

Genre

The Daily Mail is a Populist Mass/Mainstream Mid-Market Newspaper.

Conventions:

- Mix of hard and soft news. Soft news is preferred; though hard news is used when/if popular.
- Mix of formal/informal language used – informal depending on topic & attitude towards the story. More opinionated.
- Mix of images and text.
- Use of splash headlines when the edition features a popular story.
- Advertisements/incentives can feature on the front page.
- Offers a “common sense” version of reality.

The above conventions can be influenced/changed by the contexts surrounding the newspaper (economic, political, social, cultural).

Industry (Economic & Political Contexts)

Ownership (Economic)

- The Daily Mail had, until 2018, a tradition of strongly expressed views reflecting those of its editor, Paul Dacre and its columnists. However, Paul Dacre was suddenly replaced in Sept 2018, which could suggest that his forthright political assertions (BREXIT) may have been harming the brand and worrying the owners (DMGT).
- Owned by a Public Owned Company (PLC) named DMGT.
- Has a group of shareholders
- Runs on a proprietor model (Business owner) who directly influences the chain of command down from himself > Chief Editors/Gatekeepers > Journalists.
- Sole focus is on sales/revenue to secure share prices.
- Prefers popular press (soft news) as the audience will prefer said news and purchase the paper.

Funding

- Reliance on featuring advertisements (companies pay for their adverts to feature on the newspaper) newspaper given out free to boost the number of people seeing the advertisements.
- Advertisers prefer volume of news stories over quality. Hence why there is a high volume of news stories featured within the newspaper AND the online website.

Political Affiliation

- Supports the Conservative party who are currently in power.
- Individual responsibility.
- Cuts money from public services (stereotypically)
- Has been linked to austerity.
- Defence of our country is paramount.
- Has a tendency to focus on the monetary & financial aspects of events/stories, rather than the human aspects.
- Is argued to have fixed views on issues such as crime, drugs, migration etc.
- Opposed to the left-wing (Labour) party/ideologies.
- Mainly campaigned to “leave” the EU (BREXIT) which was brought about by David Cameron (the previous PM)

Regulation

- Regulated by IPSO (Independent Press Standards Organisation) which was founded after the Levenson Enquiry which looked at the close relationship between the press and the government (NEWS CORP / CONSERVATIVES MAINLY).
- IPSO can demand that the Daily Mail make amendments to false information as a result of complaints by the public.

Audience

Gender:	Men – 48%	Women – 52%		
Age:	15-34 – 10%	35-54 – 15%	55+ - 75%	
Social economic group:	AB – 27%	C1C2 – 56%	DE – 17%	
Region:	London – 26%	Midlands – 19%	South & South East – 15%	North West – 12%

Different sections within the newspaper that appeal to this type of audience E.G. ‘Inspire’, ‘the Verdict’, ‘Good Health’, ‘Money Mail’, ‘Travel Mail’ and ‘Femal’. Specific financial section that relates to the target audience.

Genre

The Guardian is a campaigning liberal Broadsheet Newspaper.

Conventions:

- Mix of hard and soft news. Soft news very rarely featured on front page. Hard / high quality press preferred.
- Language tends to primarily be formal and sophisticated.
- One main image featured on the front page.
- Small columns of text. The actual articles (columns of text) are known as ‘copy’.
- More than one story advertised on the front page.
- Offers a more questioning construction of reality.

The above conventions can be influenced/changed by the contexts surrounding the newspaper (economic, political, social, cultural).

Industry (Economic & Political Contexts)

Ownership (Economic)

- Contrasting The Daily Mail, The Guardian adopts a more collegiate style whereby editorials and columnists express a wide variety of opinions ranging from left of the Conservative party to the left of the Labour party.
- Owned by a Private Owned Company (LTD) named Scott Trust.
- Does not have a group of shareholders.
- The proprietor does not dictate down the hierarchy of gatekeepers.
- Values freedom of press, high quality journalism.

Funding

- Runs on a supporter strategy – relying on subscriptions and donations from loyal readers. (Currently has 800k supporters)
- Also relies on advertisements though not as heavily nor influenced as strongly by them.
- High cover price - £2 Weekdays & £2.90 Saturday.
- Events – runs courses on journalism or literature, meetings and conferences.
- Sales – sells holidays and books linked to its reviews and travel sections.

Political Affiliation

- Supports the Labour party who are not currently in power. HOWEVER, Jeremy Corbyn is not a very popular leader of the Labour party. Left-wing, liberal ideologies:
- Welfare for those in need
- Spends money on public services (stereotypically)
- Equality
- Worker's rights
- Open minded
- Debate rather than violence
- Compassionate for foreign problems (though previous PMs such as Tony Blair have used war for financial gain).
- Opposed to right-wing ideologies
- Mainly campaigned to “remain” - BREXIT

Regulation

Decided against being regulated by IPSO and is self-regulated/governed.

Audience

Gender:	Men – 51%	Women – 49%		
Age:	15-34 – 27%	35-54 – 30%	55+ - 41%	
Social economic group:	AB – 62%	C1C2 – 31% (22% C1, 9%C2)	DE – 7%	
Region:	London – 40%	Midlands – 17%	South & South East – 12%	North West – 11%

Different Sections within the newspaper that appeal to this type of audience E.G. ‘Media’, ‘Education’, ‘Society’ and a magazine on ‘Life and Culture’. Specific financial section that relates to the target audience.

