, *The Sunday Times* and *The Sun* newspapers; its former publications include the *Today*, *News of the World* and *The London Paper* newspapers. Until June 2002, it was called News International plc. On 31 May 2011, the company name was changed from News International Limited to NI Group Limited, and on 26 June 2013 to News UK.

Five minutes, in your books:

1. Who owns *The Times*?
2. What newspapers does News International now own?
3. What market share does it now have from February 2017?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Media Industries: Who are 'News International' and 'Reach'?

Key Term!

Conglomerate:

A large corporation that owns a large number of media companies, such as television, radio, internet, publishing – giving the conglomerate control in the market. Example: Disney Studios, with Disney+, The Disney Channel etc.

Key Term!

Subsidiary (ies):

A smaller company controlled by a larger one. Often 'less important' or and 'additional branch of'. For example, NBC is a subsidiary of Universal Studios.

Both **News International** (and the bigger corporation that runs them, News Corp) and **Reach** (the other CSP, the *Daily Mirror*) are examples of **media conglomerates**. These are huge companies that have lots of subsidiary companies. Whilst it is not important to remember all the names of these subsidiary companies, it is important the power they have in the modern media landscape. For example, News International (or News Corp) owns the following media products...



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Market Position

Media Industries: Who are 'News International' and 'Reach?'



The Times	The Sunday Times	The Sun	The Sun on Sunday	Sky TV	Fox News (TV)
Fox Sports (TV)	Wall Street Journal	New York Post	Harper Collins Publishers (Books)	20 th Century Fox	



All of these companies are linked to the media power that is Rupert Murdoch. He and his sons have enormous 'reach' in the media world and are said to be worth \$12 billion. Does this matter? Does Murdoch (and his often 'right-wing' political standpoint) hold too much power over the way news is communicated to a large part of the world? Is it good that we still have newspapers in this increasingly digital, social-media obsessed news landscape with user-generated content (UGC)?



Ten minutes: Silent work in your books (look back at film notes for reference...!):

1. What is a media conglomerate?
2. How could it be argued that media conglomerates are a good thing?
3. How could it be argued that media conglomerates are a bad thing?



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Digital Platforms

Media Industries:

How is *The Times* Responding to the Challenges to Traditional Newspapers from Digital Platforms?

With sales in printed newspapers falling and the associated loss of earnings from advertisers and sales, *The Times* has been concentrating on digital sales, and advertising, in response to the growth of digital news platforms and social media. As they say, if you can't beat them, join them! They have:

- Moved towards a **multi-platform** landscape. This means that it publishes and synchronises across its print, desktop and mobile platforms. The *Daily Mirror* has provided this online content for free. Some newspapers, including *The Times*, have a **paywall** on their online content. *The Times* has had a hard paywall since 2010, but it often experiments with making content available for free. Last summer, it began free registrations and has been adding around 30,000 subscriptions a week.
- Created a social media strategy in collaboration with the digital team to drive growth of their Twitter and Facebook profiles.
- In 2018, *The Times* and *The Sunday Times* hit 500,000 subscribers as digital outnumbers print for first time at a cost of £1 per week (minimum) for a digital subscription.



Five minutes, in your books:

1. Using the notes above, describe what *The Times* has done to protect itself from the general fall in newspaper sales.



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Digital Platforms

Media Industries: Do Online Newspapers Have to Charge Money?

The Times charges for online news content. The *Daily Mirror* offers free news with paid advertising (like the MailOnline), although you can pay a subscription to read the *Mirror* news without adverts.



Alan Rusbridger (ex editor of the Guardian) in 2012: The new digital paywall model established by the Times and the Sunday Times as a “vault of darkness” which might generate as few as 60,000 subscribers. We shouldn’t kid ourselves that this is going to be the panacea. We have the Guardian’s £49-a-year membership scheme (heralded by Guardian Media Group as a beacon of hope, with 50,000 readers registered)

John Witherow (editor of The Times) in 2016: The Times and Sunday Times now has more than 182,000 digital-only subscribers “and we charge quite a lot of money”. The Guardian is “heading towards a paywall” of its own. He sees the Guardian’s £49-a-year membership scheme (heralded by Guardian Media Group as a beacon of hope, with 50,000 readers registered) as merely a stepping stone to a subscription model. “Appealing for donations of £49 is not the answer, because it's not enough. You need a million people donating £49 to pay for the journalism at the Guardian which is very good but it's expensive,” he says. “They have to really rethink their model. If [The Guardian] want to ask people to donate that's fine but they are going to have to donate more and it just seems to me that it's a gradual process that they are heading towards a paywall, and there's nothing wrong with that. It's always been my view that digital would end up like newspapers, a combination of advertising and paid-for content.”



Seven minutes, in your books:

1. What do the online newspapers need the money for?
2. Why do you think *The Guardian* model will no longer be sustainable?
3. How does *The Times'* paywall mean that the news (and journalism) is high-quality and sustainable?



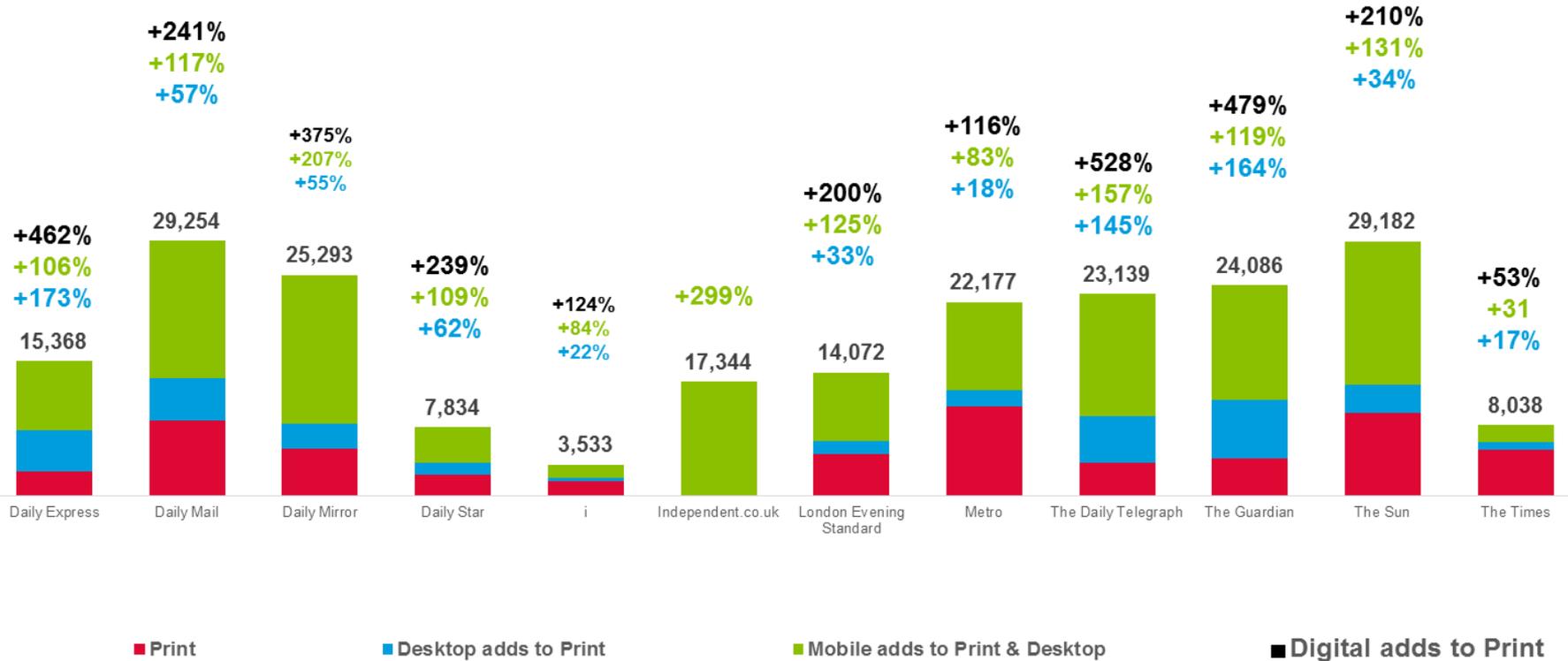


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Multiplatforming and Convergence

Media Industries:

What Trends are Towards Convergence of Media Platforms in the Case of *The Times*?



Source: PAMCo 2 2018 (Apr '17 – Mar '18)

You answered these questions previously; are there any similarities?

1. Describe impact of digital to print for the *The Times*.
2. Compare the difference in media platform impact between the *Daily Mirror* and *The Times*. Mention the difference in the digital impact between the two papers.





<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Revision: Press Regulation

Media Industries: How and Why are British Newspapers Regulated?



The **Press Complaints Commission** (PCC) was a voluntary regulatory body for British printed newspapers and magazines, consisting of representatives of the major publishers. The PCC closed on Monday 8 September 2014 after criticism after the phone hacking affair. It was replaced by the **Independent Press Standards Organisation (IPSO)**, chaired by Sir Alan Moses.



The role of **IPSO** is to:

- Regulate 1500 print and 1100 online titles.
- Listen to complaints about press behaviour.
- Help with unwanted press attention.
- Advise publication editors.
- Provide information to the public.
- Provide a journalist whistleblowing hotline.
- Low-cost arbitration between complainants and publications.



<http://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standard.jpg>

Revision: Press Regulation

Media Industries: How and Why are British Newspapers Regulated?



[Click image to view video](#)



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This concludes the Newspaper Close Study Products. Now revisit your Personal Learning Checklist for this CSP. How much more do you know?!

