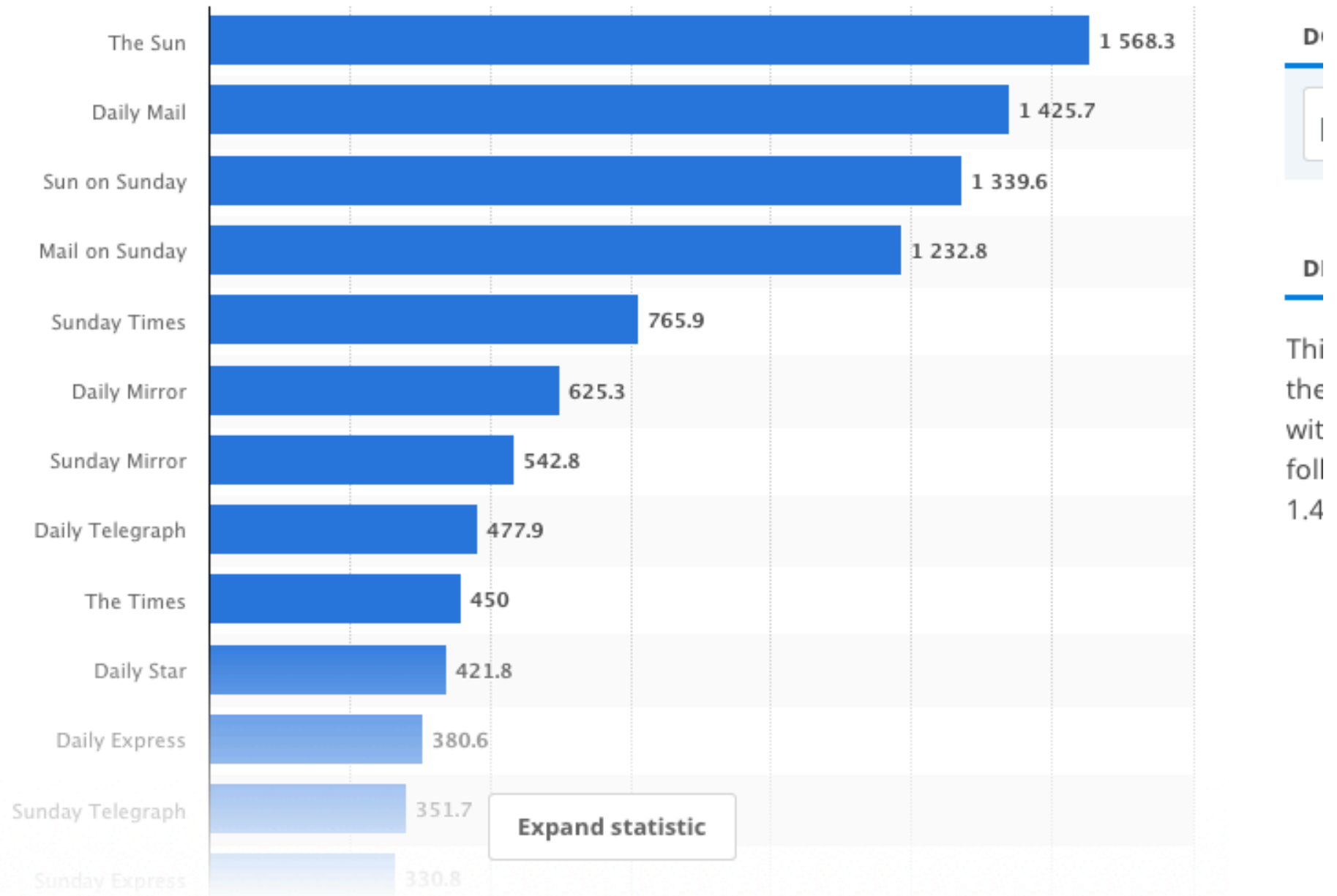


Circulation of newspapers in the United Kingdom (UK) in 2017



Uk newspapers - revision

Basic stuff

<http://en.kiosko.net/uk/>

- A) 1) Give an example of a traditional tabloid
- 2) Give an example of a traditional UK broadsheet:
- 3) Newspaper with the highest circulation:
- 4) In what ways have broadsheets become more like tabloids? (list at least 3)
- 5) List 2 Newspapers owned by Murdoch's Newscorp:
- 6) Political affiliation of:
The Times
The Mirror
The Guardian
- 6) Why is newspaper circulation declining?
What is wrong with traditional newspapers?
How are they trying to survive?

- B) Codes & Conventions
Find examples of
- a) Masthead ('flag')
 - b) Logo
 - c) Lead
 - d) Byline
 - e) Kicker
 - f) Strapline
 - g) Caption
 - h) puff/ puff box sometimes called 'pugs' or ears if they are at the top
 - i) Jump line
 - j) Dateline
 - k) Sidebar
 - l) Serif / sans-serif typeface

- C) Choose any 5 from box B and give more detail e.g. talk about
- Effect
 - Audience
 - Institution, branding, brand identity

Link the following first names and surnames

Van Zoonen	Judith
Berger	John
Mulvey	Laura
Butler	Lisbeth

Which of the above believes:

- a) Gender is a form of performance. _____
- b) Women in media and art reflect the voyeuristic eyes of a male observer. _____
- c) In traditional visual representations of gender 'men act, women appear'. _____
- d) Patriarchy affects the different ways in which women and men are objectified by media _____
- e) Traditional ideas about gender are imposed by society's expectations _____
- f) A woman must continually watch herself, she is constantly accompanied by a male image of herself. _____
- g) The 'male gaze' describes the way women look at an audience in typical media representations of females _____
- h) Traditional male/ female modes of behaviour are a result of conditioning _____
- i) The internet has helped to make ideas about gender and identity more fluid _____

Political aspects

Find examples of news stories where you can apply the following:

- Moral panics (Cohen)
- Dominant reading (Hall) The meaning intended by the producer and encoded by the producer in a clear unambiguous way.
- 'Manufactured consent' = the idea that the media construct a message that audiences are expected to agree with without question. e.g. royal family good; foreigners bad. The consent of audiences often hides the fact that they are being asked to agree with something which actually goes against their own interests (e.g. the 'gig' economy is good because it provides flexible employment but it actually means low paid, insecure jobs and perpetuates social inequality). This is also called 'false consciousness'.

Find examples of newspaper stories where you could bring in debates about Feminism

Berger, Mulvey, Butler, Van Zoonen

Narrative - a story is a constructed version of reality.

Propp: heroes, villains, false heroes etc

Todorov: 3 part structure

Levi-Strauss: binary oppositions

Intertextuality

Representations

Show how media select, construct and represent reality in order to communicate a message or ideology. Think about images and text as being a short cut signifiers or 'meaning-carriers'

Iconography

Stereotyping & Countertyping

Connotation

Practice question 1 (10 marks)

Choose a tabloid front page

**Show how the codes & conventions help
the communicative impact.**

Practice question 2 (20 marks)

**Choose a tabloid and a broadsheet
front page.**

**Discuss the representation of women
+ one or two of the following :**

The sick

Doctors

Soldiers

Young people

Immigrants

Muslims

Sports / TV personalities

**For a grade A you will need to ring in
some theoretical perspectives**