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Close Study Product: Newspaper Daily Mirror

The *Daily Mirror* is a national daily tabloid newspaper that has social, cultural and political significance. Comparison is invited with *The Times* which targets a different audience demographic and has a different political and ideological viewpoint.



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Complete the initial Personal Learning Checklist for Daily Mirror CSP as a starting point for your assessment

Personal Learning Checklist: Daily Mirror Close Study Product



	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand what the 'Press' is			
I understand the key terms 'Press freedom', and 'Press intrusion'			
I understand the political ideology of the Daily Mirror			
Media Audiences			
I can describe the target audience of the Daily Mirror and how this compares to The Times			
I can describe and explain how the Daily Mirror provides content appropriate to target audience			
I can describe why the audience reads the Daily Mirror			
I understand that a newspaper audience can be active or passive			
I can explain the different readings of the Daily Mirror			
Media Representation			
I can describe the different groups, issues and events related in the Daily Mirror CSP			
I can explain how the Daily Mirror content in the CSP constructs a deliberate ideological reality			
Media Language			
I understand the difference between a tabloid and broadsheet			
I can describe and explain the key terms for the various components of a tabloid newspaper			
I can compare key aspects of The Daily Mirror with The Times			
I can describe the intended meaning of the images and stories in the Daily Mirror CSP and why they have been presented like this.			
Media Industries			
I can describe the market position of the Daily Mirror			
I can describe and explain the falling circulation of the Daily Mirror over time			
I can discuss who owns the Daily Mirror			
I can explain how the Daily Mirror is responding to the threat from digital news platforms			
I can discuss how newspapers are regulated and discuss whether this is effective enough.			



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Lesson 1: The 'Press'

Historical, Social and Cultural contexts: What is the 'Press' and what is its role?

The 'Press' is a collective term for the **newspaper industry**. The name is linked to the printing presses that were originally used to make the newspaper. Examples of newspapers in the UK are the **Daily Mirror** and **The Times**, which will be our CSPs. Newspapers are still popular media products for audiences to get their news, be entertained and informed. There are a range of **national** (Daily Mail), **regional** (Birmingham Mail) and **specialist** newspapers (The Racing Post). Whilst still popular, since the 1950s, there has been a **gradual decline in newspaper sales** due to the rise of TV ownership (and news programmes) and, more recently, the growth of digital news through websites and social media.

Title	2018 ^[8]	2017 ^[9]	2016 ^[10]
<i>The Sun</i>	1,545,594	1,666,715	1,787,096
<i>Metro</i>	1,475,372	1,476,956	1,348,033
<i>Daily Mail</i>	1,343,142	1,511,357	1,589,471
<i>London Evening Standard</i>	888,017	887,253	898,407
<i>Daily Mirror</i>	583,192	724,888	809,147
<i>The Times</i>	440,558	451,261	404,155
<i>Daily Star</i>	391,998	443,452	470,369
<i>The Daily Telegraph</i>	385,346	472,258	472,033
<i>Daily Express</i>	364,721	392,526	408,700
<i>i</i>	257,223	266,768	271,859
<i>Financial Times</i>	189,579	188,924	198,237
<i>The Guardian</i>	152,714	156,756	164,163
<i>Daily Record</i>	134,087	155,772	176,892
<i>City A.M.</i>	90,569	90,319	97,259
<i>The Independent</i>	N/A	N/A	55,193
<i>The New Day</i>	N/A	N/A	40,000 ^[25]
<i>The New European</i>	22,731 ^[26]	20,000 ^[27]	N/A

Daily newspaper circulation figures 2016-2018

from

https://en.wikipedia.org/wiki/List_of_newspapers_in_the_United_Kingdom_by_circulation



In your books, and in your own words:

- What is the 'Press'? Give examples. What is the purpose of the Press?
- What has happened to newspaper sales and why?

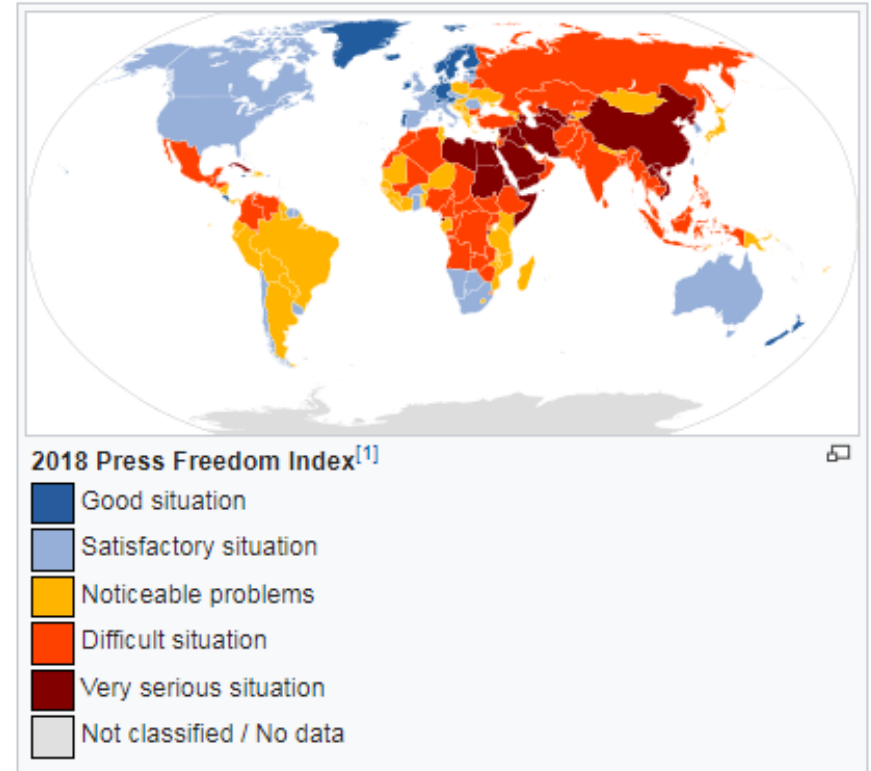


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Lesson 1: The 'Press'

Historical, Social and Cultural contexts: What is a free 'Press' and what is its Press intrusion?

A **free press** implies that journalists (those that write for newspapers) and newspaper editors can edit content free of intervention from Government influence. In more than a 3rd of a world's population live in countries there is no press freedom. This causes a problem as in those countries journalists are often imprisoned if they disagree with the Government, social media channels are not allowed to operate, non-democratic countries often control access to information and employ state-run news organizations to promote the propaganda critical to maintaining an existing political power base.



In your books, and in your own words:

- What is a free press and why is it important?
- Why do some countries not want a free press?



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Lesson 1: The 'Press'

Historical, Social and Cultural contexts: What is a free 'Press' and what is its Press intrusion?



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Lesson 1: The 'Press'

Historical, Social and Cultural contexts: What is a free 'Press' and what is its Press intrusion?

Press intrusion is where press pry too closely into people's lives to gather their stories. Newspapers may argue that they have to do this to get to the truth in the hunt for their stories. However, when news emerged in July 2011 that murdered schoolgirl Milly Dowler's phone had been hacked by the News of the World, Prime Minister David Cameron set up the Leveson inquiry into press ethics. Leveson proposed a new self-regulation body as newspapers were ignoring the Press Complaints Commission (PCC). The Prime Minister, David Cameron, rejected the idea as he was worried about government interference with the press.

Missing Milly Dowler's voicemail was hacked by News of the World

- Deleted voicemails gave family false hope
- Hacking interfered with police hunt
- Family lawyers' actions 'heinous and despicable'



▲ Milly Dowler was last seen alive on 21 March 2002. Photograph: Surrey police/PA

● See footnote

The News of the World illegally targeted the missing schoolgirl Milly Dowler and her family in March 2002, interfering with police inquiries into her

Too much press intrusion

VS

The Guardian view on Cliff Richard's court victory: a threat to journalism

Editorial

Privacy matters, but the media must not be stopped from naming those suspected of serious crimes



▲ Sir Cliff Richard speaks outside the Rolls Building in London, where he was awarded more than £200,000 in damages after winning his high court privacy battle against the BBC over its coverage of a police search of his home in Sutton Coldfield, Berkshire, in August 2014. Photograph: Victoria Jones/PA

The decision at the high court this morning in favour of Sir Cliff Richard and against the BBC highlights restrictions on the freedom

Freedom of the Press



In your books, and in your own words:

- What is press intrusion? What are the arguments for and against it?



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Lesson 1: The politics of the 'Press'

Historical, Social and Cultural contexts: What are the political leanings of the 'Press'

Most newspapers have some sort of **political bias**. This is based on their history and the demands of their target audience. The relevance of the bias is that it impacts on the way news is interpreted and can have significant influence on the audience and how they vote / think.



The Sun's headline on the day of the Brexit vote was clearly political and may have influenced voting patterns.

Table 1: Press share and endorsements 2015 general election

	Daily circulation figs May 2015	% share of circulation	Party support
<i>Sun</i>	1,809,240	26.6	Conservative
<i>Daily Mail</i>	1,657,867	24.4	Conservative
<i>Mirror</i>	868,992	12.8	Labour
<i>Daily Telegraph</i>	486,262	7.2	Conservative
<i>Express</i>	432,076	6.4	UKIP
<i>Daily Star</i>	417,538	6.1	No preference
<i>The Times</i>	397,171	5.8	Conservative
<i>i</i>	280,074	4.1	Liberal Democrat
<i>Financial Times</i>	210,481	3.1	Conservative
<i>Guardian</i>	178,758	2.6	Labour
<i>Independent</i>	60,438	0.9	Liberal Democrat

The political leanings of the national press at the time of the 2015 General Election

From <http://whorunsbritain.blogs.lincoln.ac.uk/2015/11/19/press-affiliation-and-the-2015-general-election/>



In your books, and in your own words:

- What are the political leanings of the Daily Mirror and The Times.
- How does the politics of newspapers impact on content and audience?



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Lesson 1: The politics of the 'Press'

Historical, Social and Cultural contexts: What are the political leanings of the 'Press'

Look at the two front covers from two broadsheets – one Conservative (right-leaning) and one Labour (left-leaning).



In your books, and in your own words:

- What is the connotation of each image chosen? How does this reflect the political bias of the newspaper and the underlying Conservative issues about Theresa May's leadership?
- How does the politics of newspapers impact on content and audience?





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Lesson 2: Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets

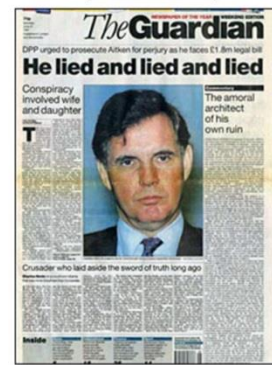
There are generally two classifications of newspapers – **tabloids** and broadsheets.

Tabloids tend to be easier to read, shorter articles and include more photographs. They report on major news, but also include a lot of showbiz gossip, entertainment and sport. They tend to be the better sellers.

Broadsheet newspapers tend to be larger (printed on ‘broad sheets’) and typically are also folded horizontally in half to accommodate newsstand display space. They tend to be more serious, have smaller fonts, more advanced use of language and less photographs (although they have included more over the last 20 years to be more popular). They tend to have lower circulation figures than tabloids.

Tabloids: The Sun, The Mirror, The Star. These are called **red tops** because they have red mastheads. **The Daily Mail** and **Daily Express** are tabloids are sometimes called ‘**middle market**’ newspapers as they have a mixture of tabloid/broadsheet audience.

Broadsheets: The Daily Telegraph, The Times, Guardian and the **Financial Times** are all broadsheets although The Times has recently changed it’s size to make it more accessible (but it’s style is still very much broadsheet)





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Lesson 2: Tabloid vs Broadsheet

Media Language: Comparing Tabloids and Broadsheets



In your books, and in your own words:

- Compare tabloids and broadsheets by completing the table below:

	Tabloid	Broadsheet
Size		Bigger in size.
Example		The Times.
Language/Grammar		More advanced language requiring higher reading age. Longer sentences and paragraphs. Less emotive language.
Key focus		News. Politics. International. Culture. Sport. All for information purposes – less for entertainment.
Image use		Less images.
Layout		Dominated by copy (text).
Audience		Targets a more ‘up-market’ audience.
Cost		More expensive. The Times is £1.60.



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Lesson 2: Tabloid conventions

Media Language: The layout of a tabloid and key newspaper conventions

The layout of a newspaper is key part of grabbing the reader's attention. Here are some key terms to learn:



In your books, and in your own words:

- Write each key term and explain what the reason for it.



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Lesson 2: Tabloid conventions

Media Language: The layout of a tabloid and key newspaper conventions

The layout of a newspaper is key part of grabbing the reader's attention. Here are some key terms to learn:

Masthead

The title block of the newspaper

Incentive

Encourages audience to buy a copy

Pug

Placed to grab attention

Splash Head

Main headline to leader

Leader

Lead story for front page



Slogan

Key phrase to identify paper

Dateline

The published date of the paper

Kicker

An article linked to a story inside. Sometimes called an 'earpiece area'

Byline

The reporter who writes the article

Strandfirst

Introductory paragraph, often in bold text

Cross-reference

Links to continued article inside paper

Strapline

Subheading below the splash headline



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Lesson 3: Daily Mirror analysis

Media Language: The layout of a tabloid and key newspaper conventions



In your books, and in your own words:

- Answer the questions below when analysing the front cover of the Daily Mirror.



Kicker points to an article about 'car park vultures'. How does the nature of the article and emotive language link to the political leaning of the newspaper and the impact of 'big business' on our lives.

Layout is dominated by Cheltenham festival promotion. How does this tie in with target audience?

Very **dominant Splash Head**. Look at the language and size of typography. What does this tell you about the political motivation of the newspaper and the intended impact on audience?



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Lesson 3: Daily Mirror analysis

Media Language: The layout of a tabloid and key newspaper conventions

4 DAILY MIRROR WEDNESDAY 15.03.2017

At last.. Muirfield men let women join their golf club

BY STEPHEN WHITE

MUIRFIELD golf club has finally bowed to pressure to let women join as members, after losing the country's biggest tournament over the stance. Members at the privately owned East Lothian club voted 80.2% in favour. It follows a decision to remove Muirfield as a venue for the Open Championship after a vote to remain men-only last year. Scotland's First Minister Nicola Sturgeon

Sturgeon called that decision "simply indefensible". She tweeted yesterday: "Well done, Muirfield - decision to admit women members emphatic & the right one." Golf's ruling body, the R&A, confirmed the club was now eligible to host the Open again. Muirfield captain Henry Fairweather said: "We look forward to welcoming women members who will enjoy the great traditions and friendly spirit of this remarkable club."



PLEASED Nicola Sturgeon



In your books, and in your own words:

- Answer the questions below when analysing the inside pages of the Daily Mirror.

Muirfield article language implies that Muirfield 'bowed to pressure' to let women into their golf club. How does this link to a **socialist agenda** around the power of the masses and the overcoming the elitist elements of our society.

Nicola Sturgeon (Leader of SNP and First Minister of Scotland) is quoted. Why and how is this politically linked?

Write down example of the emotive language that is used to communicate messages about the unfairness and archaic nature of the women ban and explain why.

What is the narrative that is created in this article?

- "their golf club"
- "bowed to pressure"
- "At last"
- "privately-owned"
- "indefensible"
- "men let women"



Media Language: Comparing Daily Mirror and The Times

Muirfield welcomed back to Open after vote allows in women golfers

Alasdair Reid

One of the most acclaimed and prestigious golf courses in Britain is set to host the Open Championship again after its members voted overwhelmingly to end their 273-year-old tradition and allow women to join their club.

Muirfield was dropped from the Open rota last May after a narrow majority of members of the Honourable Company of Edinburgh Golfers, the course owners and the world's oldest golf club, voted against allowing women to join.

The Royal and Ancient (R&A), which runs the Open, responded by declaring that no club with discriminatory membership policies would be allowed to host the tournament.

That move forced a second ballot, which has now overturned the decision, with an 80.2 per cent majority in favour of admitting women.

Within a few minutes of the result being announced yesterday, the R&A confirmed that Muirfield was back on the list of courses they consider suitable

as venues for the Open. Muirfield has hosted the tournament 16 times, most recently in 2013, when Phil Mickelson lifted the claret jug. Many top players consider Muirfield to be the best of the Open courses.

"It is extremely important for us in staging one of the world's great sporting events that women can become members at all of our host clubs," said Martin Slumbers, the R&A's chief executive. "Muirfield is a truly outstanding Open venue and we... look forward to taking the championship back there."

The result of the vote was announced by Henry Fairweather, the club captain, who admitted last year that he had been personally embarrassed when the first ballot failed to produce the two-thirds majority required to change the club's constitution. That setback forced modernisers to call a special general meeting, which led to the latest postal ballot and a belated victory for equality.

"This is a significant decision for a club which was founded in 1744 and retains many of the values and aspirations of its founding members," said Mr

Gentlemen-only clubs

The Garrick, London
It counts Stephen Fry, Hugh Bonneville and Jeremy Paxman as members. In 2015, members voted to maintain male-only status. Three former Tory MPs and 11 QCs were among those supporting the policy

White's, London
David Cameron, a member for 15 years, resigned in 2008 over the club's refusal to admit women. A notable exception was made for the Queen's visit in 1991 and again in 2016. Members include Prince Charles and the Duke of Cambridge

Fairweather. "We look forward to welcoming women as members who will enjoy, and benefit from, the great traditions and friendly spirit of this remarkable club."

Muirfield is only the latest in a long line of high-profile courses and clubs to

come round to the principle of gender equality. Augusta National, which hosts the US Masters, bowed to pressure to admit women in 2012. It was only in 2014 that the R&A itself dropped its controversial men-only policy, with Kent's Royal St George's and Ayrshire's Royal Troon following suit in order to protect their status as open venues.

Aileen Campbell, the Scottish government's minister for sport, said that the decision was encouraging. "This change is extremely positive for equality in Scotland but it's also one that will be beneficial to Muirfield now that the R&A has confirmed the course will be reinstated as an Open venue," she said.

However, Mr Fairweather warned that the club's invitation-only admission procedure suggested that it might be two or three years before they welcomed their first female member.

"Our members had been very clear that they don't want an artificial female presence," he added. "They want them to become members of the club and to be treated equally."

Alyson Rudd, page 60

In your books, and in your own words:

- Read through this article and compare The Times narrative with the Daily Mirror (see next slide also)



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Lesson 3: Daily Mirror analysis

Media Language: Comparing Daily Mirror and The Times

Examine the use of language and the narrative in the right-leaning Times newspaper.

“Vote allows in women golfers”

“members voted overwhelmingly to end their 273-year tradition”

“a narrow majority of members...voted against allowing women to join”

Look at the tone of the article. The headline and the quotes used suggest that it is good that the ban has been overturned as it means that they will be allowed to hold major golf tournaments again; not that is good for gender equality (although this does get mentioned at the end):

“Muirfield welcomed back to Open”

“The R&A confirmed that Muirfield was back on the list of courses they consider suitable”

“bowed to pressure to admit women”

“Our members...don’t want an artificial female presence... It might be two or three years”

In your books, and in your own words:

- Read through this article and compare The Times narrative with the Daily Mirror.
- Describe the emotive language used and why it is used.
- Does The Times seem happy about the news? How might this reflect it’s intended audience and their political opinion.
- Compare the level of language and detail in the Daily Mirror and The Times articles.





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Lesson 3: Daily Mirror analysis

Media Language: Comparing Daily Mirror and The Times

What are the similarities and differences between the Daily Mirror and The Times front page and coverage of the Muirfield story?

Similarities	Differences



In your books, and in your own words:
- Complete the table



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Lesson 4: Audience analysis

Media Audiences: How are newspaper audiences classified?

The NRS social grades are a system of demographic classification used in the United Kingdom. They were originally developed by the National Readership Survey (NRS) to classify readers, but are now used by many other organisations for wider applications and have become a standard for market research. They were developed over 50 years ago and achieved widespread usage in 20th century Britain. The distinguishing feature of social grade is that it is based on peoples occupation.

Grade	Social class	Chief income earner's occupation	Frequency in 2008 ^[3]
A	upper middle class	Higher managerial, administrative or professional	4%
B	middle class	Intermediate managerial, administrative or professional	23%
C1	lower middle class	Supervisory or clerical and junior managerial, administrative or professional	29%
C2	skilled working class	Skilled manual workers	21%
D	working class	Semi-skilled and unskilled manual workers	15%
E	non working	Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income	8%

YouGov profiles the nation's newspaper readers [\[click to access\]](#)



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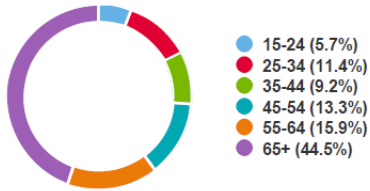
Lesson 4: Audience analysis

Media Audiences: What is the audience for the Daily Mirror and The Times

The Daily Mirror and The Times target very different audiences.

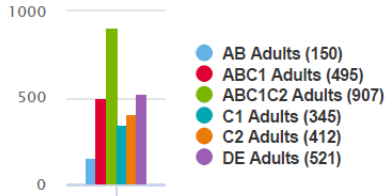
The Daily Mirror

Age



Source: NRS

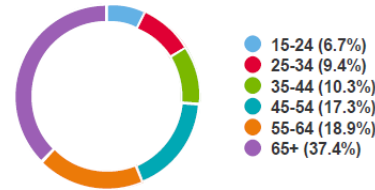
Social Demographic (000s)



Source: NRS

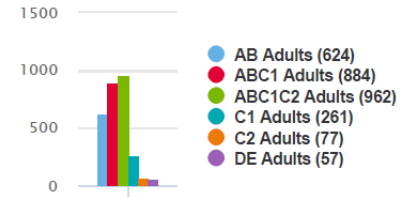
The Times

Age

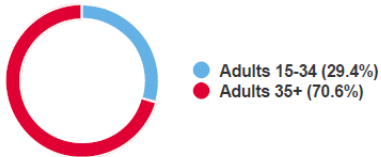


Source: NRS

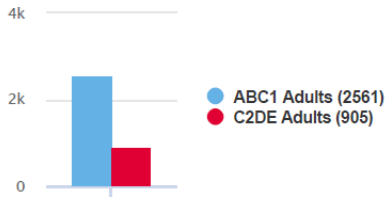
Social Demographic (000s)



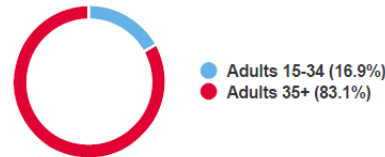
Source: NRS



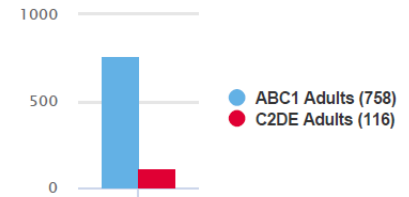
Source: NRS PADD



Source: NRS PADD



Source: NRS PADD



Source: NRS PADD

In your books, and in your own words:

- Compare the social demographic audience of The Daily Mirror and The Times (look particularly at the difference between AB Adults and C2 and DE adults).
- Compare the age distribution of audiences of the two newspapers. In both cases, the largest audience demographic is 55+ C1-DE adults. Why?





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Lesson 4: Media Representation

Media Representation: How are different social groups, issues or events represented?


Examine the individuals or social groups that are represented in the Daily Mirror excerpts and what does their representation tell us:



Conservative MP being investigated for fraud by police.



Elitist golf clubs previously banning women.



Traffic Wardens preying on drivers, especially elderly, at hospital car parks.



ATTACK Paul Flynn MP 'Reform the indefensible Upper House'


The 'broken' Government system with unelected house



ATTACKED Mark Holyoake 'Pathological liar' claim in

Millionaire businessmen falling out over money.

In your books, and in your own words:

- 
- Newspapers try to construct a reality to share with their audience. What is the reality that the Daily Mirror is construct here about the rich, elite, government and powerful business?
 - How does this constructed reality reflect the newspapers politics and ideology?
 - How does this help to attract its audience?



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Lesson 4: Targeting audience

Media Audiences: How does the Daily Mirror target its audience?



Free pull-out incentive prioritised. Why? Think target audience?

Free pull-out is sponsored by William Hill (a gambling website and one of Trinity Mirror's clients). Why is a gambling offer attractive to the Daily Mirror's audience?

Stan James offers a free bet (another bookmaker). Why is a free offer attractive to the Daily Mirror's audience?

The Daily Mirror is cheaper than The Times broadsheet. Why is this targeted at intended audience?

In your books, and in your own words:

- As well as the nature of the stories attracting its target audience [previous slide], how else does the Daily Mirror attract its audience? Answer the questions above.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 5: Audience Pleasures

Media Audience: What pleasures are offered to readers of the Daily Mirror?

Surveillance – the main reason we read newspapers is to find out what is going on in the world around us. We find out news, different opinions and catch up with the latest gossip and scandal.

Entertainment – One of the main reasons we read newspapers is for entertainment. Whether it's enjoying reading the opinions of others, reading the cartoons or completing crosswords. We want to be entertained.

Personal Identity – the newspaper you read what type of person are. A Daily Mirror reader will probably think very differently from a Times reader. Even if a reader does not always agree with a viewpoint the newspaper puts forward, they may still be agreeing with the values being shared and thus reinforcing their own values.

Social interaction and integration – People will use many of the articles in the Daily Mirror as a focus of discussion with friends. It helps people feel that they are part of a common culture.

Becoming an active participant – increasingly newspapers, especially online editions, encourage audience input through comments and email. This is particularly important for some sections of the audience.



In your books, and in your own words:

- Why do people read the Daily Mirror. Give examples from the CSP.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 5: Targeting audience

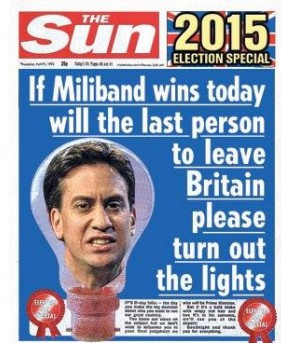
Media Audience: Does the Daily Mirror want its audience to be active or passive?

There are basically two different schools of thought concerning how audiences consume media texts like newspapers. There are those that believe that audiences are ‘**passive**’ and those who believe that audiences are ‘**active**’.



Audience Theory:
Hypodermic Needle

The **Hypodermic Needle** theory suggests the idea that the media ‘injects’ ideas and views directly into the brains of the audience like a hypodermic needle, therefore, controlling the way that people think and behave. The audience **passively** receives the information from the media text without any attempt to challenge this information. It was particularly powerful in World War Two. Is it still so relevant now in these times of fake news and social media echo chambers?



In your books, and in your own words:

- What evidence is there that the Daily Mirror wants its audience to be passive and to ‘control’ the way the audience thinks and the ideology it shares.
- Explain the hypodermic needle audience theory and how it relates to the Daily Mirror.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 5: Targeting audience

Media Audience: Does the Daily Mirror want its audience to be active or passive?

The active audience model suggests that audiences do not just receive information passively but are actively involved, often unconsciously, in making sense of the message within their personal and social contexts

The Daily Mirror in our CSP offers the audience opportunities to engage with the stories on a much more personal level. The newspaper is almost breaking through the normal codes and conventions of a news story to speak directly to the reader. This desire to interact with their audience is through free offers and is further encouraged with journalist email addresses.

take as much money as possible and
make motorists as miserable as possible.”
martin.bagot@mirror.co.uk
VOICE OF THE MIRROR: PAGE 8

Your legal rights if you get ticket

If you think you have been given an unfair ticket in a private car park, do not automatically pay it.

Look at your options as to how fight it and gather as much evidence as you can, such as taking photographs of signage, where your car was parked, your paid-for ticket and the meter.

Do not confuse private parking tickets with official parking fines, which

COMMENT
BY MEGAN FRENCH MONEYSAVINGEXPERT.COM

are likely to be from a council and are called Penalty Charge Notices.

Although private tickets do a good job of mimicking official fines, they are not, so do your research and work out the best way for you to fight them.

12 page pullout on the big festival

£5 free online bet with StanJames.com

Open to new and existing customers

All the silks, all the time, all the form

In your books, and in your own words:

- Explain the Active Audience theory and how it related to the Daily Mirror.
- What evidence is there that the Daily Mirror encourages the audience to be active.
- Which do you think has more influence on a Daily Mirror audience; a passive ‘hypodermic needle’ approach or a more active, interactive approach?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 5: Targeting audience

Media Audience: Are there any opportunities for the audience to negotiate or reject the preferred reading?

Stuart Hall (1973) suggested that there were three main perspectives involved in the way in which an audience responds to a media product. This involves how the audience is positioned by the product and influences their response to it.



Preferred reading

This is where the audience responds to the product exactly as the producer intended. The Daily Mirror will hope that many of their stories will reflect the political and ideological position of the Daily Mirror.



Negotiated reading

This is where the audience accepts parts of the product and not others. In our modern media-aware world this is increasingly an issue in all newspapers from all but the most 'loyal' readers.



Oppositional or resistant readings

This can happen in newspapers as some members of the audience will consume the news from the Daily Mirror even though they may disagree with its political and ideological position.

In your books, and in your own words:

- For one story in the Daily Mirror CSP, state how a reader may have a preferred reading, a negotiated position and an oppositional reading.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

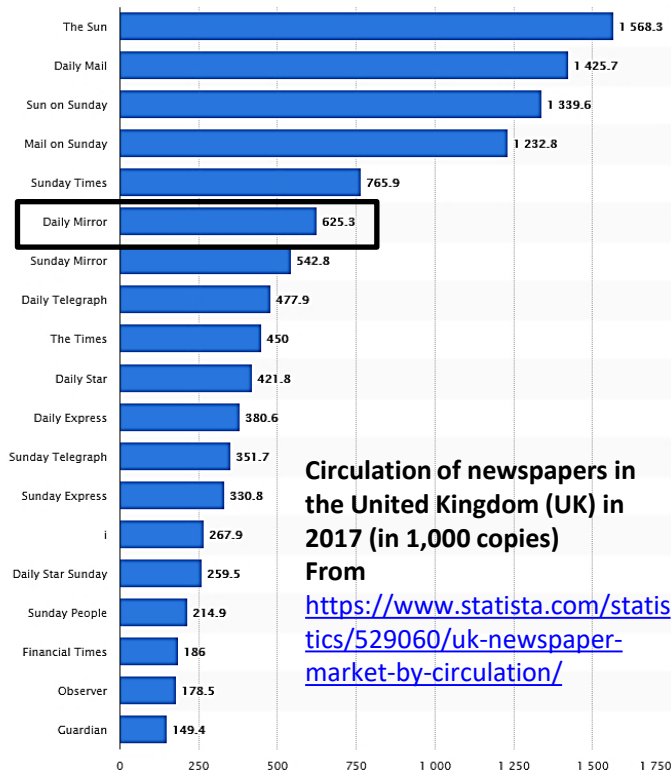
Lesson 6: Market Position

Media Industries: What is the market position of The Daily Mirror?

“A lot of people tend to put all the redtops in the same basket. We feel that we sit between the Daily Star, The Sun and the Daily Mail in a ‘mid-top’ kind of place.”



Lloyd Embley
Editor-in-Chief



Circulation of newspapers in the United Kingdom (UK) in 2017 (in 1,000 copies)

From

<https://www.statista.com/statistics/529060/uk-newspaper-market-by-circulation/>

National newspapers in the UK can be split into:

1. popular red top/tabloids
2. midmarket
3. quality products.

The term 'tabloid' is often used to describe the smaller-sized, downmarket, popular or red-top dailies (*Sun, Daily Star*). However, many newspapers have changed size so don't be confused by the size issue. The Times adopted their format in 2004 (though they called it 'compact'). The Times would classify itself as a Quality Compact whereas the Daily Mirror would like to classify itself as a Midmarket tabloid. Some would argue that the Daily Mirror is a popular tabloid and The Times is moving midmarket. The Daily Mirror is one of the few labour-supporting newspapers (as well as The Guardian).

In your books, and in your own words:

- What are the sales figures for the Daily Mirror? How does this compare to The Times?
- What type of newspaper in the Daily Mirror?
- What is the political affiliation of the Daily Mirror?



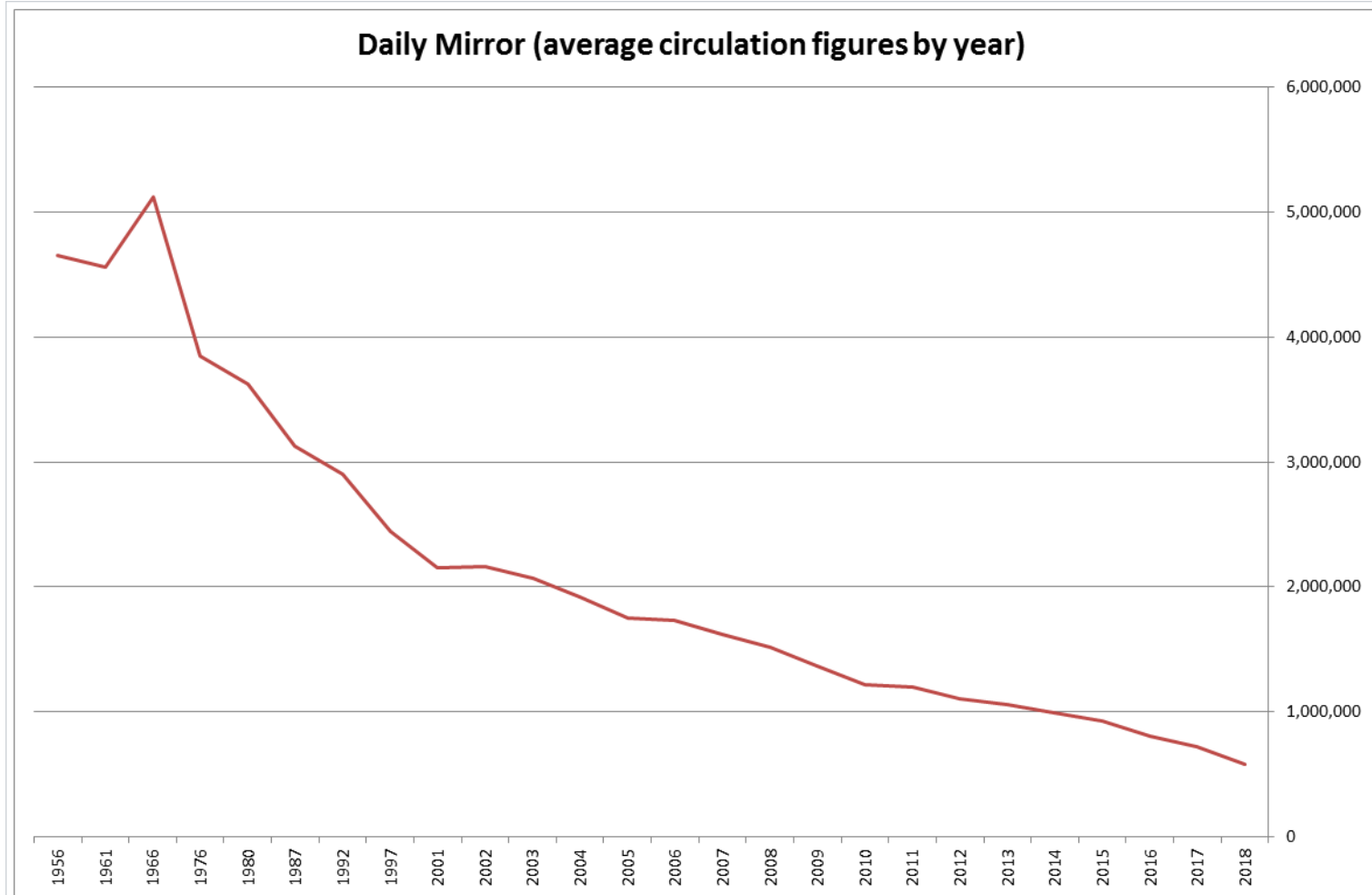


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Lesson 6: Circulation

Media Industries: What are the Daily Mirror's circulation figures and how have they changed?

The Daily Mirror was the largest-selling paper from the 1930s until the 1970s, when it was overtaken by Rupert Murdoch's Sun. The circulation figures for the Daily Mirror have been falling steadily for the last 50 years.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 6: Circulation

Media Industries: What are the Daily Mirror's circulation figures and how have they changed?

There are a number of reasons why the circulation of newspapers has fallen over the last 50 years:

1. The growth of television as a major source of news (since the 1950s)
2. The growth of the Internet as a major source of news (since the 1990s). This has particularly impacted on advertising revenue for newspapers as we use the Internet (often free) for services when previously we would have looked at other companies.
3. People are accessing news freely through social media and other online outlets. Newspapers cannot compete with the speed and cost-free nature of this. Twitter has no printing costs, printing factories, distribution costs and journalist wages.
4. Previously we would go to small number of outlets for our news (BBC and other national broadcasters, national and some local newspapers). Now there are so many places we can access news (numerous TV channels, websites, social media accounts, blogs). This so-called narrowcasting has splintered audiences into smaller and smaller pieces for an increasing number of news organisations.
5. Critics of the newspaper as a medium also argue that while today's newspapers may appear visually different from their predecessors a century ago, in many respects they have changed little and have failed to keep pace with changes in society. The technology revolution has meant that readers accustomed to waiting for a daily newspaper can now receive up-to-the-minute updates from Web portals, bloggers and new services such as Twitter.



In your books, and in your own words:

- Describe the pattern for the Daily Mirror's circulation over the last 50/60 years.
- Why has newspaper circulation fallen?



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 6: Market Position

Media Industries: Who owns the Daily Mirror?

Newspaper groups	Titles owned	Daily market share in 2017 (2005)
News International (Rupert Murdoch)	Sun, Times, Sunday Times, Sun on Sunday (News of the World)	34% (34%)
Daily Mail and General Trust	Mail, Mail on Sunday	24% (21%)
Northern & Shell (Richard Desmond)	Express, Express on Sunday, Star	14% (16%)
Reach – formerly Trinity Mirror plc	Mirror, Sunday Mirror, Sunday People, Daily Record	11% (15%)
Telegraph Group (Barclay brothers)	Daily Telegraph, Sunday Telegraph, (The Business)	8% (8%)
Guardian Media Group (Scott Trust)	Guardian, Observer	3% (6%)
Nikkei (bought from Pearson)	Financial Times	1% (1%)

Reach plc (formerly known as Trinity Mirror between 1999 and 2018) is a British newspaper, magazine and digital publisher. It is one of Britain's biggest newspaper groups, publishing 240 regional papers in addition to the national Daily Mirror, Sunday Mirror, The People, as well as the Scottish Sunday Mail and Daily Record. In February 2018, the company completed the acquisition of the UK publishing assets of Northern & Shell, including the Daily Express, Sunday Express, Daily Star and OK!. Following completion, Trinity Mirror announced a plan to rebrand as **Reach**.

In your books, and in your own words:

- Who owns The Daily Mirror?
- What newspapers does Reach PLC now own? What market share does it now have from February 2018?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 7: Digital Platforms

Media Industries: How is the Daily Mirror responding to the challenges to traditional newspapers from digital platforms?

With sales in printed newspapers falling and the associated loss of earnings from advertisers and sales, the Daily Mirror has been concentrating on digital sales, and advertising, in response to the growth of digital news platforms and social media. As they say, if you can't beat them, join them! They have:

- Moved towards a **multi-platform** landscape. This means that it publishes and synchronises across its print, desktop and mobile platforms. The Daily Mirror has provided this online content for free. Some newspapers (e.g. The Times) have a **paywall** on their online content. Free providers make money from **advertising space online**.
- Created a social media strategy in collaboration with the digital team to drive growth of their Twitter and Facebook profiles.
- Creating news based content that updates regularly, is shared on social media channels, includes a range of video content and encourages audience involvement. Printed newspapers cannot do this so effectively.
- MailOnline remains the most popular online newspaper site with 29.3 million users ahead of the Daily Mirror's 23.8 million.

In your books, and in your own words:

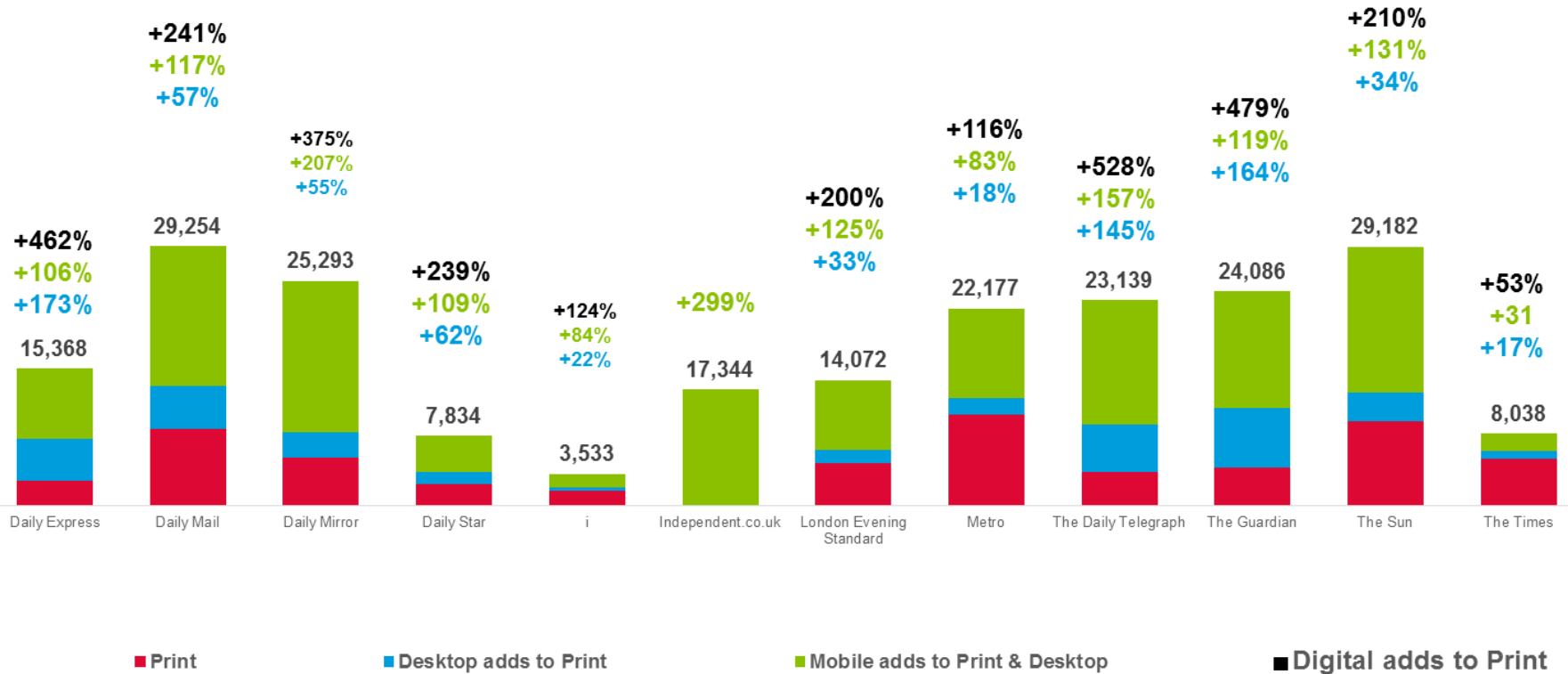




<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 7: Multiplatform

Media Industries: What trends are towards convergence of media platforms in the case of the Daily Mirror?



Source: PAMCo 2 2018 (Apr '17 – Mar '18)

In your books, and in your own words:

- Describe impact of digital to print for the Daily Mirror.
- Compare the difference in media platform impact between the Daily Mirror and The Times.
- Account for the difference in the digital impact between the two papers.





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 7: Press regulation

Media Industries: How and why are UK newspapers regulated?

The **Press Complaints Commission (PCC)** was a voluntary regulatory body for British printed newspapers and magazines, consisting of representatives of the major publishers. The PCC closed on Monday 8 September 2014 after criticism after the phone hacking affair. It was replaced by the **Independent Press Standards Organisation (IPSO)**, chaired by Sir Alan Moses.

The role of **IPSO** is to:

- Regulate 1500 print and 1100 online titles.
- Listen to complaints about press behaviour.
- Help with unwanted press attention.
- Advise publication editors .
- Provide information to the public.
- Provide a journalist whistleblowing hotline.
- Low-cost arbitration between complainants and publications.



In your books, and in your own words:

- Why did David Cameron want the removal of the PCC?
- What does IPSO stand for? What is the role of IPSO?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 7: Press regulation

Media Industries: How and why are British newspapers regulated?



[Click image to view video](#)

In your books, and in your own words:

- Watch the video. Why do some organisations think that IPSO does not regulate newspapers rigorously enough?
- How far do you agree that regulation stops freedom of speech in our newspapers?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

This concludes Daily Mirror Close Study Product.

Now complete your Personal Learning Checklist for this CSP.