

g2 film & music  
**C-3PO speaks! Emma Stone on Woody Allen 25 years of Heavenly Records Alexis Petridis salutes Iron Maiden AC/DC! Rave classics revisited**  
 Lost in showbiz  
 GYR! GO  
 JAMIE'S  
 Sugar Rush  
 THE PM

**The boat flipped. They just slipped through my hands**

PM bows to pressure to admit more refugees

Father's anguish at death of sons Aylan and Ghalib  
 Tragedy sparks calls for action across Europe

THE GUARDIAN: CONTEXTS

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**Background Context**

British national daily newspaper, average daily circulation of roughly 189K copies. The Guardian targets well-educated, relatively young, predominantly male and liberal audience. The demographic is 89% ABC1. Fifty-two percent of Guardian readers are male, and the average reader age is 44. The Guardian has a UK online edition which has over 42.6m readers (Oct 2014).

In 2006, The Guardian was redesigned, becoming smaller with a new typeface and balanced the longer with many shorter stories- for two reasons: to adapt to what was going on in the market (The Independent and The Times had already changed to a tabloid format) and to adapt to people's reading habits, with people now having little time to spare and increasingly 'reading on the go'.

**Social contexts**

March 2011, civil war in Syria broke out. An estimated 11m Syrians fled their homes since then. The majority of these have sought refuge in countries that border Syria, an estimated 1m have asked for asylum in Europe. Families have been broken up and many are making dangerous and difficult journeys across land/sea to get to, what they consider, a safe place. Opinions vary: a lot of support/aid being offered by individuals and charities, but there is also fear/uncertainty about how countries will cope with the increased populations and impact migrants will have on societies.

**Cultural contexts**

It is expected that the audience will recognize the two robots portrayed in the top third of the magazine. This recognition of such icons and their very famous film franchise helps to create social inclusion and a shared knowledge and cultural understanding. It is also a subtle form of advertising, as the front cover is dated 4 September 2015 – just 3 months before the release of the latest film in the Star Wars sequel trilogy, The Force Awakens, and the day that all the new merchandise was released. These images can be considered to be intertextual references that the audience will spot and then be able to bring a shared understanding to the text..

**Key Terms and conventions**

Layout, Use of cover photographs/images, House style, Masthead, Headline, Anchor, Quote, Emotive language, Article, Selection of images, Dominant image, Broadsheet, left wing, Liberal, Serif font.

**Historial & Political Contexts**

The Guardian is described as having mainstream left political values. It does not have an affiliation with any political party, but does lean towards the left and has a very liberal tradition. It is therefore not surprising that the language of the two main articles seeks to apportion blame to the European governments suggesting they are the reason for this crisis, and also paints a picture of an uncaring Conservative Prime Minister. It is also unsurprising that they are presenting an alternative viewpoint to the more right-wing press, encouraging their readers to see the refugees as victims of war who deserve our help. The Guardian isn't owned by a group of shareholders like most other newspapers, for whom making a profit is imperative. Therefore they believe that they can hold true to their core journalistic principles.

**LEFT wing Vs RIGHT wing**

*Left wing is generally a more liberal and forward-moving ideology In the UK, Labour are leaning left from centre.*

*Right wing is more conservative and generally traditional. In the UK, Conservatives are leaning right from centre.*

**MEDIA LANGUAGE: How the NEWSPAPER communicates with the audience about the following:**

**Technical codes**

1. Mid-long candid shot of the two boys who died is not a professional photograph, but seemingly a family taken one, to connote familiarity with the audience and evoke emotions of sympathy and sorrow. The selection of this particular image shows how they look just like any other youngsters, their nationality being irrelevant. The previous day, the image used by many papers, including The Guardian, was a much more shocking picture of Aylan's body being carried by an official. The Guardian could have used this image again or a similar one but didn't and it's worth considering why that was- could be linked to their liberal viewpoints

**Symbolic codes**

1. Dominant image of two little boys who drowned, along with their mother who is not pictured, whilst crossing from Turkey to Greece gives a human face to the Syrian refugee crisis.  
 2. The image depicts happy little boys, wearing typical clothing and a cheeky smile. This human angle is a common convention of the news, as it allows the readers to engage with the stories on a more personal level and the use of children is particularly effective as they are often associated with innocence and vulnerability.

**Written Codes**

1. Masthead. The Guardian's masthead is written all in lowercase and uses a curved font. This uniqueness makes the newspaper stand out from the crowd when competing for sales on the news-stands and, arguably, is a more personal mode of address, one which offers an alternative form of journalism to the rest of the industry.  
 2. Headline: The photograph is anchored with the caption, "Aylan and Ghalib Kurdi were drowned after the boat they were in capsized" and the headline, "The boat flipped. They just slipped through my hands", explaining their deaths as wholly accidental.  
 3. The emotive language used: "anguish", "tragedy" and in the lead paragraph, "disaster" and "devastation", evokes a huge sense of sympathy from the reader. The audience is positioned in such a way so as to support these families and apportion blame to Europe's governments and international authorities who have created this crisis and allow it to continue.

**MESSAGES & VALUES**

Alongside the main article, there is a linked article about Prime Minister was under pressure to allow more refugees into Britain. The phrasing "PM bows to pressure" attempts to show David Cameron in an unfavourable light, stating that he felt that he should agree because so many people were putting pressure on him to do so, suggesting that the Prime Minister doesn't agree with the idea. When placed alongside the main article, and the image of the little boys, shows he lacks compassion and empathy for these victims of war, arguably reflecting the values and political leaning of The Guardian.

**REPRESENTATION of SOCIAL GROUPS**

**Representation of REFUGEES**

The text of the main article is carefully constructed to position the audience into accepting the newspaper's viewpoint, analysis and opinion. The tabloid right-wing press, such as The Sun, often paints refugees as potential terrorists, parasites, and people to be despised and/or feared. The Guardian odes the opposite:  
 - The image and the language used position the Kurdi family, and therefore all refugees, as blameless victims. It is a story of personal tragedy which, in other circumstances unrelated to a migrant crisis, would be viewed as a heartbreaking catastrophe by all who read about it.  
 - However, in the political and social context of the Syrian refugee crisis, this is the kind of story that divides people – some considering it the father's fault, and suggesting that they shouldn't have been making the crossing in the first place as the journey to Europe was too dangerous and unnecessary.  
 - In contrast to the unfavourable dominant media stereotype of refugees as potential terrorists, benefit scroungers and criminals, this image serves to remind the readers of the reality of the situation and show just how desperate many are to flee their homes in search of safety.  
 - The two boys are also being used, in this context, perhaps to represent all migrant children involved in this war, and once again highlighting their innocence, vulnerability and defencelessness.

**CONSIDER TARGET AUDIENCE APPEALS**

1. A much smaller part of the front page is given over to g2 film & music, a regular segment in the paper which, because of its placing, when displayed on news-stands may well be the section people see first. This entertainment segment offers a lighter alternative to the hard hitting news stories of the rest of the newspaper and may well be a reason why people choose this paper over others, many of which will undoubtedly be covering the same main stories.  
 2. Iconic images of R2D2, C-3PO and Woody Allen, amongst others, engage part of the target audience who will be familiar with these and the reference to "Aciid" and "Rave classics" along with Emma Stone may be more appealing to their younger readers.

**Audience Reception Theory**  
 Stuart Hall

The way audiences interpret messages. Below are examples (not exhaustive) of how the main story of the front page could be interpreted.  
**PREFERRED/DOMINANT** reading: The tragedy of the event is a result of the Syrian War and these are innocent victims who need the nations help.  
**NEGOTIATED** reading: This is a really sad story, something needs to happen to help Syrian refugees - BUT- the parents should not have put these children at risk on a boat.  
**OPPOSED** reading: This is not true/accurate/ relevant to me.

**ACTIVE vs PASSIVE audiences**

Active/Passive audience. Historically, readers of print newspapers were considered to be passive (i.e. they read what was in front of them and believed it), especially as there is an expectation that what is shared in the news genre is true. However, today's audiences are much more active and can interact with the news they read. They have the option to read it online, comment and discuss below an article, as well as sharing it on social media. This potentially changes the way they interpret the information they are given.

**THE GUARDIAN'S AUDIENCE**

**Well-educated**, relatively **young**, predominantly **male** and liberal audience. **89% ABC1**. 52% of Guardian readers are male, and the average reader age is 44.

**KEY MESSAGES**

1. Refugees need help- children are dying trying to reach safety.
2. PM David Cameron is under pressure to help
3. The Guardian is a newspaper that takes pride in it's journalism and ethos to report stories as opposed to sensationalist/gossip headlines.
4. The Guardian front page reflects it's liberal views.