Newspapers is the only Component 1 text that is covered across all of the theoretical framework elements and therefore could come up in any of the questions.

You will be studying Section A: Media Language and Representation with Stuart, where you will study the front over and a double page article from the day after Donald Trump won the US election and became President.

In Section B we will study Industry and Audience - like all of the other texts you’ve studied with me.

We will gain knowledge and understanding of The Daily Mail as an evolving media product interns of relevant newspaper industry and the audience issues it illustrates. In order to develop this awareness we will study:

• One complete print edition of the newspaper
• Selected pages from the newspaper’s website including the homepage and at least one other page.

THE NEWSPAPER INDUSTRY

A range of different newspapers are published every day in the UK, these include national, local and Sunday editions. Newspapers are categorised as either tabloid or broadsheets, these names were given because of the size of the papers.

<table>
<thead>
<tr>
<th>Refers to the dimensions of the newspaper: these are smaller and more compact in size. Also refers to a newspaper the content of which focuses on lighter news, for example celebrity gossip, sport and television.</th>
<th>Describes a larger newspaper that publishes more serious news.</th>
</tr>
</thead>
</table>

**EXAMPLES:**  

**EXAMPLES:**
WHO OWNS THE PRESS?

It’s important to be aware of the significance of patterns of ownership and their impact on the production and distribution of your set newspaper product.

The newspaper industry is very powerful and is largely in the hands of a few powerful media groups and individuals. This is known as an oligopoly.

**OLIGOPOLY:** a situation in which a small number of powerful companies are able to establish control or dominance within a particular market or industry.

Although sales of print newspapers is falling, the front page of a newspaper is still an important vehicle through which an audience is targeted and messages are communicated.

Using the handout provided, map the newspapers onto the diagram below:
News values are the criteria that will influence the decisions made by those who run the newspaper industry, including the owners, editors, journalists, about which stories will appear in their newspaper. These decisions are made every day by gatekeepers who decide how the news is selected and constructed for the audience. This will reflect the news agenda for the paper.

**NEWS AGENDA:** The list of stories that may be in a particular paper. The items on the news agenda will reflect the style and ethos of the paper.

Below are some of the news values which are relevant today, match up the terms with the definitions:

<table>
<thead>
<tr>
<th>Unexpectedness</th>
<th>Continuity</th>
<th>Threshold</th>
<th>Elite Nations/People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negativity</td>
<td>Personalisation</td>
<td>Proximity</td>
<td>Unambiguity</td>
</tr>
</tbody>
</table>

The bigger the story the more likely it is to get onto the news agenda.

Bad news is more exciting than good news.

An event that is a shock or out of the ordinary, for example the London terrorist attacks in 2017. An event like this will push other news stories off the agenda and changes to the front page may be made at the last minute.

Events that are easy to report and are not complex will be higher up on the agenda of some newspapers. Modern wares are often difficult to report and are avoided by tabloid newspapers unless they involve personalities or can be graphically represented.

News stories that have a human interest angle are more likely to appear in some newspapers. Readers are interested in celebrities, and stories have more meaning if they are personalised.

The closer to home the story is, the more interested the reader. Tabloid and local newspapers tend to be more ethnocentric than ‘quality’ newspapers i.e. broadsheets.

Stories about important people and powerful nations, for example the USA, will be higher up on the agenda.

Stories that are already in the news continue to run and are updated as new aspects to the story appear, for example Brexit and Donald Trump’s presidency.
Which news values are evident on this front page of the Daily Mirror? Support answer with examples.

The news is not simply reporting on all the events that have happened. So many events happen all over the world that there is no way the news media could report on all of them, so in this way the news media is biased and selective. The news media will carefully select which news items to include and which to omit. They will also carefully construct a narrative to the event that tells the story from their angle – this may be through use of images, language and how much coverage an item gets.

News organisations have to consider several things when selecting what news to cover. How could the following areas impact what is included in the news:

- **Financial constraints**
- **Airtime or Column space available**
- **Deadlines**
- **Audiences**

Owen Jones, a journalist and political activist, said the press is:

Largely run by a very small group of very right wing media moguls who defend the status quo of which they are a part. If you are on the left and want to change society, the media will always come and get you.

What do some people think are problems with the new industry being an oligopoly?
The newspaper industry used to be regulated by the Press Complaints Commission (PCC). However the PCC was severely criticised in the Leveson inquiry conducted by Lord Leveson, which in 2012 investigated into the culture, practice and ethics of the British Press in the light of the News Corp phone hacking scandal and other issues related to intrusion of privacy by the press.

What do you know about the phone hacking scandal? How else might the press be seen to intrude on the privacy of individuals?

The inquiry found the PCC to be largely ineffectual in regulating the newspaper industry. Lord Leveson made recommendations for a new regulatory body to replace the PCC. He also stated that there would be firmer sanctions for those newspapers that were deemed to have broken the law, including substantial fines.

The press industry was concerned that this would lead to the loss of independence regarding self-regulation as this could have attacked the freedom of the press.

What is freedom of the press?

The new regulatory body is the Independent Press Standards Organisation (IPSO), whose stated aim is to uphold professional standards in journalism.

The role of IPSO involves:

- The regulation of over 1500 print (magazine and newspaper) and 1100 online titles
- Dealing with the complaints about possible breaches of the Editor's Code of Practice
- Giving help with unwanted press attention or harassment issues
- Giving advice to editors and journalists
Visit [www.ipso.co.uk/editors-code-of-practice](http://www.ipso.co.uk/editors-code-of-practice) and make notes on the following areas:

<table>
<thead>
<tr>
<th>ACCURACY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Privacy</td>
</tr>
<tr>
<td>Harassment</td>
</tr>
<tr>
<td>Intrusion into grief or shock</td>
</tr>
<tr>
<td>Discrimination</td>
</tr>
</tbody>
</table>

Do you think newspapers always follow the code of practice highlighted here? Give examples to support your opinion:
NEWSPAPERS AND TECHNOLOGICAL CHANGE

Just like the magazine industry, the newspaper industry is facing a drop in circulation figures as the readership diminishes.

The Independent stopped publishing the print version of their paper in 2016, leaving only its digital editions.

Since the 1950s, there has been a gradual decline in newspaper sales. The availability of multimedia news platforms has accelerated this decline in the 21st century, and by the close of 2014, no UK newspaper had a daily circulation exceeding two million.

This reflects social changes related to the ways in which readers want to access their news.

Why is it important that newspapers have an online presence?

ADVANTAGES AND DISADVANTAGES OF ONLINE NEWSPAPER SITES

There are many advantages and disadvantages of a move to digital platforms for newspapers. Often they are intertwined. Make a list of relevant points:

<table>
<thead>
<tr>
<th>ADVANTAGES</th>
<th>DISADVANTAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The digital revolution has also had an impact on how news is gathered. Frequently news channels use citizen journalism, information from the general public rather than their own journalists.

What has contributed to this rise in citizen journalism? Think about the developments in technology available to audiences.

When is citizen journalism particularly useful?

NEWSPAPER AUDIENCES

When studying audiences in relation to the newspaper set product you will need to consider a range of points from the specification including:

- How media producers target, attract, address and potentially construct audiences.
- How media industries target audiences through the content and appeal of media product and through the ways in which they are marketed, distributed and circulated.
- Audience theory including Stuart Hall's Reception Theory and George Gerbner's Cultivation Theory.
Who reads newspapers? Audience age and engagement

The age of the audience is one factor that will cause them to engage with news differently.

A study by Newsworks, the marketing body for national newspapers, found both similarities and differences between the reading habits of younger and older people.

The study, called Generation News, looked at how people aged 18-34, the millennials, consume news as distinct from people aged 50-65, the boomers.

**Read the statements below and decide if you think they relate to millennial or boomers.**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Millennial</th>
<th>Boomer</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 1 million read a digital newsbrand daily and enjoy the speed and ease with which they can access news.</td>
<td>Access newsbrands continually throughout the day.</td>
<td>74% stated that they turn to newsbrands to get a balanced point of view.</td>
</tr>
<tr>
<td>As well as enjoying a digital newsbrand daily, they also enjoy indulging in newspapers.</td>
<td>As well as enjoying a digital newsbrand daily, they also enjoy indulging in newspapers.</td>
<td>78% stated that their newsbrand introduces them to stories they wouldn’t otherwise read.</td>
</tr>
<tr>
<td>Their newsbrand habits are more centred on specific times of day.</td>
<td>More likely to exhibit their news habits on digital devices.</td>
<td>73% agree they visit a newsbrand website to get more information when they see an interesting story on social media.</td>
</tr>
</tbody>
</table>

The next table identifies five habits that Newsworks came up with, that they believe transcends both millennials and boomers. **Read the definitions and decide which of the five habits they think they best describe.**

<table>
<thead>
<tr>
<th>Habit</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access news constantly, prompted by a general need and state of distraction.</td>
<td>Access news regularly throughout the day to keep up to date with breaking stories.</td>
</tr>
<tr>
<td>Access news regularly throughout the day to keep up to date with breaking stories.</td>
<td>Access news to pass the time when moving from one place to another.</td>
</tr>
<tr>
<td>Access news to pass the time when moving from one place to another.</td>
<td>Make time to enjoy the news as a break from everything else in the day.</td>
</tr>
<tr>
<td>Make time to enjoy the news as a break from everything else in the day.</td>
<td>Read the news regularly to get an in-depth perspective on stories.</td>
</tr>
</tbody>
</table>

**Indulge** | **Fix** | **Invest** | **Fill** | **Track**
Which habits do you think are most common amongst millennials?

Which habits do you think are most common amongst boomers?

YouGov is a global market research and data company built on a simple idea: The more people participate in the decisions made by the institutions that serve them, the better those decisions will be.

As a media student the profiles section is a useful way of finding out information about audiences. By visiting the link [www.yougov.co.uk/profileslite#](http://www.yougov.co.uk/profileslite#) you can get a detailed breakdown of useful information like demographics.

Below are the basic profiles for different newspapers. When you visit the site you can expand on the information and find out more. We will do this when looking at the Daily Mirror.

Can you work out which profile matches which newspaper?
How can this information be used by newspaper publishers?

**AUDIENCE RESPONSES**

**GEORGE GERBER: CULTIVATION THEORY**

George Gerbner argues that exposure to repeated patterns of representation over long periods of time can shape and influence the way in which people perceive the world around them.

**Consider the representation of immigration.**

How does the Daily Express represent the issue?

How does the selection of images and language shape and influence the audience?

What is the cumulative effect of these “repeated patterns of representation over long periods”?
Newspapers often operate as opinion leaders mediating the news for the readers. A loyal reader of a newspaper will be regularly exposed to the ideas and beliefs of the newspaper and this in turn will influence how they perceive the world around them at both a national and global level.

How could the Daily Mirror be said to be an opinion leader? How would the messages differ from that of a newspaper such as the Daily Express?

STUART HALL’S RECEPION THEORY

We have explored Hall's encoding/decoding theory previously, but to recap he proposed a model of mass communication that highlights the importance of active interpretation within relevant codes.

Due to the active role of the audience, decoding may well be different to the encoder’s intended meaning. In this way then, he proposed three positions for the reader of a text:

How does this theory relate to Gerbner's idea of cultivation?

How can this theory be applied to the Daily Express coverage of immigrants?

What affects the way in which the reader may respond to the stories covered?
SET TEXT: THE DAILY MIRROR

The Daily Mirror is a British national tabloid newspaper first produced in 1903.

It is owned by Trinity Mirror. Trinity Mirror plc is the largest British newspaper, magazine and digital publisher. It has 150 national and regional newspaper titles and runs 80 websites.

THE COMPANY STATES IN ITS ‘VISION AND VALUES’:

‘Our vision is to be an essential part of people’s daily lives by delivering quality content and services that inform, enlighten and enrich’ (www.trinitymirror.com/our-values)

WHO READS THE DAILY MIRROR

Visit the yougov.co.uk/profileslite#/The_Daily_Mirror/demographics and make notes on the following areas:

DEMOGRAPHICS

GENDER

AGE

SOCIAL GRADE

WHICH REGION HAS THE LARGEST READERSHIP?
For the following activities you will need to use the additional resource of the print edition and website screenshots.

Use specific examples from the resource to support your points, you will use these in the exam.

**HOW DOES THE DAILY MIRROR TARGET, ATTRACT AND REACH READERS?**

**PRINT EDITION OF THE NEWSPAPER:**

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front cover</td>
<td></td>
</tr>
<tr>
<td>The plug/puff</td>
<td></td>
</tr>
<tr>
<td>Letters Page</td>
<td></td>
</tr>
<tr>
<td>Editorial</td>
<td></td>
</tr>
<tr>
<td>News Stories</td>
<td></td>
</tr>
<tr>
<td>The values, attitudes and beliefs of the paper</td>
<td></td>
</tr>
</tbody>
</table>
Advertising generates revenue for newspapers. What type of advertising do the different platforms include?

**PRINT**

**DIGITAL**
How Social Media Is Taking Over the News Industry

By Sam Laird
Apr 18, 2012

More than ever, people are using Twitter, Facebook and other social media sources to learn about what's happening in the world as traditional news outlets become increasingly less relevant to the digital generation.

American forces' raid on Osama Bin Laden, Whitney Houston's death, the Hudson River plane landing — these are just a few of many major news stories ordinary citizens broke on Twitter first. Professional journalists, meanwhile, use Twitter all the time to break news quickly before writing up full articles.

And the business side is going digital too. Online news now generates more revenue than print newspapers.

But the trend toward Internet and social media-based news — and the accompanying rush to be first to report a story — also comes with pitfalls. Some 50% of news consumers have received “breaking news” via social media, only to find out later it was erroneously reported.

All this and more comes from the online education portal Schools.com, which pulled research from sources including the Washington Post, Pew Research Center and Reuters to put together the infographic below. Check it out to see the fuller picture of how social media is coming to dominate the news industry.
Using the article and infographic answer the following question.

How has social media changed the news industry and do you think this is a positive changed?

CLAY SHIRKY: END OF AUDIENCES

The view of passive consumers of mass media content is no longer justifiable in the age of the internet as media consumers have now become producers who ‘speak back’ to the media in various ways.

Revisit your notes on Clay Shirky's theory from the Audience handbook that we completed in September. If you need to watch the video again you can find it here

https://youtu.be/ASZJE15E0SY

How has the Daily Mirror embraced this shift towards participatory culture and the changing media landscape? Find examples from the print and digital products:
# Political, Social and Cultural Contexts

Where in the Daily Mail can you find evidence of contexts?

<table>
<thead>
<tr>
<th>Political Context</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Online</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social and Cultural Context</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Online</strong></td>
<td></td>
</tr>
</tbody>
</table>
STUART HALL AND THE DAILY MIRROR

Choose two stories from The Daily Mirror and consider how people may respond to them. Use social media or comments to help you.

HEADLINE:

What might affect the reading of these stories?
The main points of Curran and Seaton’s theory are:

- The idea that the media are controlled by a small number of companies primarily driven by the logic of _________________ and _________________.

- The idea that media concentration generally limits or inhibits _________________, _________________ and _________________.

- The idea that more socially diverse patterns of ownership help to create the conditions for more ________________ and ________________ media productions.

Now that you have studied newspapers, apply Curran and Seaton’s theory to the industry, remember the news industry is an oligopoly, consider the impact this has: