



YOU MUST HAVE KNOWLEDGE OF THE NEWS INDUSTRY AND AUDIENCE INCLUDING THE SET PRODUCT THE OBSERVER.

KEY VOCABULARY

Convergence – the merging of previously separate media forms into one entity – for example, we use smartphones to browse new stories

Democracy – a system of government where the population vote for its leaders

Freedom of the press – anyone must be free to set up a newspaper and newspapers must not be censored or controlled by the state, in order to provide democratic freedom of expression.

Hard news – serious news stories about sometimes difficult topics.

Ideology – systems of attitudes and values that make up a way of looking at the world; for example, the liberal ideology of the freedom of the individual and equality and diversity. People often notice their ideology only when it is in conflict with some else's (e.g. terrorists who hate feminism and gay rights).

Impartial – news that tries to present both sides of an issue

Paywall – denies access to a website without payment

Left-wing - left-wingers in politics (e.g. the Labour Party) believe in a larger state, more spending to provide welfare and more state control over the economy. Left-wing papers include the Mirror, Guardian, and Observer.

Liberal – supporting and advocating the freedom of the individual

Newspaper regulation – rules and laws maintained by an authority. The Guardian or Observer has not joined a regulation body. Online news is not regulated at all.

Right-wing – right-wingers in politics (e.g. Conservatives) believe in a smaller state, lower taxes and more freedom for business. Right-wing papers include the Mail or Telegraph.

KEY FACTS

1. The Guardian newspaper is a daily newspaper.
2. The Observer is a Sunday newspaper and part of the Guardian group.
3. The paper devotes extensive space to the arts, government, education, and politics, and it has a worldwide reputation for responsible journalism.
4. **Guardian and Observer is owned by: The Scott Trust**
5. Owners are not expected to interfere blatantly with the newspaper. Direct interference might destroy the newspaper's credibility
6. The Observer was first printed in 1791 and was Britain's first Sunday paper
7. The Observer print version costs £3.50
8. The Guardian and The Observer are not regulated by a governing body and choose to regulate themselves.

POLITICAL STANCE

1. The Guardian and the Observer have **social liberal** values, believing in a tolerant and caring society.
2. The papers tend to support Labour or Liberal Democratic Parties at elections.
3. The Observer and the Guardian do not support any one political party. It's a key feature of the newspaper that different writers express different political views, though only a few of its writers support the Conservative party.

TECHNOLOGY

Newspapers make use of convergence in the following ways:

- They have websites online
- News can be access on different platforms including TV, Smartphones, iPads and apps.
- They make use of notifications (instant live updates – better than waiting for newspapers next day?)
- They embed videos in their website.
- They have a presence on the main social media sites (such as Facebook, Twitter and Instagram)

BELIEFS AND VALUES

They believe in carrying on a 'liberal tradition':

1. In the rights of the individual (e.g. human rights)
2. That all individuals are of equal worth (e.g. democracy)
3. That all peoples of the world are of equal worth (internationalism)
4. In progress (in society, in science and technology)
5. The liberal **ideology** of the newspaper mean that it should:
6. Avoid stereotyping, looking instead to promote anti-stereotypes
7. Avoid misrepresentation (false or misleading information)
8. Represent groups that are otherwise under-represented

NEWSPAPER REGULATION

The **tabloid** press has a brash, no-nonsense style that has led to concerns over invasion of privacy. After a huge hacking scandal in 2011, The Leveson Inquiry recommended that the press should **regulate** itself (control and follow a strict code), but that this **regulation** body should be recognised by a panel set up by parliament.

AUDIENCE

Monthly UK online Observer readers are:

1. Slightly more male (55%) than female (45%)
2. Relatively young (one-third 15-24, two-thirds 35 plus)
3. Upmarket (higher social class)
4. Mostly using mobiles (two-thirds)
5. These readers are sold to advertisers as affluent, arts and culture lovers, food and drink aficionados and 'progressives' – forward-looking people who are keen to try new things.

HOW ARE NEWSPAPERS FUNDED?

1. Cover price of the newspaper
2. Paywalls for online content
3. Membership
4. Advertising and sponsored content
5. Events
6. Product sales

USE AND GRATIFICATIONS

PERSONAL IDENTITY

Observer readers are likely to think of themselves as open-minded as the newspapers likes to focus on debate and 'both sides of the argument'.

Audiences may also be able to relate to particular stories, especially those that are about events or situations that are close to them.

SOCIAL INTERACTION

Newspapers offer stories and opinions that may form the basis of conversation with others. Social media platforms and online articles allow for readers to interact with the news, debate opinions and make connections with like minded people.

SURVEILLANCE

The major use of newspapers is to gain a sense of knowing what is going on in the world. Online news gives audiences a sense of knowing what is happening 'as it happens'. Newspapers offer a range of information, such as: *Hard news stories, Opinion pieces, Interviews, Gossip, Reviews and discussions, Sports news and opinion, Lifestyle advice and information*

ENTERTAINMENT

HUMOUR: Using puns in headlines, cartoon strips and comedic opinion pieces as well as audience comments.

DIVERSION: Offers audiences a chance to escape into the glamorous world of celebrities and luxury lifestyles.

GAMES: Puzzles and crosswords are a common feature of newspapers.



YOU MUST HAVE KNOWLEDGE OF THE NEWS LANGUAGE AND REPRESENTATION INCLUDING THE SET PRODUCT THE OBSERVER.

KEY VOCABULARY

Broadsheet – literally, a large sized newspaper now used to describe 'quality press', newspapers that cover mostly 'hard' or serious news stories, such as politics, business, foreign affairs. The Times is an example
Clickbait – the use of sensational headlines or images to attract clickthroughs on a website
Direct address – addressing the reader by using pronouns such as 'you', 'your', 'we'
Sensationalism - the presentation of stories in a way that is intended to provoke public interest or excitement, at the expense of accuracy.

Stereotype – an over-simplified portrayal of a member of a social group, place, event or issue which is based on assumptions.

Tabloid – literally, a small sized newspaper now used to describe newspapers that cover 'soft' or sensational news such as scandal, celebrities, and entertainment business. The Sun and Daily Mirror are examples.

Middle Market - The description 'middle market' refers to the **target** readership of these newspapers, which is somewhere between the 'red tops' and the 'broadsheets'. The Daily Mail is an example.

NEWSPAPER MEDIA LANGUAGE

- Headline
- Masthead
- Typography/Font
- Bold, Italics
- Serifs & Sans Serif
- Slogans
- Copy
- Standfirst
- Choice of Words
- Anchorage
- Caption / Coverlines / Banners
- Mode of Address
- Logo
- Persuasive Language & Techniques

In Images

- Setting/Location
- Clothing, Hair and Make-Up
- Facial Expressions
- Body Language
- Lighting
- Props
- Colour
- Camerawork
- Framing
- Symmetry
- Special Effects
- Layout
- Proportion
- Juxtaposition
- Cropping

THE OBSERVER'S HOUSE STYLE

1. The Observer follows a similar pattern in its house style so that it is easily recognisable. For example:
2. It has a larger banner at the top (usually linking to lifestyle, sport and entertainment content).
3. The masthead is positioned on the left about a third of the way down.
4. It uses serif fonts.
5. Under headline there is usually 2 or 3 subheadings.
6. It is copy dominated.
7. It uses bright colours
8. There is always a main image that doesn't take up too much space on the cover.



CULTURAL CONTEXT

1. The UK is still a patriotic society and the British identity is still very important to people.
2. Media products are the most popular forms of art - still dominated by American products (i.e. Hollywood).
3. Healthy lifestyles are a huge focus at the moment, for example veganism and gluten-free.
4. People today are becoming increasingly aware and concerned for the environment.
5. Religion is less prominent in UK households and the notion of the 'nuclear' family no longer exists.
6. Consumerism, particularly technology, is very important in mainstream culture.
7. Celebrity culture is still popular and has risen due to social media.
8. Sport is a very important part of British culture.

SOCIAL CONTEXT

1. Women have equal rights but still disparities between pay and sexual harassment are still huge.
2. The UK is a multicultural country, especially in the cities.
3. Equality is expected although immigration is still a divisive issue.
4. LGBTQ+ rights and awareness has risen and hot topic of conversation at the moment is gender identity.

REPRESENTATION

When asked to analyse representations in the news, consider:

- | | |
|----------------|---|
| GENDER | EVENTS (i.e. NATURAL DISASTERS, ROYAL EVENTS, POLITICAL EVENTS, SCANDALS, TERROR ATTACKS) |
| ETHNICITY | INDIVIDUALS (i.e. POLITICIANS, CELEBRITIES) |
| AGE | |
| DISABILITY | |
| SEXUALITY | |
| CLASS & STATUS | |
| NATIONALITY | |
| PLACE | |

POLITICAL CONTEXT

1. The current Prime Minister is Boris Johnson who is the leader of the Conservative Party.
2. Kier Starmer is the leader of the opposition, The Labour Party.
3. Covid-19 and the way Britain and the world has responded to the unprecedented pandemic continues to dominate the news.
4. The economical and social impact of Covid-19 on the whole country, and the way the government plan to deal with it, is of great interest to the population
5. Brexit was called for by a previous Prime Minister – David Cameron. Cameron called for the vote feeling confident that it would not be voted for – which it did. He then resigned.
6. The Brexit vote was Leave 52% - Remain 48%. This has caused tensions between the population of the UK.

SOCIAL MEDIA CONVENTIONS

1. More extensive use of colour and photography. The image is the most important part of the post.
2. Each post discusses one topic at a time OR the poster links directly to the print version.
3. There is some use of sans serif fonts
4. More focus on interactivity (comments, likes and shares/retweets).
5. Calls to action more prominent (i.e Follow, Link in Bio) because they want readers to be redirected to the main website.
6. Headlines sometimes used in the post (but not always).
7. Shorter summary of news (which then links to website for full article).
8. Users can see the date posted and how popular the post is.
9. Verified status helps to convey the authenticity of the newspaper.
10. Instagram enables The Guardian to use Stories as way of encouraging users to interact with their website.



TQEA MEDIA STUDIES **The Observer** HISTORICAL NEWSPAPERS FROM THE 1960S

YOU MUST HAVE KNOWLEDGE OF THE HISTORICAL OBSERVER FROM THE 1960S AND HOW THE CONTEXT AFFECTS THE NEWS

1960S NEWSPAPER MEDIA LANGUAGE

1. Poor-quality printing and black and white photography reflect an era before digital technology.
2. Formal language, e.g. referring to politicians as 'Mr Wilson' reflects a society where people 'know their place' and looked up to their 'betters'.
3. Little self-promotion and more news stories on the front page reflect a society where consumerism and marketing were less developed than they are today.

HISTORICAL CULTURAL CONTEXT

1. Celebrity culture was not as developed as it is today.
2. Consumerism was lower than it is today so there was less emphasis on marketing and lifestyle content.
3. Technology was less developed so there were less ways of accessing news and the print quality was poor (and in black and white).
4. Britain was extremely patriotic and proud of its history.
5. Religion and the nuclear family was important in people's lives.

HISTORICAL POLITICAL CONTEXT

1. Harold Wilson was the leader of the Labour Party and Prime Minister from 1964 to 1970 and 1974 to 1976.
2. Britain was not part of the EU.
3. The Cold War was an important global event happening at the time.
4. Relationships with the USA were important to the UK.

HISTORICAL SOCIAL CONTEXT

1. Britain was patriarchal society where men were seen to be the leaders and the heads of society. Female or Ethnic political leaders were few so couldn't be reported on.
2. Divorce was not legal and women has fewer rights and lower pay than men.
3. The generation gap widened between the young and old.
4. Younger generations were demanding new freedoms such as legalising homosexuality, making divorce and contraception available, making abortion legal and allowing more sexual/satirical content available in the mass media.
5. Older generations labelled young people as 'permissive' and resisted change.
6. LGBT stories were few due to the fact it was illegal to be gay and many people were not out publicly.
7. Immigration was happening in the 1960's and Britain was becoming a multicultural society but it was still ver new. Racism existed and interracial relationships were rare and often not accepted.



THE OBSERVER FROM OCT 1966

1. **Queen Visits The Mourning Valley** - Main large image of the Queen reflects the way that Britain was a patriotic society as the Queen is a symbol of Britishness and the British Identity.
2. Poor quality black and white printing shows how underdeveloped technology was at the time.
3. **Yard Suspects Blake Used Two-Way Radio** - Headline reflects the dominance of spying news stories showing how important the topic of the Cold War was at this time.
4. Articles are focused more on hard news stories rather than lifestyle, entertainment or celebrity gossip.
5. Women are largely underrepresented on the page and most headlines link to male leaders which reflects the patriarchal society. However, the size of the image of the Queen reflects her importance.

THE OBSERVER FROM NOV 1966

1. **Lawyers Will Urge Divorce By Consent** - Headline about a change in law making it easier for people to divorce. Reflects the way that society was making small moves towards gender equality in a patriarchal society.
2. **Wilson - Brown Market Clash** - Headline about a clash between Prime Minister Harold Wilson and one of his ministers over joining the EU. Shows that relationships with Europe were just as controversial as they are today.
3. Women are largely underrepresented on the page (apart from an advert for underwear = sexualisation) and most headlines link to male leaders which reflects the patriarchal society.
4. **So Polite, This North Sea Spy Game** - Headline reflects the dominance of spying news stories showing how important the topic of the Cold War was at this time.

THE OBSERVER FROM 1968

1. **Unions Postpone Strike** - Barbara Castle is the only female politician mentioned on the page (in this article) as she is trying to argue for equal pay between men and women which reflects the small steps towards gender equality but also demonstrates the patriarchal society of the time (as it was generally accepted that women were paid less than men).
2. Article references an interracial relationship between Stephen Pollock and 'Rhodesian born' Elizabeth Vambe which reflects the lack of multiculturalism in the 1960's by the fact this story is considered 'newsworthy'
3. Adverts taking up more space than the covers from 1966 showing how society is moving towards consumerism.
4. Article mentions the **'Black Power'** protest of 1968 which reflects the way that society was changing to become a more tolerant and anti-racist society. However, the use of the word **'Negro'** still reflects the lack of understanding in this area and would not be acceptable in today's modern society.