

## Ownership models.

There are three types of ownership models that print and online newspaper companies may fall under.

- Conglomerates and subsidiaries
- Independent companies
- Public service broadcasters

Task: Research how each one operates and find an example of a news company for each one.

*Key words: synergy, cross-media, vertical /horizontal intergration, media plurality.*

## Print news:

**Production – newspaper journalists, editors and printers.**

**Distribution – Organisations that send newspapers to newsagents have some control over which publications get distributed, but no control over content.**

**Circulation – Newsagents and other retailers sell the newspapers.**

**Producers /Gatekeepers control the news content.**

## Online news:

**Production – More amateurs whose news may be distributed on social media + Traditional journalists.**

**Distribution & Exhibition – all on website and social media platforms.**

**News has a short shelf life and is highly risky for daily failure. News exclusives no longer sell as often and online news has put a strain on the news cycle. Soft news is becoming more relied upon.**

**News in the online era is still controlled by powerful news organisations which have successfully defended their oligarchy, meaning that mainstream media still control news.**

**The growing importance of social media in the distribution and circulation of news means that the social media companies are now crucial gatekeepers. Social media claim to be “platforms” rather than “publishers” meaning they lack editorial control. This leads to clickbait and fake news, as well as authentic citizen journalism.**

**Left wing and right wing ideology**

Task: What beliefs are typical of left and right wing attitudes?

Left	Right

Task: Place the following newspaper titles in the right order along the political spectrum opposite. Note whether they are popular tabloid, middle market daily or a quality newspaper (be mindful that some traditionally 'broadsheet' newspapers are now 'tabloid' in size).

- |                      |                         |
|----------------------|-------------------------|
| <i>The Sun</i>       | <i>The Telegraph</i>    |
| <i>Daily Mirror</i>  | <i>The Times</i>        |
| <i>Daily Mail</i>    | <i>The Guardian</i>     |
| <i>Daily Express</i> | <i>The Independent</i>  |
| <i>Metro</i>         | <i>The Morning Star</i> |

Task: Find examples of a front page for each one that reflects their political ideology clearly.

Task: Find figures for the a)circulation and b) reach for each print newspaper (print version).

	Circulation	Reach
<i>The Sun</i>		
<i>Daily Mirror</i>		
<i>Daily Mail</i>		
<i>Daily Express</i>		
<i>Metro</i>		
<i>The Telegraph</i>		
<i>The Guardian</i>		
<i>The Independent</i>		
<i>Morning Star</i>		

**LEFT**

**RIGHT**

Task: summarise these industry theories:

Curran and seaton	
Livingstone and Lunt	
Hesmodhaulgh	

**The role of regulation in UK news.**

The press in Britain is self-regulating. Newspapers both print and online may join either IPSO or IMPRESS. Other newspapers prefer to self-regulate.

The libel law provides additional legal constraint. Journalists argue that Britain has become particularly heavy with libel laws – journalists have to prove that what they allege is true to win cases.

*Online news is not regulated at all*, unless newspapers choose to sign up to a regulator. UK libel law does still apply to online news and social media, however, even if a post has been deleted.

Home Posts Videos About Photo

**The Guardian**  
Friday at 11:27 · 🌐

Analysis shows level of press scrutiny of prese in six months before she died



THEGUARDIAN.COM  
**Caroline Flack: scale of negative media coverage before death revealed**

👍👎🗨️ 158 122 comments 18 shares

👍 Like 🗨️ Comment ➦ Share

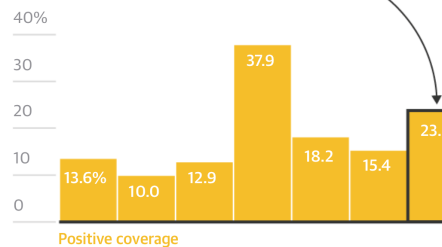
A Guardian analysis shows the Sun published the most articles mentioning Flack in the six months before her death - with a total of 99.

The figure is around a quarter of the 387 stories published in print by all of the UK's national newspapers in the same period.

A review of the stories shows that a quarter of all these articles took a negative tone, slightly higher than those with a positive tone, which accounted for 18% of the total

**In the month she was charged with assault, Flack received twice as many negative headlines as positive**

**February**  
In the month of her death, Flack received an equal number of positive and negative headlines



21:07

**The Guardian**  
Friday at 11:27 · 🌐

It is wrong to say hitting someone over the head with a lamp is an 'accident' or should be forgiven - just as it would be wrong to forgive a man the same.  
... See More

5 d Like Reply

**Laura Jackman** replied · 2 Replies

**Mohammed Bounhiss**  
We should have stringent measures to combat cyber bullying. It is endemic in social media, and platforms like Twitter and Instagram should do much more. Whatever the credible accusations against her for assaulting her boyfriend, it appears that she needed more support rather than condemnation. Hindsight, though is a different thing.

6 d Like Reply

**Top fan**  
**Mark Stock**  
Negative media coverage affects

You are commenting as a top fan! **Manage badge**

Task: Read the Guardian FB feed regarding Caroline Flack's treatment at the hands of the print and online press.

How does this support or challenge the case for regulation?

Also consider how far Jenkins' concept of the prosumer is applicable here.

## Set texts

## Ideology and reality

### The Guardian world-view

The Guardian supports liberal progressive values.

Katherine Viner, the Guardian editor, wrote in 2017:

Our moral conviction as codified by Scott, rests on faith that people long to understand the world they're in and create a better one. We believe in the value of the public sphere; that there is such a thing as the public interest, and the common good; that we are all of equal worth; that the world should be free and fair.

She added:

The Guardian will embrace as wide a range of progressive perspectives as possible. We will support policies and ideas, but we will not give uncritical backing to parties or individuals. We will also engage with and publish voices from the right. In an age of tumultuous change, nobody has a monopoly on good ideas. But our guiding focus, especially in countries such as Britain, the US and Australia, will be to challenge the economic assumptions of the past three decades, which have extended market value such as competition and self interest for beyond their natural sphere and seized the public realm.

### The Daily Mail world-view.

The Mail support free market economy, and which traditions such as the royal family, the church, the army and democracy.

In 2013, Paul Dacre, the then Daily Mail editor, argued that the Mail 'stands up for its readers, with their dreams (mostly unfulfilled) of a decent education and health service they can trust, their belief in the family, patriotism, self-reliance, and the overriding suspicion of the state and the People Who Know Best. They are sceptical over the European Union and a human rights court that seems to care more about the criminal than the victim ... (and) while tolerant, fret that the country's schools and hospitals can't cope with mass immigration.'

Note that the Mail Online is edited separately and has a more internationalist outlook.

### Realism and constructing reality.

News has to work within stringent rules of realism. News is separated from editorial, the first being factual, the second being opinion. Both should be clearly demarcated from advertising. These boundaries are established by journalistic practice, self-regulation and the law of libel. Whilst having to maintain truthfulness, the newspapers construct different views of reality, within the constraints of the news of the day, to match their differing world views.

Task: Read the chart below and find a range of news stories that reflect these different ideologies and realities on social media feeds and websites.

Daily Mail reality	Guardian reality
Many problems are caused by the ruling liberal elite and nanny state.	Many problems are caused by uncontrolled free markets.
problems are best solved by allowing the free market to operate and minimising bureaucratic interference.	problems are best solved by public control in the public interest.
We should look after our own people before foreigners.	As a rich country we have a duty to help others in the world.
Ordinary people are rightly proud to be British.	Some patriotism is associated with xenophobia and racism; we should be both internationalist and proud to be British.
We should respect great British institutions such as the monarchy.	We should recognise where institutions need to improve.
Catching criminals is more important than protecting human rights.	Protecting human rights is the cornerstone of a free society.
Brexit is a fantastic opportunity.	Brexit is a disaster.

## Media audiences

An audience's interpretation of newspaper representations may differ depending on several factors.

Task: Fill the gaps

C  
A  
G  
E  
D  
S

Hall's reception theory suggests three different positions that an audience might take with regards to a representation or an ideology.

Task: What are they?

1

2

3

## Demographic and Psychographic profiles of newspaper audiences

Task: Write a profile for both audiences of the set texts.

The Guardian

The Mail

## Media Contexts

For Q3/4, you will need to show knowledge and understanding of the influence of media contexts on some element of the industry (eg. ownership, regulation, funding, etc.)

<b>Social</b> How producers reflect their society- the social anxieties, the agreements, conflicts and inequalities between social groups.	<b>Cultural</b> How media products reflect their surrounding culture- the way of life, the arts and popular culture; including cultural change, conflicts and ideologies.	<b>Economic</b> The influence of the economic system on media, including on funding, the profit motive and competition between producers.	<b>Political</b> The political system and forces within which the media operate and which they influence, particularly the effect of these on ownership and control and regulation.	<b>Historical</b> How media products reflect historical events and historical changes in other contexts.
<p>Issues of class, race, inequality and conflict.</p> <p>Attitudes to gender, sexual orientation.</p> <p>Audiences categorised by psychometrics as well as demographics.</p> <p>Social identity politics: #me too, black lives matter.</p>	<p>Online technology- most consume news online and through social media.</p> <p>Younger audiences prefer online over print.</p> <p>Less inclined to pay for content as available for free digitally.</p> <p>Print traditionally seen as more prestigious than online.</p> <p>Prosumers.</p> <p>Convergence and synergy.</p> <p>Citizen journalism.</p> <p>Fake news- lack of regulation online.</p> <p>Interest in celeb culture</p>	<p>Journalism in UK is driven by profit motive in free market capitalism.</p> <p>Money raised from advertising has increased importance of marketing.</p> <p>Loss of revenue from print news as news moves online.</p> <p>This has led to a decline in quality journalism.</p> <p>Mail owned by powerful conglomerate.</p> <p>Guardian funded by Scott Trust, quality over profit.</p> <p>Paywalls and other ways of raising revenue.</p>	<p>Political</p> <p>The political system and forces within which the media operate and which they influence, particularly the effect of these on ownership and control and regulation.</p> <p>Newspaper aligned to political parties or ideologies.</p> <p>Leveson report criticised links between politicians and newspaper producers as too close. Linked to corruption.</p> <p>Power of online media- fake news, Cambridge Analytica.</p> <p>Media plurality promoted by Labour party to reduce monopoly and encourage more diverse voices.</p>	<p>Leveson.</p> <p>Technological progress from printing press to web 2.0 from 1980s to present day.</p> <p>Major events Brexit, Trump.</p> <p>Political conflict.</p> <p>UK has history of press freedom- no legal interference but permitted to be politically biased.</p>



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# Daily Mail

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# THE POMP

**In Windsor the US President meets the Queen. In London Corbyn's rent-a-Leftie mob shames Britain**



Splendour: The Queen with Donald and Melania Trump in the Grand Corridor of Windsor Castle

By **Jason Groves** and **Chris Greenwood**

**IN an extraordinary day of contrasts, Donald Trump saw the best and worst of Britain yesterday.**

Theresa May and the Queen gave the US President the full red-carpet treatment. But his visit was soured by angry protesters.

Mr Trump and wife Melania were treated to a display by the Coldstream Guards at Windsor Castle before taking tea with the Queen.

Meanwhile, 25 miles away, Jeremy Corbyn led a rag-tag band of Left-wingers and others protesting against President Trump's politics.

Addressing a crowd put at more than 100,000 in

Turn to Page 2

# ...AND THE PYGMY



Sour: Jeremy Corbyn joins anti-Trump protests in London yesterday



**Free World Cup  
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September  
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**The  
Guardian**

# I didn't criticise PM. That is fake news, says Trump

**Andrea Elgot and Peter Walker**

Donald Trump sharply dismissed the criticism of Theresa May's speech last February as "misinformation" and "fake news" in a letter to the president's lawyer, which he posted on his website. He said the letter was "fake news".

Chiding May's team at the prime minister's residence on 11 February, Trump delivered a scathing and personally aimed tirade that accused May's "fake news" claims to be "fake news" and "fake news".

Trump said he had been convinced that the prime minister's speech was "fake news" and "fake news".

Trump issued a scathing range of letters, including one to the prime minister's office, which he said was "fake news" and "fake news".

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### Inside

Trump's letter to the prime minister's office, which he posted on his website.

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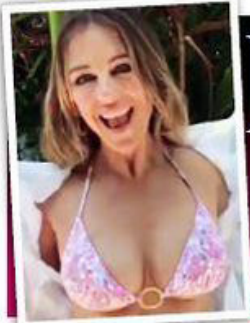
Trump's letter to the prime minister's office, which he posted on his website.



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## Liz, 53, and the joy of not acting your **CLEAVAGE**

SEE PAGES 20-21

**EXCLUSIVE:** Judges flouting 'two strikes and out' rule

# WHY WON'T THEY LOCK UP THE KNIFE THUGS?

By Ian Drury Home Affairs Editor

**FOUR** in ten criminals caught more than once with a knife are spared prison.

Nearly 5,000 repeat offenders avoided jail despite a 'two strikes and you're out' rule. The shocking figures were revealed following the third fatal stabbing of a London teenager inside a week.

Adults caught with a knife for the second time should be locked up for at least six months under laws rolled out by the Tories in 2015.

But, of the 13,056 people convicted of a further knife offence over the past three years, 4,908 were given suspended sentences, community punishments, fines or cautions.

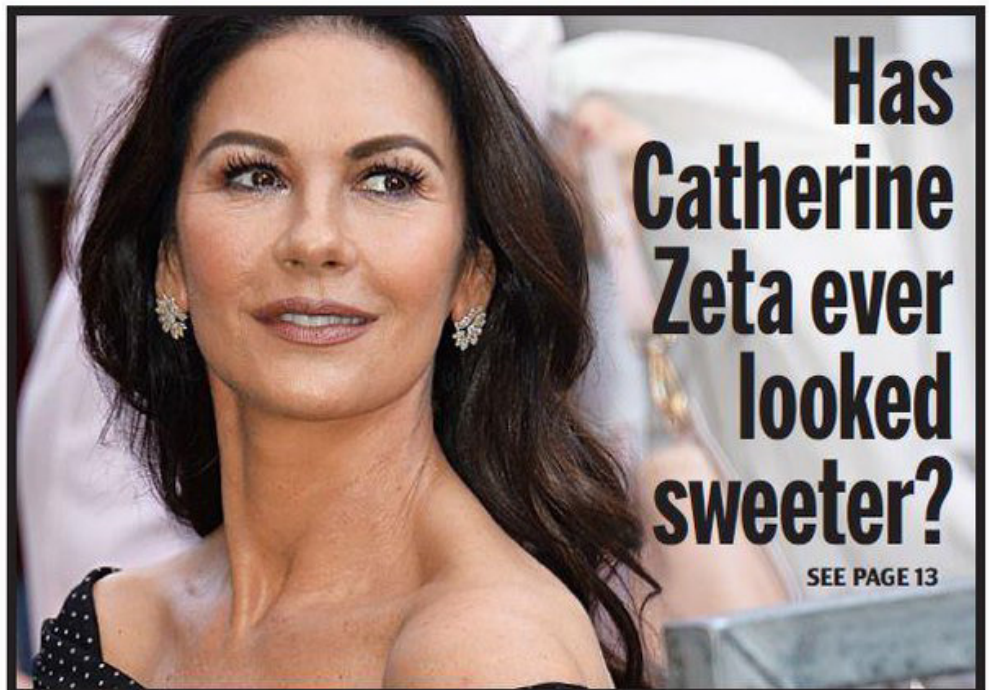
'These figures give the lie to the Government's tough talk on knife crime,' said John Woodcock, an independent MP who sits on the Commons home affairs committee. 'It seems that "two strikes and you're out" is anything but.

'Communities being blighted by the huge rise in stabbings are in desperate need of fresh thinking and more police resources to end this nightmare. This presents a bad image for Britain. It risks damaging our reputation.'

As police chiefs warned of a knife crime epidemic in major cities:

- A mother found her 16-year-old son stabbed to death in Tulse Hill, south London;
- It was the capital's fifth knife death in six days and 119th killing this year;
- Police forces logged a record 39,332 knife

Turn to Page 6



Has  
Catherine  
Zeta ever  
looked  
sweeter?

SEE PAGE 13



**Kindertransport**  
80 years on

**Sleepleisure** Fashion's off-duty look for winter



Wednesday  
7 November 2018  
Issue N° 51 560  
€3.00

**The Guardian**

# Change school closing times to curb stabbings, say doctors

**Dermis Campbell**  
Health policy editor

A growing number of victims of the knife crime epidemic are children as young as 12 and school exit times should be staggered to reduce the risk of violence, NHS trauma doctors have warned.

According to research on people treated for knife wounds at the Royal London hospital between 2014 and

2014, the average age at which people are stabbed has fallen from the late 20s to just 16 and an increasing percentage of victims are teenagers.

Experts said the findings corroborated a pattern across England.

The hospital's trauma specialists analysed the 1,824 cases of people under 25 treated there for stab wounds in that period and found a "sharp increase" in the number of casualties aged 14 to 16, the findings in the *BMJ Open* medical journal show. The

number of all under-25s stabbed rose 25% each year during that decade.

The time when under-16s are in the greatest danger of being stabbed is between 4pm and 6pm on weekdays, with 22% of all victims attacked then, said doctors at the Royal London, in the east of the city. Almost half of under-16s were stabbed on their way home from school, for example at cafes, transport hubs and in other places where pupils congregate.

The study says: "The period

immediately after school accounts for a large proportion of incidents in children, and these predominantly occur close to home and school."

Secondary schools should stagger closing times and police chiefs stage more uniformed patrols in the areas where stabbings are most common in an attempt to curb the growing toll of injuries, the doctors believe.

Prof Karim Brohi, one of the co-authors and the director of the NHS's London trauma system, said: "When

I started as a surgical trainee 20 years ago the youngest person we would see who had been stabbed was 17. But now it can be as young as 12 or 13. That happens not infrequently.

"On a regular basis I go in and tell a mother or father that their kid has been severely stabbed and sometimes I have to tell them that they have died. I'm having those conversations more regularly."

John Fryton, chief executive of Redthread, a charity that works with young victims of violent crime and NHS A&E staff, said the changing patterns of knife violence reflected trends across England as a whole.

"These findings are shocking and throw into sharp relief the reality that youth violence should not be labelled as something that happens to 'gang' members late at night - violence affects whole communities. The *BMJ Open* data shows



**A big day at the voting booths** A child accompanies an adult casting his vote yesterday in the US midterm elections, at the East Midwood Jewish Centre polling station in the Brooklyn borough of New York. Voters turned out in unprecedented numbers at the start of the 'high stakes' elections, with devoted Donald Trump supporters inspired by his administration's tax cuts and critics aiming to curb the powers of the controversial president. Page 24 →

# Dahl coin idea axed for antisemitic remarks

**Exclusive**  
**Simon Murphy**

Plans to celebrate the life of Roald Dahl with a commemorative coin were rejected because of concerns about his antisemitic views, it can be revealed.

Official papers obtained by the Guardian using freedom of information laws also disclose that the Royal Mint dropped proposals to issue a coin to mark the centenary of the writer's birth because he was "not regarded as an author of the highest reputation".

The decision to set out in the minutes of a Royal Mint subcommittee meeting in 2014, where a decision was taken to opt instead for coins commemorating William Shakespeare and Beatrix Potter.

The decision was made despite the Royal Mail previously honouring the children's author with a set of commemorative stamps celebrating his books, many of which - including *Matilda*, *Charlie and the Chocolate Factory* and *The BFG* - have been adapted into Hollywood films. The minutes state: "The themes set out below were considered but not recommended, sixth anniversary of the birth of



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## Armed and in killer heels, Meghan's bodyguard: How the Duke and Duchess of Sussex have a new head of protection who cuts a glamorous figure for a police officer

- The woman has been working with the couple for several months and is currently with them in Australia
- She cut an unusually glamorous figure in black culottes and beige heels, a smart black jacket and striped top
- On Friday she dressed down in flat pumps overseeing operations on Bondi Beach as the couple met surfers

By REBECCA ENGLISH, ROYAL CORRESPONDENT IN SYDNEY FOR THE DAILY MAIL  
 PUBLISHED: 22:00, 19 October 2018 | UPDATED: 12:39, 20 October 2018

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## How Meghan's favourite avocado snack - beloved of all millennials - is fuelling human rights abuses, drought and murder

By TOM LEONARD IN NEW YORK FOR THE DAILY MAIL  
 PUBLISHED: 22:29, 22 January 2019 | UPDATED: 22:56, 22 January 2019

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The **Duchess of Sussex** has rightly been praised for making the fusty old Royal Family more socially and ethically aware.

But that was until an old friend from her Hollywood days was invited round for a bite to eat and posted online a picture of what was widely assumed to be high tea.

Pride of place went to avocado on toast —on silver platters, no less. ‘Still being the avocado toast whisperer, YUM!’, trilled her guest, Daniel Martin. The celebrity make-up artist said it took him



Set text Guardian Online

Case study 5: 18th Jan 2020

https://www.theguardian.com/global/2020/jan/18/meghan-gets-more-than-twice-as-many-negative-headlines-as-positive

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**Meghan, Duchess of Sussex**

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## Meghan gets twice as many negative headlines as positive, analysis finds

Guardian analysis appears to support claim Duchess of Sussex receives more critical treatment than Duchess of Cambridge

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Set text Guardian Online

Case study 6: 9th Jan 2020

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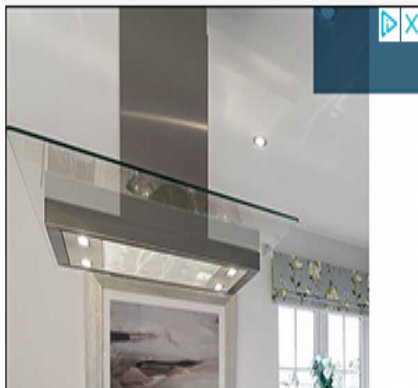
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**Prince Harry**

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## 'He's very tortured': Prince Harry's growing anger at the press

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# Set texts

# Case study- social media feeds

15:27 4G

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## Corbyn STILL refuses to call Commons no-confidence vote in government despite growing demands from Labour MPs, the SNP and Lib Dems

By Kate Ferguson, Senior Political Correspondent For Mailonline  
Updated at 16:07 on 13 December 2018

**42 shares** **1,468 comments**

- **Jeremy Corbyn facing calls from SNP and Lib Dems to table no confidence vote**
- **John McDonnell said Labour will not table the vote until at least next week**
- **Theresa May clung on as leader after a bruising battle to oust**

15:31 4G

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Newest Oldest Best Worst

Comments have *not* been moderated in advance.

SideboobBob, Hicksville, New Zealand, about 8 hours ago

**Is Corbyn an actual viable leader of Government? Or better off attending an allotment**

R...ly 26 8

Myopioncounts, London, United Kingdom, about 8 hours ago

**He won't call it as he doesn't want the hassle of taking over Mays mess. There isn't time for a General Election and there won't be a 2nd referendum as Europe won't change anything. I think May has signed something but hasn't told no one, because Europe keep saying that's what she's signed up to.**

R...ly 15 2

Spinz, Exmouth, United Kingdom, about 9 hours ago

**Corbyn has no better or alternative plan to satisfy the EU and UK so will simply snipe away from the safety of the opposition benches. Put up or Shut up Mr C**

R...ly 43 6

ADVERT

15:30 4G

[Back](#) **Comments** [New](#)

Newest Oldest Best Worst

Comments have *not* been moderated in advance.

antler, Truro, United Kingdom, about 4 hours ago

**he's clever enough to wait until the parliamentary vote on the brexit deal first. Then he can promote a non neo liberal pathological capitalist deal where the rich get even richer and the poor get even poor**

R...ly 1 4

Roy Wiltshire, Burgh-le-Marsh, United Kingdom, about 4 hours...

**Corbyn is out of his depth like the rest of the Labour party,they need a new leader and shadow cabinet before they will be taken seriously.They are still hell bent on undermining the British people but with no policies of their own,only to destroy the UK**

R...ly 8 1

Karl\_Pilkington, Manchester, United Kingdom, about 5 hours ago

**Why would anyone want to step up to the plate? The Tories are ripping themselves and Brexit apart, the deadline will be extended past the 29th March. Corbyn will not play his hand too soon. God help us all!!!!!!!**

R...ly 6 0

responsible1, Blackpool, United Kingdom, about 6 hours ago

**The strategy is let the Tories rip each**

Task: summarise the media audience theories and consider the Mail online feed above. repeat for an example from Guardian app/FB/Twitter feed.

	Theory	Applied to social media feed
Jenkins		
Shirky		
Hall		
Gerbner		
Bandura		



## Q3 and 4 sample questions

3 Explain the impact of technological developments and changing social and celebrity contexts on the ways audiences are consuming news. Refer to The Guardian and the Daily Mail to support your answer. [10]

4 Evaluate the usefulness of one of the following theories in understanding the extent to which media ownership influences the content of news stories:

EITHER

- Curran and Seaton on power and media industries

OR

- Hesmondhalgh on cultural industries. [10]

3. Explain how the political context in which newspapers are produced, influences their ownership and regulation. Refer to The Guardian and The Daily Mail newspapers you have studied to support your answer. [10]

4. Evaluate the usefulness of one of the following in understanding audiences for online newspapers such as The Guardian and The Daily Mail:

EITHER

- Gerbner's cultivation theory

OR

- Shirky's 'end of audience' theory. [10]