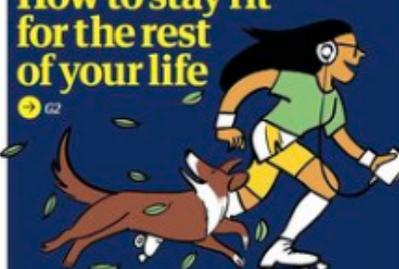


The Guardian

(12 September 2018)

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Wednesday 12 September 2018 Issue No 53,512 £3.00

The Guardian



▲ Tory MPs Jacob Rees-Mogg, Boris Johnson and Peter Bone reflect at a House of Commons gathering of Brexit supporters PHOTOGRAPH BY SAH KITHWOOD/GETTY IMAGES

Dairy food may protect the heart, study finds

Sarah Boseley
Health editor

Dairy products such as cheese and milk may protect against heart disease and strokes despite their saturated fats, according to a study. The research suggests a moderate amount - three servings a day - can protect the heart rather than damage it.

The study was carried out mostly in low and middle income countries, where less dairy is consumed, but the lead researcher said she believed the findings hold good for those in wealthier countries who avoid dairy, thinking it benefits their health.

Dr Mahshid Dehghan from McMaster University, in Ontario, Canada, said: "We encourage people who have very low dairy consumption to increase their consumption, especially in low and middle income countries but also in very high income countries."

Concerns over dairy stems from the recognition that

Jaguar chief warns May: thousands of jobs at risk from your Brexit tactics

Pippa Creeraz
Deputy political editor

Britain's biggest car manufacturer, Jaguar Land Rover, has launched a blistering attack on Theresa May's handling of Brexit, as leading Euro-sceptics claimed there was "nothing to fear" about leaving the EU without a deal.

Ralf Speth, the company's chief executive, told the prime minister that if she failed to reach an agreement with

Brussels "tens of thousands" of jobs in the sector could be lost and its factories faced grinding to a halt.

In a surprise intervention at a landmark car industry summit organised by the government, Speth described the prospect of a cliff-edge break with the EU as "horrifying", warning that if "wrong decisions" were taken now it could result in the "worst of times" for the UK.

He stressed the company was committed to the UK but said a hard Brexit would cost it £1.2bn a year, wiping out

profits. "What decisions will we be forced to make, if Brexit means not merely that costs go up, but that we cannot physically build cars on time and on budget in the UK?"

The comments follow similar warnings from other industry chiefs, including those of Airbus and BMW, about the potentially damaging consequences of Britain's decision to leave the EU. May, who was waiting backstage as Speth delivered his speech, did not mention Brexit in her address to the Birmingham summit.

Downing Street said that one of the key elements of the Chequers plan was to try to protect the industry's supply chains with the EU, with the common rulebook proposal helping ensure frictionless trade. The issue came up at a round table later.

Speth told the conference friction at the border could put production in jeopardy at a cost of £10m a day. He also warned that traffic jams on the approach to Dover meant that "bluntly we will not be able to build cars".

In an ominous passage, he pointed out it was now cheaper for the company to make cars in Slovakia than in Britain.

"Six months from Brexit and uncertainty means that many companies are being forced to make decisions about their businesses that will not be reversed, whatever the outcome, just to survive," he added.

May is holding a cabinet meeting tomorrow where ministers will discuss their plans in the event of the government failing to reach a deal with Brussels. No 10 insiders, however, are growing



Orbán v the EU Rightwing Hungarian PM defiant over sanction threat

World Page 18 →

The Guardian

(12th September 2018)

Component 1: Exploring the Media

Focus areas:
Media language
Representation
Media contexts

PRODUCT CONTEXT

- *The Guardian* is a British national daily newspaper with an average daily circulation of roughly 134,000 copies of their print edition in the UK. (April 2019)
- *The Guardian* newspaper targets a well-educated, relatively young and liberal audience. The demographic is 89% ABC1. Fifty-two percent of *Guardian* readers are male, and the average reader age is 44.
- *The Guardian* has a UK online edition which has over 42.6 million readers (as of October 2014).
- In 2006, *The Guardian* went through a complete redesign. It became smaller, had a new typeface and balanced the longer pieces of journalism out with many shorter stories. The reasons for this were twofold: to adapt to what was going on in the market (*The Independent* and *The Times* had already changed to a tabloid format) and to adapt to people's reading habits, with people now having little time to spare and increasingly 'reading on the go'.

PART 1: STARTING POINTS – Media language

Political context

On 23rd June 2016, citizens of the UK voted to leave the European Union (EU). This was nicknamed 'Brexit'. The vote was very close with 51.9% voting leave and 48.1% voting remain. This reflects the divisive nature of the referendum. The campaigns before the referendum were quite aggressive. The leave camp was accused of fuelling racism and xenophobia (fear of strangers), and the remain camp was accused of 'betraying Britain'. Boris Johnson and the other politicians featured in the photo were very fervent Leave campaigners. One of their catchphrases was to label the economic

concerns of the remain party 'Project Fear' while they called theirs 'Project Prosperity'.

The economy was a key element in both campaigns. After the financial crash of 2008, the state of the national and global economy became a popular concern. In terms of Brexit, numerous business leaders backed one side or the other. Popular entrepreneurs like James Dyson supported leaving the EU and insisted it would be good for UK businesses, especially smaller companies. This appeals to 'populist nationalists' who believe the EU takes control from the 'common man'. Alan Sugar (host of *The Apprentice*) insisted Brexit would be terrible for the UK economy, because without the trade deals, big businesses would move abroad. Britain's plan to leave the EU, and especially to limit migration, found support from other EU nations unhappy with their position. One such country is Hungary, whose prime minister, Viktor Orbán, has directly challenged the EU about migration issues. Along with other infringements of other EU laws about freedom of speech and democracy, this has led to direct conflict between Orbán and the EU.

Cultural context

A reliable topic to attract especially middle class (ABC1) audience is health. This demographic has disposable income to spend on healthier food, gym memberships etc. Many newspapers aimed at this audience, both left and right wing, feature stories about the latest scientific studies and reports about how to live longer, healthier lives. Often these stories are noteworthy because they contradict or complicate a popular health belief e.g. that too much dairy is bad for our health.

Consider how media language creates and communicates meaning:

- Unlike many of its counterparts that use block, capitalised text for their mastheads, *The Guardian's* **masthead** is written all in lowercase and uses a curved font. This uniqueness makes the newspaper stand out from the crowd when competing for sales on the news-stands and, arguably, is a more personal **mode of address**, one that offers an alternative form of journalism

to the rest of the industry. It also suggests sophistication, which links to *The Guardian's* brand identity of strong investigative journalism.

- The **choice** of stories is serious and complex, suitable for a well-educated target audience.
- The **dominant image** is of a group of politicians looking sad and frustrated. Usually these politicians, particularly Boris Johnson, appear extremely confident and optimistic, so to see them looking so despondent is a striking image.
- The photograph is **anchored with the caption**, explaining they are at a meeting with Brexit supporters. The fact they look so despairing and tired implies that even they have doubts how positive Brexit will be for the UK. This would agree with the left wing, anti-Brexit beliefs of *The Guardian's* target audience.
- Behind them is a sign that reads “From Project Fear to Project Prosperity”. The optimistic tone of this slogan is **ironic** when **juxtaposed** with the defeated, sad posture of the politicians.
- The **emotive language** used in the **main headline** further **anchors** the meaning of the photo: words like ‘warn’ and ‘risk’ suggest that Brexit is not going to lead to ‘prosperity’ as the Leave party promised. Again, this reinforces the left wing political beliefs of the target audience.
- The audience is positioned in such a way so as to worry about the effects of Brexit on the UK economy, but to also take pleasure from the defeated postures of the pro-Leave politicians in the photo. This reinforces their personal and collective identity as it tells them they were correct to vote Remain.

Consider how choice of elements of media language portrays aspects of reality and conveys messages and values:

- Alongside the main article, there is a **linked article** about Orbán in conflict with the EU. Though it doesn't mention the economy, the labelling of Orbán of ‘right-wing’ immediately tells the liberal target audience of *The Guardian* that this man is a political enemy and reinforces their support for the EU.
- The photo **anchors** the image here, showing Orbán with a belligerent facial expression which suggests he is an aggressive, uncooperative figure.
- There is a **cover line** (or **puff box**) at the top right, for an article in the paper further exploring economic issues, and **graphic** of a dipping line that has become **symbolic** of the financial crash.

- There is a headline for the health story that dairy foods might be good for the heart. This fulfils the news value of unexpectedness as the dominant medical advice has been to eat less dairy.

Consider the codes and conventions of media language:

- A much smaller part of the front page is given over to the **G2 supplement**, a **regular segment** in the paper which, because of its placing, when displayed on news-stands may well be the section people see first. This supplement offers a lighter alternative to the hard hitting news stories of the rest of the newspaper.
- There is also a **cover line** (or **puff box**) announcing a guide to fitness in the **G2** supplement. The ‘How to...’ phrasing makes a healthy lifestyle seem achievable, even when the “for the rest of your life” seems **hyperbolic**. The cartoon of the woman running indicates that this might be a more light-hearted article, and helps to balance the serious tone of the rest of the cover.

Possible areas for further investigation:

- **Code and conventions** of newspaper covers – layout, use of cover photographs/ images, house style, mastheads.
- **Narrative** – headlines used to tease people to want to read certain stories (could be linked to Roland Barthes – enigma codes).
- **Active/Passive audience**. Historically, readers of print newspapers were considered to be passive (i.e. they read what was in front of them and believed it), especially as there is an expectation that what is shared in the news genre is true. However, today's audiences are much more active and can interact with the news they read. They have the option to read it online, comment and discuss below an article, as well as sharing it on social media. The comments section in newspapers are known as ‘below the line’ commentary. *The Guardian Online* has a renowned ‘below the line’ section called *Comment Is Free* that reflects the liberal readers’ strong belief in freedom of speech. In 2008, the editor said the future of the press lay in “newspapers becoming *views-papers*” i.e. forums for discussion and opinion.

PART 2: STARTING POINTS – Representation

Political context

The Guardian is described as having mainstream left political values. It does not have an affiliation with any political party, but does lean towards the left and has a very liberal tradition. It is therefore not surprising that the main photo seems to be mocking well-known and outspoken right wing politicians.

The Guardian isn't owned by a group of shareholders like most other newspapers, for whom making a profit is imperative. Therefore they believe that they can hold true to their core journalistic principles.

The paper supported the Remain campaign in the run-up to the Brexit referendum, and has continued to be very critical of the negotiations for Britain to leave the EU.

Consider the representation of politicians, and Brexit as an issue:

- The **text** of the headline is carefully constructed to position the audience into accepting the newspaper's **viewpoint, analysis and opinion**. Though it doesn't explicitly state an opinion in the style of tabloids (e.g. 'The Sun Says...'), the choice of these main cover stories portray Brexit as dangerous for the economy, and perhaps the cause of future financial crash.
- In both the photograph and the article, politicians are portrayed as ridiculous and clueless. Those in the photo look defeated, in contrast to their slogan on the wall behind them, and the tone of the headline suggests that May, the Prime

Minister, doesn't know what she's doing.

- The **omission** of any positive stories about Brexit and the economy reinforces the target audience's beliefs on this issue.
- The article about Orbán's conflict with the EU and his combative facial expression suggests the EU is a positive organisation and that the UK is foolish to leave.

Consider the functions and uses of stereotypes:

- Politicians are often portrayed as inept and useless in both left/right wing press, and in both tabloids and broadsheets. By exposing their weaknesses and mocking their decisions, this portrayal of the most powerful people in the country could offer audiences a sense of superiority. Politicians pretend to be intelligent and well-meaning but by **satirising** them, newspapers bring them down to the level of the general public.

Possible areas for further investigation:

- **Theoretical perspectives** (e.g. Stuart Hall) – representation, stereotype, selection/omission and perhaps how, in some ways, this newspaper front page is reinforcing the **populist ideology** that the political 'elite' are inept and out of touch with reality.
- It would be helpful to **compare this article** with another from the tabloid right-wing press, such as *The Sun*, which portrays politicians similarly but which support Brexit.