



News Corp

Executive Chairman:
Rupert Murdoch
\$22.3 million annual salary

INSTITUTION: NEWSCORP

- NewsCorp is a media conglomerate and they own The Sun. They are one of the "big six" media companies in the world so are very powerful.
- NewsCorp is owned by Australian Rupert Murdoch, well known for supporting right wing political agendas
- They are horizontally integrated as they own many newspapers
- They also own The Times and The Sunday Times newspaper as well as shares in Sky and Fox.

HOME FOOTBALL SPORT TV & SHOWBIZ NEWS

WHAT A LET(WIN) DOWN PM forced to beg EU for delay after Tory rebel sinks Brexit deal

BREXIT BLOCKERS What happens next for Brexit now Letwin's wrecking plan has succeeded

HERE FOR ALL THE SHOWBIZ

FUNDING AND REVENUE

- Increasingly newspapers earn revenue from their advertisements and so, in this sense, journalism is being seen more and more as a commodity whose purpose is predominantly for profit. £1 in every £7 spent on groceries is spent by a Sun reader making it a very attractive advertising vehicle.
- The Sun is also sold for 55p Monday - Friday and 75p on a Saturday. This also brings them revenue.
- As readership figures of print news continue to drop and advertisers choosing to leave if figures drop too low, newspapers are under increasing pressure to capture audiences, so the populist nationalist ideology and emotive ultimatum that dominate the cover is a clear bid to attract those readers who voted leave. The range of British cultural institutions, from royalty to the Red Arrows is trying to appeal to the largest range of audience interests.

TECHNOLOGY & CONVERGENCE

In August 2013, The Sun launched Sun+, a subscription service digital entertainment package. Subscribers paid £2 per week but were able to access all of The Sun's regular content as well as have exclusive access to Premier League clips, a variety of digital rewards and a lottery. Despite the cost of this, Sun+ had 117,000 subscribers who they could engage with on a more personal level due to the brand loyalty created from the subscription. This was just one of the ways The Sun adapted to people's reading habits, with people now having little time to spare and increasingly 'reading on the go'.

- However, in November 2015, the paper had to remove the paywall and offer most of its web content for free in order to compete with major rivals such as The Mail Online. Since removal of the paywall, it now has around 1 million browsers per day.
- Despite the move of most news services to online platforms, the print edition continues to be extremely popular with approximately 3 million daily readers, compared to 4 million who consume it on their mobile devices.

REGULATION

- The Independent Press Standards Organisation (IPSO) is the independent regulator for the newspaper and magazine industry in the UK.
- They ensure that individual rights are protected and that standards of journalism are high in the UK - to ensure that audiences are given the correct information and not 'fake news'.

TARGETING AUDIENCES

- The Sun targets the lower middle social classes, most of whom haven't attended higher education. Two thirds of its readers are over 35 years old, 54% are male and its biggest audience share comes from the C2DE demographic.
- According to www.see-a-voice.org, the average reading age of the UK population is 9 years old.

The Sun has a reading age of 8 years. Using words in bold, lots of visuals and smaller chunks of text means they are purposefully making their product accessible to everyone and especially appealing to members of our society who have weaker literacy skills.

- In addition, this way of formatting makes it easier to read at speed - on the daily commute for example - and to skim and scan the paper to find specific articles that interest you. This could help explain why The Sun is "Britain's most popular paper" as stated by its tagline, as it is an easy read.

CONTROVERSY & REGULATON

- The Sun has always been considered controversial. The most notable controversy was The Sun's coverage of the Hillsborough Football Stadium disaster in Sheffield on 15th April 1989, in which 96 people died.
- The paper ran a front page headline of "The Truth" and printed allegations that fans pickpocketed victims, urinated on members of the emergency services and assaulted a policeman who was administering the kiss of life to a victim. The story was seemingly based on allegations from anonymous sources that were later proved to be false and The Sun apologised. The front page caused outrage in Liverpool where it was soon titled "The Scum" and a significant proportion of the city's population still boycott the paper today with many shops even refusing to stock it.
- More recently, The News of The World, which was owned by NewsCorp was forced to close after allegations that journalists were involved in hacking people's phones for information. This led to the closure of the 168-year-old News of the World tabloid in 2011 and a trial costing reportedly up to £100m.
- This led to the Leveson Inquiry, which investigated the scandal and then IPSO was set up to monitor journalism in the UK more effectively.

AUDIENCE APPEAL

- The average reading age of the UK is 9 years old. The Sun has a reading age of 8 years.
- Use of words in bold, lots of visuals and smaller chunks of text means they are purposefully making their product **accessible to everyone** and especially appealing to members of society who have **weaker literacy skills**

The working class

The Lower Middle Class

WHAT DOES IPSO DO?

- make sure that member newspapers and magazines follow the Editors' Code.
- investigate complaints about printed and online material that may breach the Editors' Code.
- make newspapers and magazines publish corrections or adjudications if they breach the Editors' Code (including on their front page).
- monitor press standards and require member newspapers and magazines to submit an annual statement about how they follow the Editors' Code and handle any complaints.
- investigate serious standards failings and can fine publishers up to £1 million in cases where they are particularly serious.
- operate a 24-hour anti-harassment advice line.
- run a low cost compulsory arbitration scheme to settle legal disputes.
- provide advice for editors and journalists.
- provide training and guidance for journalists so they can uphold the highest possible standards.
- provide a Whistleblowing Hotline for journalists who feel they are being pressured to act in a way that is not in line with the Editors' Code.
- work with charities, NGOs and other organisations to support and improve press standards.

USES & GRATIFICATIONS THEORY

According to Blumer and Katz, these are the reasons why people consume media texts.

P.I.E.S.

- **Personal Identity** - lets us learn about ourselves and how we are similar to others
- **Information** - gives us information about what is going on around us and what we are interested in.
- **Escapism: Entertainment/Diversion** - provides the opportunity for enjoyment, relaxation and distraction.
- **Social Interaction** - People use media to interact socially with people e.g. snapchat/social media. AND/OR people might use media products in order to be included in social interactions.

PASSIVE & ACTIVE AUDIENCES

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 understand how tabloids often don't report full facts. This potentially changes the way they interpret the information they are given.