

**SECTION A:GENERAL QUESTIONS (REFER TO YOUR NOTES)**

1. Who is the new editor of the Daily Mail?
2. How has the tone of the newspaper changed since the last editor Paul Dacre was in charge?
3. Who owns the Daily Mail? What is its political affiliation? Comment on this.
4. Why is issue of newspaper ownership important?

(section total: 7 marks)

**SECTION B: THIS FRONT PAGE**

1. **Comment on the following codes and conventions:**
2. **Main headline**
3. **Main image**
4. **The banner advert**
5. **Jumpline**
6. **Masthead and crest**

(section total: 5 marks)

**SECTION C A-LEVEL STYLE QUESTIONS (Don’t worry about repeating parts of your answers in each one)**

1. Discuss the representation of women on this page. How does it fit in with ideas of patriarchy? Link with Berger and/or Mulvey’s ideas about female
2. Do Moral Panics (Stanley Cohen) feature in any way on this page?
3. How do the stories highlight social division and inequality? Discuss the use of binary opposites and the effect on readers.
4. Is there a link between some of these stories and Dyer’s Utopian Solutions Model.
5. What is the possible general effect of these media stories on readers? – make a link with the Hypodermic Needle Model.
6. Why do you think tabloid front pages tend to avoid ‘hard news’ (e.g. war, explosions, accidents, attacks, ongoing tragedies and misfortune)? Why is there often a link with the world of TV and showbiz celebrity?

(Section total: 18 marks)