



A Level

Drama

Newspapers, Component 1

Media language

How the combination of elements of media language influences meaning in newspapers through:

- visual codes: gesture, expression, clothing, colour
- technical codes: camera shots, layout, design
- language and mode of address.

The recognisable codes and conventions of newspapers, the similarities and differences between broadsheets and tabloids and the way the news agenda differs across different newspapers as it is affected by news values. Media language incorporates viewpoints and ideologies through the paradigmatic choices that are made, for example images, headlines, language, layout and design, which combine to create a syntagm.

Contexts

Political, social and cultural

Newspapers may be affected by social, cultural and political circumstances. Many newspapers reflect a political viewpoint. Audience responses and interpretations may also be influenced by their political, social and cultural contexts.

Economic

Newspapers operate different economic models to ensure viability, for example by introducing a paywall or subscription. Smaller companies must compete with conglomerates. The move online has helped to address falling sales and the decline in advertising.

Representation

Events, issues, individuals and social groups are represented differently in different newspapers because of various influencing factors, for example the ideology of the newspaper. The ways in which issues and events are represented vary across newspapers and reflect both the ideas of the newspaper and the expectations of its audience.

Representations are constructed through media language, mediation and encoding. Newspapers invoke discourses and position audiences through language and mode of address.

Newspapers function as opinion leaders, persuading readers of a viewpoint through representation.

Audiences

Newspapers target, attract and address different audience demographics through the selection and construction of content.

The different readerships of the *Daily Mirror* and *The Times* are evident in the newspaper's style, content and mode of address.

Elements of the newspaper can convey information about readers, for example letters pages, the plug and the editorial.

Changing patterns of audience consumption and response reflect technological change. Newspapers have diversified to find new ways to attract audiences, for example through digitally convergent platforms that offer different and more interactive experiences.

Media industries

Ownership may shape a newspaper through the selection and construction of stories, influenced by conglomerates and political allegiance.

Technological change has impacted the production and distribution of newspapers. Many organisations have moved to digital editions as print sales decline. Digital convergence has broadened audience reach.

Digital platforms offer greater opportunities for more diverse news gathering, for example from citizen journalists, and allow for more interactive content. News can also be updated more regularly.

[A Level only] Importance of *The Times* as part of a vertically integrated global media conglomerate, ensuring financial stability. Reach PLC operates as a national publication and follows a horizontal integration model.