

# Paper one pre-Mock practice

# Health on Monday

Features, page 25

Thired a drinking coach to get me through Christmas



Features, page 25

Chloe Madeley 'My parents' fame led me to therapy'



Features, page 25

PLUS The Midlife Fitness Files How to feel good from 40

Health, page 25

# The Daily Telegraph

BRITAIN'S BEST QUALITY NEWSPAPER

## Corbyn will betray Brexit, says Johnson as he takes fight to Labour's heartlands

Prime Minister embarks on nationwide tour to rally Leave voters in final election campaign push

By Gordon Rappaport POLITICAL EDITOR

BORIS JOHNSON today begins his final push for Labour voters by urging them to support the Conservative campaign to reject Jeremy Corbyn's "great betrayal of Brexit".

The Prime Minister will visit every corner of England and Wales to tell voters that their instructions to leave the EU will be reversed by Labour-led Labour politicians "who snore at your values and ignore your votes".

Labour, meanwhile, will try to steer the argument on to the economy by announcing they would begin re-nationalising rail, mail and utilities within the first 100 days of a Corbyn administration, despite independent economists saying the policy would mean the post-rebidding the economy.

With just three weeks left in campaigning to go before Thursday's election, Mr Johnson will also play the card of Brexit rebranding on a nationwide tour to Labour's heartlands of the Midlands region and South Wales, one of which would leave by more than 40 per cent.

He will complain that if the SNP and the Liberal Democrats move to win just six more seats each, it would be enough to put Mr Corbyn in Downing Street, meaning there are effectively three days left to save Brexit.

Mr Johnson will visit four final swing Labour seats. He will tell voters in Stockland, one of 12 seats in all-Labour Tyne and Wear: "It's now hours left for your heartlands to vote me out of the night of June 23 2019."

"Labourism has been every vote and day since the referendum and it has delayed, diluted and denied Brexit."

The Labour Party would have downed point of all Under Jeremy Corbyn, they promised to reverse the result of the referendum - before voting against Brexit every chance they had. They want their seats on a false prospectus and then watch two figures up the polls."

"Now they are proposing another referendum - this time engaging the public by extending the franchise to two million EU citizens. It's been the great betrayal, orchestrated from inside the party by politicians who snore at your values and ignore your votes."

Mr Johnson will say the only people who can stop the election are Conservative supporters or being parliament, the SNP and Liberal Democrats and the two main reformers.

He will promise to "work night and day" to make sure Leave-voting areas



Boris Johnson takes a 'team selfie' of the Conservative frontbenchers who led the triumph at the party's leadership contest by to tell voters in the general election campaign enters his final day. The Prime Minister himself is not shown in the photo, but he is the central figure in the image. The group includes Boris Johnson, Michael Gove, James Cleverly, Sajid Javid, Stephen Barclay and Emma Exley.

several 100 more on assets and 52 more markets.

Police would also be at greater risk of attack from Labour's opposition, to make use of Tories, she claimed, while thousands fewer police officers could be paid if Mr Corbyn ditched mandatory prison sentences for repeat criminals, as a condition to vote against him.

Mr Patel reaffirmed that the Conservative Party would give police powers to stop and search suspected knife carryers without suspicion "because I trust their judgement", and Business Minister Greg Clark said the party would support the "without apology" that the police are "the best force at the moment".

Labour would put the public at risk by refusing to give the police the backing they need to fight violent crime.

Mr Johnson yesterday guaranteed that immigration will fall under a Conservative government as it will "keep down" on smaller islands. He said people who want to "job in come" will no longer be able to "come".

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## Opposition win risks violent crime wave, say Tories

By Charles Hymas SENIOR EDITOR

A JEREMY CORBIN government would lead to 12 more murders a year and an epidemic of violent crime, the Conservatives have claimed.

In an article for the Daily Telegraph, the party's senior editor, Charles Hymas, says Labour's opposition to the police using stop and search powers to prevent knife-carrying would lead to a rise in violent crime.

Cloning analysis by the Conservative research department, the article says the increase in weapons could mean up to 4,000 extra violent assaults a year.



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**NEWS BRIEFING**

Puzzles 20

Obituaries 29

TV listings 31

Weather 33

**NEWS**

NHS in winter crisis as A&Es overwhelmed

Thousands of hospital patients are spending up to 12 hours in A&Es as a result of the winter crisis, reports The Royal College of Emergency Medicine. It said the service was "in the worst state since we've been in as we enter the winter season", and that A&Es departments were "broke".

Page 2

**NEWS**

Duke's friends cast doubt on Trump claims

Friends of the Duke of Edinburgh are spending up to 12 hours in A&Es as a result of the winter crisis, reports The Royal College of Emergency Medicine. It said the service was "in the worst state since we've been in as we enter the winter season", and that A&Es departments were "broke".

Page 2

**NEWS**

Vardy's Foxes on the hunt

Eight in a row for striker and Leicester

Page 3

**NEWS**

Hong Kong protesters lead mass march

Pro-democracy protesters launched the start of the Hong Kong in one of the largest rallies since the 1989 Tiananmen Square protests.

Page 4

**NEWS**

Greece goes digital to cut tax evasion

Greece will have to pay a hefty fine if it does not spend almost a third of its national budget on digital tax evasion, claims the government.

Page 5

Comment on the social and cultural representations, Refer to Hall.



**Leslie Ash**  
I was amazed at how I got dropped'  
Interview G2

**Glenda Jackson's TV triumph** ★★★★★ Review G2

Monday 9 December 2019 £2.20 From £1.60 for subscribers

**The Guardian**

## Corbyn in last-ditch drive to focus on voters' finances



Concerns over 'Advent calendar' series of spending promises

Heather Stewart  
Kate Proctor

Jeremy Corbyn will promise Britain's jaded voters that a Labour government would put "money in your pocket", as his party makes a last-ditch push to deprive Boris Johnson of a majority at Thursday's general election.

Amid concerns that Labour has over-promised with a blizzard of announcements during the six-week campaign, Corbyn will focus on the NHS and voters' finances in the final, crucial days of campaigning.

At a series of stops in Wales yesterday, the Labour leader highlighted policies including increasing the

national living wage to £10.50 an hour, expanding free childcare, cutting household bills, and providing free personal care for the over-65s. Labour is trying to restore party discipline in the final few days after what has at times appeared to be a policy free-for-all. One candidate defending a Labour-held marginal complained the party's messaging during the campaign had resembled an Advent calendar, with a different policy treat for every day.

Labour has also retreated from the going-to approach of the early days of the campaign, which saw it pouring resources into Tory-held seats in the hope of winning an outright majority - though several candidates struggling to retain their seats said the change of tack was too little, too late.

Corbyn's message that the NHS risks being sold off to US corporations as part of a post-Brexit trade deal does

▲ The Labour leader, Jeremy Corbyn, campaigning in Colwyn Bay, north Wales, yesterday

**'We have wasted people's potential as governments left communities at the mercy of the market'**

John McDonnell  
Shadow chancellor

## One in five schools need urgent repair work

Exclusive

Frances Perraudin

Nearly one in five school buildings in England require urgent repairs, a Guardian investigation has found, leading critics to warn they are "crumbling around teachers and pupils".

Almost 4,000 schools have been judged by surveyors to be in need of immediate restoration work, and many more were found not to have the paperwork required by law, including electrical test certificates, fire risk assessments or asbestos management plans.

According to data gathered through a government programme to assess the condition of England's school estate - and obtained by the Guardian through freedom of information requests - 17% (3,730) were found to have buildings with "elements", such as a roof, wall or window, that were deemed to need immediate replacement or repair.

Of the 21,795 schools for which information was released, 1,313 had elements that were given the worst possible condition grade, D, defined as "life expired".

## Mind games King of chess is also fantasy football ace



News  
Page 19 →



Comment on the social and cultural representations,  
Refer to Hall.

Feed the examiner kitten –

Put these buzzwords into sentences relevant to this front page

- 1) Encode
- 2) decode
- 3) Manipulate
- 4) Dominant
- 5) Construct
- 6) Hegemonic



# THE TIMES

Monday December 9 2019 | thetimes.co.uk | No 73025

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## First for football

### Vardy fires Leicester's title charge

The Game



## The Tramp set

### 50 years of the notorious Mayfair club

Times2

## Message of hope as experts say cancer battle is being won

Kays Burgess

Significant progress has been made in extending the lives of people with cancer and scientists should focus on helping them rather than solely on finding a cure, leading experts have said.

Researchers said the hunt for a cure risked overshadowing advances that meant cancer was for many becoming a

manageable long-term disease. The Institute of Cancer Research (ICR) called for more focus on drugs that prevent cancer from evolving within a patient, giving those with advanced forms of the disease a "much longer and better life".

It said the public was largely unaware that patients with cancer now faced "much brighter" prospects than before.

The proportion living for at least ten years after a diagnosis has doubled over the past 40 years, up from 24 per cent in the 1970s to about 50 per cent in this decade.

The death rate from cancer over the past 10 years has fallen by 25 per cent, despite the total number of cases rising 11 per cent over the same period. The average survival time after diagnosis

increased from five to ten years between 2006 and 2011, the latest year for which there is data.

A YouGov survey showed that only 28 per cent of people believed cancer was a disease that could be controlled in the long term. Only 26 per cent thought that "major progress" was being made in tackling cancer.

The ICR, a research institute and col-

lege of the University of London, said: "The strong public focus on a 'cure for cancer' is masking dramatic progress in extending the lives of patients with advanced cancer and turning it into a manageable disease long-term."

Paul Workman, chief executive of the ICR, told The Times: "This is a message of hope. The figures are already much

Continued on page 2, col 1

## Johnson to blitz seats in Labour heartlands

PM will warn of 'great betrayal' under Corbyn

Steven Swinford Deputy Political Editor  
Kate Devlin

Boris Johnson will spend the final 72 hours of the election campaign on a tour of marginal seats in Labour's heartlands as he returns to the core messages of the Vote Leave campaign on migration and Brexit.

The prime minister will visit a succession of target seats in the "red wall" of constituencies that have historically voted Labour but are now crucial to the Conservative Party's hopes of winning the election.

Mr Johnson will warn voters that they face a "great betrayal" under Jeremy Corbyn as he says that Labour MPs won their seats on a "false prospect" of securing Brexit but subsequently "stuck two fingers up to the public".

In a last push before polling day on Thursday, today Mr Johnson will visit five Labour marginals that voted for Brexit including Sunderland, which played a defining role on the night of the European Union referendum when Leave won by a much bigger margin than expected.

The prime minister is expected to say: "The Labour Party has let you down most of all. Under Jeremy Corbyn, they promised to honour the result of the referendum, before voting against Brexit every chance they had. They won their seats on a false prospect and then stuck two fingers up to the

public. Now they are proposing another referendum, this time rigging the result by extending the franchise to two million EU citizens. It's been the Great Betrayal, orchestrated from Ilkley by politicians who sneer at your values and ignore your votes."

Mr Johnson will hammer home the core messages of the referendum campaign in 2016, saying: "You voted to leave the EU because you wanted to stop sending the EU money we could spend at home, to end uncontrolled and unlimited immigration from the EU, to take back control from an unelected elite in Brussels, and to force politicians in Westminster to listen to you, not just London and the southeast."

In an interview yesterday designed to persuade Leave voters in Labour marginals to vote Tory, Mr Johnson promised that migration would fall, telling Sophie Ridge on Sky News that EU migrants had been able to "treat the UK as if it's part of their own country" for too long.

Tomorrow the prime minister will visit north Wales, the Midlands and the northwest, before finishing his campaign by visiting Labour marginals in Yorkshire, Lancashire and the East Midlands on Wednesday.

Polls at the weekend suggested that the Tories had retained a ten-point lead over Labour similar to their position at the start of the election campaign.

Writing in The Times today Sir John

Continued on page 2, col 3



Not quite all the trimmings: Reservists with the 4th battalion of the Princess of Wales's Royal Regiment enjoy a Christmas meal in the field after completing their final exercise of the year, at Brown-down training camp in Gosport, Hampshire

## Mattresses are new target for hotel pilferers

Andrew Elton  
Consumer Affairs Correspondent

It used to be a selection of toiletries and the occasional bathrobe that hotel guests would pilfer. Now they are stealing the very mattress they slept on.

A survey of hoteliers has found that the removal of luxury mattresses is a growing problem, particularly in five-star hotels.

Researchers said that the difficulty of walking unobtrusively past a reception desk with a super-king-size means that most mattresses go missing in the dead of night at hotels that have lifts directly serving underground car parks. It was unclear whether the mattresses were being replaced with old

ones to make discovery of the crime less immediately likely.

Mattress technology has advanced rapidly, with some containing nanotechnology to help keep temperatures guests would pilfer. Now they are stealing the very mattress they slept on.

Mattresses are not the only unlikely items to go missing. Luxury bathroom fittings, such as "rain effect" shower heads, have been unscrewed, and TVs, artwork and coffee-makers have all disappeared.

One Austrian Spa hotel had a pine

bench stolen from a guest's private sauna. The crime was only discovered when another guest complained there was nowhere comfortable to sit.

In Italy a hotel reported that a grand piano was taken from its lobby. The owner said: "I noticed that something was missing, and soon after I learnt that three unknown men in overalls had taken away the grand piano. It never reappeared."

The survey of 1157 hoteliers by Wellness Heaven, the Spa hotel review website, found that British guests were generally less ambitious in their crimes and were most likely to steal towels, bathrobes and toiletries. However, one was noted to have unscrewed the room numbers from his door to take home.



# Evening Standard

## VIEIRA 'MOVED' BY LINKS TO ARSENAL JOB

SHORTLISTED GUNNERS LEGEND ON BEING A CONTENDER FOR HEAD COACH » SPORT PAGE 58



## RAISE A GLASS TO A MERRY MANICURE

WHY IT'S THE SEASON TO MATCH YOUR NAILS TO YOUR NEGRONI » LIFE & STYLE PAGE 33



# BORIS BIDS TO BATTER CORBYN IN LEAVE SEATS

» PM SETS OFF ON WHIRLWIND TOUR OF LABOUR BASTIONS AS MINISTER WARNS: IT'S TIGHT

Joe Murphy, Nicholas Cecil and Sophia Stielgh

BORIS JOHNSON said today he is "taking nothing for granted" as he set out on a race around Britain for the final three days of election campaigning.

Cabinet minister Rishi Sunak said the election was "tight" despite polls putting the Tories ahead, including one from Survation giving Mr Johnson a 14-point lead. The Prime Minister was up at dawn to

Continued on Page 4



I'm going to need a bigger voter: Boris Johnson at Grimsby fish market today where he kicked off a tour of Labour seats

### » INSIDE TODAY

Five dead and fears for more in volcano blast



Hero saves boy, six, from jaws of savage pitbull

Page 19

What Phoebe did next (... with help from her sister)



Thousands join sleepout to help the homeless

Page 13



## FREE PULLOUT Gordon Ramsay's Best-ever Xmas recipes

# PM BLASTS LABOUR BREXIT BETRAYAL

He attacks 'sneering' Corbyn... and targets his heartlands

By Jack Doyle Associate Editor

**BORIS Johnson** will today embark on a blitz of Labour's northern heartlands and accuse Jeremy Corbyn of a 'Great Betrayal' of Brexit voters.

The Prime Minister will criticise the Labour Party for sneering at their values and ignoring their votes as he tours Leave-supporting seats in the North East.

He will accuse Mr Corbyn of sticking 'two fingers up to the public' as campaigning ramps up ahead of Thursday's General Election.

Over the next 72 hours, Mr Johnson will visit every region of England and Wales, including West Yorkshire, Cheshire, Leicestershire, East Anglia, North Wales and the South West.

His aides believe these to be the areas that will decide the outcome of the election.

Mr Johnson will return to key pledges he made during the 2016 referendum campaign - including that of ending 'uncontrolled and unlimited immigration'.

But his central message will be a condemnation of Remain-backing MPs who vowed at the last election to deliver Brexit but 'shamefully did the exact opposite'.

'Parliament has bent every rule and broken every convention as it has delayed, diluted and denied Brexit,' he will say. 'They won their seats on a false prospectus and then stuck two fingers up to the public.'

'Now they are proposing another referendum - this time rigging the result by extending the franchise to two million EU citizens.'

'It's been the Great Betrayal, orchestrated from Islington by politicians who sneer at



Weinstein, Epstein and Ghislaine... at Bea's 18th

Party: Harvey Weinstein, Jeffrey Epstein and Ghislaine Maxwell at Windsor Castle

SEE PAGES 4-5





## JACQUELINE IS QUEEN OF THE JUNGLE

SEE PAGE 7



## Weather bomb alert



SEE PAGE 6

**EXCLUSIVE PRIME MINISTER'S MESSAGE TO DAILY EXPRESS READERS**

# BORIS: THE LAST CHANCE TO SAVE BREXIT AND BRITAIN



By **Macer Hall**  
Political Editor

**BORIS JOHNSON** today warns Daily Express readers that the General Election is the "last chance" to save Brexit.

In an exclusive interview,

TURN TO PAGE 2



Source A

Health on Monday

Thired a drinking coach to get me through Christmas

Chloe Madeley 'My parents' fame led to therapy'

PLUS The Midlife Fitness Files How to feel good from 40

The Daily Telegraph

Corbyn will betray Brexit, says Johnson as he takes fight to Labour's heartlands



Prime Minister embarks on nationwide tour to rally Leave voters in final election campaign push

By Gordon Brown, writing as Gordon Brown

It is a historic moment for the Prime Minister as he embarks on his nationwide tour to rally Leave voters in the final election campaign push. Boris Johnson, the Conservative Party leader, has announced that he will be visiting 100 towns and cities across the country over the next few weeks. The tour is seen as a key part of the government's strategy to win over the hearts and minds of voters in the Midlands and the North, areas that are seen as crucial to the government's success in the upcoming election.

Johnson will visit Doncaster, Sheffield, and Leeds, among other cities. He will be joined by his wife, Justine, and their children. The tour is expected to be a high-profile affair, with Johnson giving speeches and meeting with local residents. He will also be visiting some of the most industrial areas in the country, where the impact of Brexit has been felt most acutely.

Johnson's tour is seen as a direct challenge to Labour's campaign. Labour has been accused of being out of touch with the concerns of voters in the Midlands and the North. The party has been accused of focusing too much on issues like the NHS and education, while ignoring the concerns of voters about the economy and the impact of Brexit.

Johnson's tour is also seen as a way for him to show his support for the Brexit vote. He has been accused of being a 'soft Brexit' supporter, but he has made it clear that he is a 'hard Brexit' supporter. He has said that he will not be in a position to negotiate a deal with the EU that would require the UK to give up its sovereignty.

Johnson's tour is expected to be a key moment in the election campaign. It will show voters what the Prime Minister is capable of, and it will also show them what the Labour Party is capable of. The tour is expected to be a high-profile affair, with Johnson giving speeches and meeting with local residents. He will also be visiting some of the most industrial areas in the country, where the impact of Brexit has been felt most acutely.

Opposition win risks violent crime wave, say Tories



Jeremy Corbyn would put the public at risk by refusing to give the police the backing they need to fight violent crime

By Gordon Brown, writing as Gordon Brown

The Labour Party's opposition to the proposed changes to the Police and Crime Act 2017 is a direct challenge to the government's strategy to reduce violent crime. The Labour Party has argued that the changes to the Act would weaken the police and make it more difficult for them to fight crime. The Labour Party has also argued that the changes to the Act would increase the risk of violent crime.

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Source B

Leslie Ash 'I was amazed at how I got dropped'

Glenda Jackson's TV triumph

The Guardian

Monday 9 December 2019 12:20 From £3.60 for subscribers

Corbyn in last-ditch drive to focus on voters' finances

One in five schools need urgent repair work

Exclusive Frances Perraudin



Corbyn in last-ditch drive to focus on voters' finances

One in five schools need urgent repair work

Exclusive

Frances Perraudin

Nearly one in five school buildings in England require urgent repairs, a Guardian investigation has found, leading critics to warn they are "rumbling around teachers and pupils".

Almost 4,000 schools have been judged by surveyors to be in need of immediate remediation work, and many more were found not to have the paperwork required by law, including electrical test certificates, fire risk assessments or asbestos management plans.

According to data gathered through a government programme to assess the condition of England's schools estate – and obtained by the Guardian through freedom of information requests – 17% (3,791) were found to have buildings with "elements", such as a roof, wall or window, that were deemed to need immediate replacement or repair.

Of the 21,794 schools for which information was released, 1,331 had elements that were given the worst possible condition rating of 10, defined as "life expired".

Concerns over Advent calendar series of spending promises

Heather Stewart Kate Proctor

Jeremy Corbyn will promise Britain's would-be "money in your pocket" as his party makes a last-ditch push to deprive Boris Johnson of a majority at Thursday's general election.

Labour has also retreated from the early days of the campaign, which saw it pointing resources into Tory-held seats in the hope of winning an outright majority – though several candidates struggling to retain their seats said the change of tack was too little, too late.

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Corbyn's message that the NHS risks being sold off to US corporations as part of a post-Brexit trade deal does

1 Analyze the social and cultural representations in these 2 front covers from 9<sup>th</sup> Dec 2019

Refer to Hall /10 marks.

no need to hugely compare/ contrast

But your answer must refer to Hall several times

Don't go into C&Cs too much

10 marks so 3 or 4 points for each source

Source A mention 3 or 4 of the following. Emphasise CONSTRUCTION OF REPS & IDEOLOGIES

Evidence of clear construction of a hegemonic message or dominant reading conveys the broadsheet's political affiliation

Broadsheet: Tgph's pro conservative stance – visible from upbeat image – e + Smiling affirmative supporters + Mainly white male but some female.

Strong middle class ABC1 feel – designed to reflect target audience

Consumerism – prominent & expensive front page ad – stylish product - a source of funding strongly features in ad

Moral panics in 2 nd front page splash about threat of crime: Taps into fears of crime- strong associations of Tories with supporting status quo. Strong bias & **contruction/encoding** of dominant rep.

Health features strongly in skyline banner – reflects contemporary social attitudes and links to consumerism





## 2 How far have media conventions been used to construct viewpoints in Sources A and B?

In your answer you must:

- ☐ outline the conventions of the front pages of tabloid newspapers, including use and style of headlines and images
- ☐ analyse the contrasting use of symbolic, technical and written conventions in the sources
- ☐ make judgements and reach conclusions on the way in which media conventions construct viewpoints and ideologies. /15

A more comparative answer – concentrate on language forms C&Cs and how they shape ideologies.  
In depth study so bring in other theories where possible. Make about 5 or 6 points from A & B

### Telegraph

- visual codes show confidence, informality (perhaps arrogance high angle, taking a selfie)
- - close cropping suggests adoring close support
- selfie = awareness of camera
- Large dominant image – flattering? Positive?
- Signifiers BJ is shirtsleeves Popular & informal
- Headline – strong emotive lang
- ‘fight’ heartlands’ betray; direct MoA
- Alliterative Betray brexit Boris

(shows the populist nature of the Broadsheet adopting tabloid C&Cs)

Gerbner : media influences audience attitudes

Moral panics evident in 2<sup>nd</sup> splash – hegemonic dominant viewpoint

### Guardian

-Textual codes in headline are more restrained

**More pro Corbyn than we would expect**

Guardian unusual here in its more pro Labour stance

Both sources use news value of **personalization**

-Large main Image – key visual signifiers connote warmth, community, togetherness,

-more objective camera angle (flattering?)

-popular representation of supporters

**Strong use of connotation (Barthes)** – signs are

accepted by reader & producer - Presents and

children; **connotes** generosity & family values.

-Constructs a message about closeness to ordinary voters –Pro labour values accentuated by 2<sup>nd</sup> story about schools needing repair.

Upbeat, less alarmist (contradicts Gerbner)

C&Cs shape messages which appeal to a different target audience to Telegraph

# LATEST 'ABC' NEWSPAPER CIRCULATION FIGURES

Publication	Total circ. July 2019	year % change
Metro FREE	1,424,168	-3%
The Sun	1,265,990	-12%
Daily Mail	1,164,319	-8%
The Sun on Sunday	1,067,861	-13%
The Mail on Sunday	978,062	-9%
Evening Standard FREE	845,840	-5%
The Sunday Times	649,908	-11%
Daily Mirror	483,120	-13%
Sunday Mirror	399,042	-15%
The Times	376,975	-12%
The Daily Telegraph	327,879	-12%
Daily Express	306,119	-10%
Daily Star	305,069	-14%
Sunday Express	267,268	-10%
The Sunday Telegraph	257,034	-12%
i	229,074	-6%
Daily Star – Sunday	183,127	-18%
Financial Times	166,663	-7%
The Observer	157,553	-7%
Sunday People	150,661	-18%
The Guardian	130,484	-5%

## Pre-mock exam practice

Qu 3 how do **economic factors** influence the **distribution and funding** of The Guardian compared to other papers /10

WRITE NOTES BASED ON YESTERDAY'S LESSON – HIGHLIGHT KEY TERMS – e.g. convergence, concentration, conglomerate, circulation, migration, 'not for profit', cover price, 'not for profit', PAYWALL, immediacy, niche, reformers, fake news, bias (unbiased, impartial), brand values, journalistic quality/independence/ integrity (=honesty)

Qu's to help your answers

- 1) How is the ownership of the G different? Who owns it and what else do they own?
- 2) Circulation (general)
- 2) Role of advertising ?
- 3) Paywall (pay to view) or free to view?
- 4) Target audience – link to online yellow pop up; brand identity and brand loyalty?

Now prepare the same question but replace the Guardian with the Daily Mail

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Qu 4

Evaluate the usefulness of TWO the following when considering  
ONLINE newspaper audiences /10

JENKINS

HESMONDHALGH

NEALE

BANDURA