



Set product factsheet: The *Daily Mirror*

AS Component 1: Investigating the Media / A level Component 1: Media Products, Industries and Audiences

Focus areas:

- ✓ Media language
- ✓ Representation
- ✓ Media industries
- ✓ Audiences
- ✓ Media contexts

AS Section A: Investigating Media Language and Representation A level Section A: Analysing Media Language and Representation

For Section A there are set pages, a front page and a double-page spread, from a specific issue of the *Daily Mirror* published on 20 May 2025. This will be the focus of questions that may be set in relation to Component 1, Section A of the examination paper.

Product context

- The *Daily Mirror* is a British, daily, national, tabloid newspaper. Established in 1903, it is aimed at a predominantly lower middle/working-class readership. It follows a traditionally left-wing political stance. It is one of the few newspapers to openly support the Labour Party and their policies. It has consistently backed the Labour Party in every general election since 1945.
- One of the *Daily Mirror's* main competitors is *The Sun* newspaper which targets a similar socio-economic demographic but usually adopts a more traditionally right-wing stance.
- The newspaper's slogan '*The Heart of Britain*' suggests that the newspaper stands up for the ordinary person and their concerns and is a key part of the social and cultural life of the UK.
- The set product was published on 20 May 2025. The main focus of the front page and the double-page spread is the deal coordinated by Keir Starmer with the EU (European Union) across a range of issues and services to establish a relationship with the EU post-Brexit. In the double-page spread Keir Starmer is pictured with Ursula von de Leyen, President of the European Commission. The purpose of the commission is to drive EU policy in areas such as climate, security and trade deals with other countries.



- A Brexit referendum was called by the then Conservative Prime Minister David Cameron and was held in the UK on 23 June 2016. 72% of the British electorate took part in the referendum and voted to leave the EU by 52% to 48%. After very problematic and contentious negotiations conducted by Prime Minister Theresa May and subsequently Boris Johnson, the UK left the EU on 31 January 2020.
- Keir Starmer won the 2024 general election with a large majority, putting the Labour Party in power for the first time in fourteen years. The *Daily Mirror* celebrated the win with the front page headline, 'Keir We Go. Starmer and Labour in thumping landslide victory'. Whilst not advocating a reversal of the Brexit decision, since his election win Keir Starmer has worked to establish closer ties with the EU in areas that would be beneficial to the UK.

Starting points – Media language

Front page - How the combination of elements of media language influence meaning

Newspapers share a repertoire of elements such as layout and design, use of language and mode of address, which are recognisable to audiences. These reflect the style of the newspaper and its readers and may differ slightly, for example between popular and quality newspapers.

Consider the different ways in which the **paradigmatic choices** of media language including visual codes, written language and mode of address communicate meanings on the set front page of the *Daily Mirror*:

- The page is divided between the central political story, two stories featuring popular celebrities and a **plug** offering free tickets for the racing, with the political story taking prominence. The choice of stories reflects the style of the newspaper, its political allegiance and the interests of the readers.
- The layout and design is conventional of this style of newspaper which is generally image- rather than text-led. The **masthead** is bold and recognisable as a red-top, tabloid newspaper. The typography chosen is strong and the name of the newspaper conveys messages about how the paper may 'hold a mirror' up to what is taking place in society.
- The **slogan** within the masthead '*The Heart of Britain*' suggests the central role the newspaper has in society and that it is compassionate and cares about what is happening to the people of the UK.
- The **headline** is brief and dramatic, typical of the paper's style and is positive about the success of Keir Starmer's deal. The use of his first name suggests the newspaper's affiliation with the Prime Minister (PM) and his policies. The **strapline** is presented in red suggesting the political importance of the 'pact'. In the **subheading**, '*PM says British shoppers, tourists and businesses will feel the benefit*', the newspaper has selected an aspect of the story that will resonate with its audience, focusing on what the deal will mean for the British public.
- The chosen image of Keir Starmer is a positive one, mediating the story for the reader. The **visual code** of the smile and the thumbs up communicates a positive message and reinforces the newspaper's support for the PM and his government which is to be expected from a left-wing newspaper. This is further reflected in the **caption**.
- The language used in the copy reflects the values and attitudes of the newspaper and their political allegiance citing, '*practical benefits for ordinary people*'. The newspaper includes direct quotations from the PM highlighting his positivity about the deal and



implicitly reminding the reader of the *'years of Brexit rows'*.

- The other stories on the front page reflect the further interests of the readers. As a popular tabloid, the *Daily Mirror* often features stories related to popular celebrities and the Royal Family.
- This issue includes a smaller story about Gary Lineker leaving the BBC. This was in the wake of several incidents when Lineker had voiced his political opinions, for example commenting on the Conservative government's treatment of asylum seekers, resulting in a row about impartiality. He finally left the BBC in May 2025 after criticism he faced for sharing a social media post about Zionism that included an image historically used as an antisemitic insult. He stated that he was unaware of the significance of the image and apologised publicly.
- The *Daily Mirror* has largely been supportive of Lineker and had previously run stories suggesting that he had been targeted by the Conservative Party because of his left-wing views. His ideas and opinions are similar to those of the newspaper, hence his inclusion in this issue. Lineker would be a popular celebrity with the newspaper's audience and whilst not overtly supporting him, the choice of image is positive. His direct mode of address suggests that he is engaging with the reader and the use of ellipsis suggests that the newspaper has exclusive access to his story, encouraging the reader to buy the paper. The headline and caption *'Contrite'* reinforce the apparent sympathy the newspaper has for the celebrity.
- The second smaller story is more light-hearted as suggested by the use of the **pun** in the headline, a common convention of tabloid newspapers. It concerns King Charles and his meeting with David Beckham and minor celebrities, Kate Garraway and Amy Dowden, who will be familiar to the reader, at the Chelsea Flower Show. This story contrasts with the more serious political story and the codes of expression are positive. The **gatekeepers**, in their selection of content, have ensured that there is something to appeal to all readers on the front page.

The double-page spread - The way media language incorporates viewpoints and ideologies

The selection and combination of media language elements and the use of anchorage to communicate meanings is important in the construction of newspaper pages. The layout and design of the pages and the resulting **syntagm** will generally reflect the concerns, viewpoint and political ideology of the publication.

- The double-page spread is busy and eye-catching incorporating a range of different newspaper features including a large image and headline, colour branding and opinion pieces, as well as the central story. It is relatively unusual to have all of these features on the same page, suggesting the story's importance.
- The branding of the newspaper continues onto these pages with the use of the colour red linking to the 'red-top' masthead. The inclusion of the red, white and blue colouring has connotations of the UK, reinforcing the importance of the deal for Britain. The subheading, some of the graphics and the **pull quote** are also in a red palette, connoting the political allegiance of the newspaper.
- The headline is large and emotive echoing the front page headline with the repetition of the name KEIR and the colon, conveying the positive presentation of the story. This further conveys the political ideology of the newspaper and its opinion of what has been achieved by the PM.



- The central image is more informal with positive codes of gesture and expression. The use of the pun in the caption, 'NICE TO SEE EU' highlights what appears to be the positive relationship between Keir Starmer and Ursula von de Leyen.
- The boxes across the top of the page with their individual sub-headings catch the eye and are a positive list, reflecting the viewpoint of the newspaper and its support of the PM. They set out clearly '*How Britain is set to benefit from accord*'. The newspaper has selected aspects of the deal that will be of relevance to their lower middle/working-class audience, including electricity, policing and youth mobility.
- The language used across the double-page spread varies according to the writer and purpose. The main piece of copy links to the central headline and attempts to clearly explain the complexities of the deal while reassuring readers of its importance for them as it offers '*practical benefits for ordinary people fed up of years of Brexit wrangling*'. There are also references to the deal being discussed whilst eating a Nando's, making the politicians and negotiators seem more approachable and relatable to the readers.
- The **opinion pieces** adopt a more informal **mode of address**. Kevin Maguire, a regular *Daily Mirror* columnist can be more forthright and biased in his treatment of the story. This is evident in the language he employs using a pejorative portmanteau noun, referring to '*Brexetremists frothing at the mouth*' and '*lying con-man Boris Johnson's bad Brexit*'. David Lammy (Foreign Secretary at the time) writes in a more formal, controlled style in his column, but makes his positive opinion of the deal clear. The choice of his inclusion as a member of the Labour government writing in the newspaper reinforces its support for the government and its policies. The insert image emphasises his central role in the government and his closeness to the PM therefore his opinion is relevant.

Theoretical perspectives

Semiotics – Roland Barthes

- The newspaper pages use **signs and codes** that are recognisable to audiences and connote meanings. Consider how the use of colour and the codes of clothing and expression communicate meaning and reinforce the ideas and viewpoint of the newspaper in relation to the main story.
- The meanings constructed by the newspaper can come to seem self-evident. The left-wing political viewpoint of the *Daily Mirror* will be regularly reinforced through the stories that are chosen and the way in which they are mediated. This will generally be accepted by the readers who share the newspaper's political ideology.

Structuralism – Levi-Strauss (A Level)

- Newspapers are recognisable to all audiences by their form; they have a repertoire of elements that communicate meaning regardless of their style or political allegiance, for example a masthead, strong central image and main headline.
- Newspapers also communicate meanings through constructing **binary oppositions**, for example the *Daily Mirror* presents a left-wing viewpoint and is in direct and obvious opposition to the more right-wing Conservative Party. The newspaper, in the way that it mediates the stories it selects constructs a good/bad opposition between the two parties.
- The resolution of oppositions in newspapers positions the reader to identify with the newspaper's ideology. A newspaper like the *Daily Mirror* makes its viewpoint explicit.



Starting points - Representation

Consider how representations are constructed through a process of selection and combination.

Newspapers have access to the same stories daily, but will choose how to represent events and issues, reflecting the **values, attitudes and beliefs** of the paper and their readers. The stories that make it on to the **news agenda** of a particular newspaper will be determined by a range of factors including the readership and the ideology of the newspaper. The *Daily Mirror* will usually represent the Labour government and their policies positively and will be critical of the Conservative and Reform Party as they do not share their political viewpoint. The way in which the event/issue/social group is represented will affect the audience response. Newspapers are **opinion leaders** and may influence how audiences respond to an issue/event.

Consider how issues, events and social groups are represented across the set newspaper pages from the *Daily Mirror*:

The front page

- The construction of the representation of the main story and the choices made by the newspaper regarding how to re-present and mediate this story for its readers, will construct a specific representation. The main story is constructed through the choice of headline, caption and image. The selection and combination of images and text convey the attitude and belief of the newspaper whose political allegiance is left-wing and pre-Brexit, was generally pro-Europe. The use of positive, emotive language 'WIN-WIN' and the visual codes of Keir Starmer's smile and thumbs up gesture construct a positive representation of the event reflecting the viewpoint of the newspaper.
- To illustrate how the same story may be represented differently by different newspapers, it may be useful to look at other publications for the same day. For example, the *Daily Mail*, a politically right-leaning newspaper, ran the headline '*Starmer's Surrender*' with the strapline, '*Day the Brexit Dream Died*'.
- The response of the readers to the representation of the event would be to accept the newspaper's view as it reinforces their own ideas about the government. The way in which the story is represented also reflects the changing position of the readership regarding Brexit.
- The inclusion of 'shoppers, tourists and businesses' as beneficiaries of the deal in the story reinforces the newspaper's concerns for the ordinary person and what they consider as important.
- The representation of celebrities on the front page is sympathetic. The choice of the image of Gary Lineker, who is usually presented positively by the newspaper as many of the readers will be fans of *Match of The Day*, is positive, reflecting the idea that he is 'congratulatory'. Similarly, the representation of the other celebrities featured, along with the King, suggests they have interests in common with the ordinary readers of the newspaper, such as gardening. Amy Dowden and Kate Garraway are smiling and engaging in direct mode of address with the reader.



The double-page spread - The way the media through re-presentation construct versions of reality.

Newspapers are not a **window on the world**; the gatekeepers of the newspaper will select, construct and mediate the news, thereby re-presenting a version of reality to suit their readers and the ideology of the newspaper.

- The newspaper has made decisions regarding how the story will be **mediated** and what the focus will be. In the case of this double-page spread, the focus of the representation is an interpretation of the deal for their readers, this presents a positive representation of the government and in particular, the Prime Minister and his relationship with the EU. This framing of the story is to be expected from a left-wing publication.
- The use of the direct quotations, the informal image of Keir Starmer and Ursula von de Leyen and the clear layout explaining the benefits of the deal for ordinary people, **personalises** the story by making it about the experiences of individuals rather than a complicated political process involving issues distanced from the newspaper's readers. This technique is used by the news media to help audiences build **emotional engagement** with more complex political stories and is a technique particularly used by tabloid newspapers.
- A similar technique is used in including the opinion pieces which strike a personal tone and reinforce the values and beliefs of the newspaper and the expectations of the readers. Here, the story is re-presented through the eyes of two left-wing voices, a government minister and a journalist offering their personal interpretations. This is particularly the case with the piece by Kevin Maguire which is more forthright in its condemnation of the Brexit process and the Conservative Party.
- The **language and mode of address** used also contributes to the construction of representations, the use of positive language commending the deal will persuade the reader of its importance to them. The emotive and declamatory language in Kevin Maguire's opinion piece depicts a negative representation of '*Brextremists*' accusing them of '*inflicting unprecedented national self-harm*'. The language of David Lammy's piece is more measured, addressing the reader directly in a reassuring tone and promising '*increased security and prosperity*'.

Theoretical perspectives

Representation - Stuart Hall

- Representations in the newspaper are constructed through recognisable signs and codes, for example in this case, codes of gesture and expression. Codes of clothing also indicate power and standing in society and reinforce the important roles of Keir Starmer and Ursula von de Leyen. In the image of David Beckham selected by the newspaper, he is dressed formally to convey the sense of occasion in meeting the King, audiences recognise these codes and interpret their meaning.
- The *Daily Mirror* pages use **stereotypical representations** of the PM and other members of the government to convey the newspaper's left-wing viewpoint. Meaning is conveyed whereby the readers expect the Labour government to be more concerned with ordinary people. In the newspaper, **subordinate groups** are represented as being important and the newspaper takes its role of speaking back to those in power and advocating the concerns of its readers seriously.



Contexts

Political context

- Newspapers reflect the political context in which they were made through their ideology and the way they represent certain stories. This context is also evident through aspects of their ownership, political orientation and readers. The media mediates issues and events in the news, particularly more complex stories including international relationships. These can be represented by the newspaper through, for example, what is selected and what is omitted, the sources referenced and the way in which language is used. It is important to be aware of how different newspapers present their stories and their view of the world in different ways and how this may reflect an ideological viewpoint.
- The pages of the set issue of the *Daily Mirror* to be studied reflect an obvious political allegiance and a left-wing ideology through the way in which it constructs the chosen story and the representation of Keir Starmer and the Labour government.

Social and cultural contexts

- All newspapers, including the *Daily Mirror*, reflect the social and cultural contexts of the time in which they were produced. The *Daily Mirror* largely targets a lower-middle-class/working-class readership which is evident through the **news values** of the paper, the selection of stories and how particular social groups are represented.
- The choice to focus on this particular story also reinforces a common social theme for this newspaper – its role in championing the ordinary person and their concerns. The newspaper focuses clearly on what the deal will mean for their readers and how they will benefit.
- The newspaper's plug also reflects a cultural context advertising 'Free Summer Racing Tickets' and reinforcing the cultural heritage of the UK. The references to the Chelsea Flower Show, the royal family and relatable celebrities further reinforce the social and cultural aspect of the newspaper and the stories that will engage its readers.



Component 1 Section B: Media Industries and Audiences

For this section you will be using the issue of the *Daily Mirror* and pages from its online edition that you have studied in class. This issue will be **different** from the set pages studied for Section A. The print issue of the newspaper and the online pages may be for the same or different days.

AS Section A: Investigating Media Industries and Audiences / AL Section A: Understanding Media Industries and Audiences

Starting points: Media industries

The following points should be considered in relation to the complete issue of the *Daily Mirror* and the online pages you have studied in class.

The relationship of recent technological change and media production, distribution and circulation

Industry context

The *Daily Mirror* was first published in 1903 as a newspaper for women, 'to act as a mirror on feminine life'. However, the newspaper was quickly redesigned to appeal to a broader audience. The paper is now owned by Reach plc, the largest commercial, national and regional publisher in the UK. The group publishes more than 120 national and local media brands from the *Daily Mirror*, the *Daily Record* and the *Daily Express*, to local newspapers such as the *Manchester Evening News* and *The Liverpool Echo*. Reach plc states 'We connect with people where they live, on and offline, through their locations, passions and values'. (Reach plc, n.d.)

The *Daily Mirror* was once the most popular tabloid in the UK; however, as is the case with other daily newspapers, the sales have been falling year on year. The average circulation of the newspaper in December 2025 was 166,472 for paid single copies per issue (Audit Bureau of Circulations, n.d.). This figure is down 19.1 % year on year. 7,509 active views per issue on average were recorded for the digital copy of the newspaper.



Think!

Consider the fact that the newspaper with one of the highest circulation figures is the *Metro* free paper at 952,332. What does this indicate about the newspaper industry and readers?

Recent technological change, in particular the popularity of online media, has largely been responsible for the downturn in print sales; the *Daily Mirror* responded to this by launching 'Mirror Online', establishing a presence on social media sites. This move enables the newspaper to produce real-time national and global news and to update this content regularly.

The website produces accessible image-led content to appeal to a range of audiences including 'News, Politics, Football, Celebs, TV'. There are also 'Opinion' pieces by journalists and freelance commentators reinforcing the left-wing agenda of the newspaper, for example, 'Shabana Mahmood is carrying Labour's hopes, being bold is her only option' (David Burke,



Political Correspondent, Jan 2026).

The *Daily Mirror* is part of a regulatory framework known as the Independent Press Standards Organisation (IPSO) – an independent body which is not backed by the government and is fully funded by the industry itself. This is a regulatory body whose aim is to maintain press standards, but is anti-Leveson in its approach. It is not obligatory to join IPSO but the majority of newspaper publishers choose to be regulated by this organisation.

Theoretical perspectives

Power and media industries – Curran and Seaton

The newspaper industry is dominated by a small number of powerful companies. Reach plc was previously known as Trinity Mirror (1999-2018) and was rebranded as Reach plc after the acquisition of additional newspaper brands. Initially, there were concerns about the deal that brought about the new company, which was investigated by the Competition and Markets Authority. The concern is that the concentrated ownership model of the newspaper industry means that audiences receive a narrow range of viewpoints; indeed, the *Daily Mirror* is a relatively lone voice in a largely right-wing press.

Reach plc has maintained their position in the UK market despite falling sales of the *Daily Mirror* and other mainstream titles, by diversifying into regional news. This diverse pattern of ownership has allowed them to create the conditions for more varied and adventurous media products.

Regulation – Livingstone and Lunt (A Level)

Reach plc, alongside the rest of the UK press industry, faces increasing pressure to adhere to strict rules and regulations on industry practice. This arose after the phone hacking scandal and subsequent Leveson enquiry into the industry. There is an ongoing underlying issue of protecting citizens from harmful material while ensuring choice and press freedom.

Cultural industries – David Hesmondhalgh (A Level)

Reach plc is one of the UK's largest newspaper publishers and has become a horizontally integrated company with a wide range of titles in order to maximise audiences and minimise risks. Rather than seeing digital media as a threat, the company has embraced its digital expansion and now offers digital marketing as well as digital classifieds to generate additional income. They have also introduced a subscription for a tablet edition of the newspaper with an introductory offer of two free months. A daily download of the newspaper is available on iOS, Google Play, Amazon or Windows.

Starting points: Audiences

The following points should be considered in relation to the complete issue of the *Daily Mirror* and the online pages you have studied in class.

How audiences are grouped and categorised by media industries

It is important that newspapers have a clear idea of their **audience demographic** in order to produce content that will appeal to the target audience and their ideas and beliefs. Newspaper audiences, similarly to other media products, can be categorised in terms of age, gender and social class, as well as by lifestyle and taste. Regarding newspapers, the political allegiance of the audience is also a key factor.



The *Daily Mirror's* target audience, according to ABC data, is predominantly C2DE, over 35 and are working-class Labour supporters.

The *Daily Mirror* is aware that their audience is generally concerned with social justice, the state of public services and does not support the policies of the Conservative and other right-wing parties. They enjoy sport, celebrity news and human interest stories that are personalised and reflect their everyday reality. The *Daily Mirror* states that its mission is to, 'make sense of a rapidly changing world for our readers. To challenge wrongs where we see them. To stand up for the underdog against authority' (Daily Mirror, n.d.).



Think!

Consider what evidence you have found in the issue that you have studied that supports the **audience profile** of the newspaper.

How media industries target audiences through the content and appeal of media products and through the ways in which they are marketed, distributed and circulated

- The front page of the newspaper is important in attracting an audience, particularly for popular, tabloid-style newspapers. The choice and style of the main headline and central image are important in attracting the reader and in communicating the viewpoint the newspaper is taking on the particular story featured. For example, the headlines 'Farage Can't Be Trusted With Britain' and 'Same Old Tories...Same Old Reform..' from January 2026 use emotive language to express their opinion about the right-wing parties. (The Paperboy, n.d.).
- Other pages in the newspaper and on digital platforms should be studied to explore the ideology of the newspaper including the editorial 'The Voice of the Mirror', the letters pages and opinion pieces.
- The newspaper's values, attitudes and representations of stories will resonate with like-minded readers who may have chosen this newspaper because of its left-wing stance. Readers will be made to feel part of the newspaper's community and that the stories and articles reflect their views. This audience will accept the **preferred reading** of the newspaper.
- Newspapers have had to adapt to survive, and the *Daily Mirror* has achieved this using new technologies to attract and maintain audiences. In December 2025, the *Daily Mirror's* website was fourth in the top fifty websites with 20.5 million monthly readers (Press Gazette, 2025). Digital platforms also enable the readers to interact with the newspaper and they are encouraged to post comments on the stories featured. In the 'Got a Story' section of the newspaper's website users are encouraged to submit their stories, pictures and videos so encouraging **citizen journalism**. Distributing the publication across digital platforms which allows it to be interactive and immediate will also appeal to younger audiences.

Theoretical perspectives

Cultivation theory – Gerbner

Gerbner asserts that audience exposure to repeated patterns of representation, such as that of the failure of the Brexit deal, the state of the economy or of the government in power, by



newspapers, may shape and influence their views and opinions of the world around them. Gerbner went on to say that this is not like the 'hypodermic model' but rather depends on what the audience already believes. Newspapers function as **opinion leaders** and mediate the news for the readers with their political allegiance in mind. These views will be cultivated and reinforced by the newspaper, its content and focus. The messages communicated by the *Daily Mirror*, with its left-wing ideology, such as that of the Conservative Party as elitist and Reform UK as racist and corrupt, need to resonate with an established belief in the audience of working-class, left-wing men and women.

Reception theory – Hall

The producers of newspapers **encode** ideas in their publications that are to be **decoded** by their readers. Active audiences who agree with the ideology of the newspaper will accept the viewpoint of the newspaper that is evident in its approach to and mediation of stories. Those readers who have a different political allegiance will have an **oppositional response**, disagreeing with the messages constructed by the newspaper and will not buy/read a publication that does not reflect their ideas and opinions.

End of audience theory – Shirky (A Level)

There has been a significant change in recent years in how audiences consume newspapers. The concept of audience members as passive consumers is no longer tenable in the age of digital technologies that offer a range of platforms through which news can be delivered. This development has enabled the rise of the **prosumer** who creates their own content, submitting stories as a **citizen journalist**, offering an immediate perspective on news events. Consumers can now also actively engage and 'speak back' to the news media. The *Daily Mirror's* website offers opportunities for readers to comment on stories and features, thus giving them a voice as part of the newspaper's community.

Contexts

Social and cultural

Newspapers reflect the society and culture in which they are produced. The *Daily Mirror* is a left-wing publication in a largely right-wing press environment. The newspaper is known for its support of the ordinary working-class person and regularly runs stories and campaigns related to social issues and perceived inequalities. The *Daily Mirror* has supported a range of social campaigns including justice for the victims of the Hillsborough tragedy and homelessness and has called for change in the law regarding organ donation. It's 'Missed' campaign in 2025 in conjunction with the charity 'Missing People', raised awareness of the 170,000 people who go missing in the UK every year and was shortlisted for the 'Making A Difference Award'.



Think!

Consider how social and cultural context is evident in the issue of the newspaper you have studied.

Economic

The newspaper industry has faced economic pressure in recent years as the sale of print copies has steadily fallen. Newspapers like the *Daily Mirror*, which are part of larger



conglomerates, are more protected from economic risks. Some newspaper titles have introduced subscriptions for some or all of their digital products in order to create revenue. For example, there is a subscription for the tablet version of the *Daily Mirror*. The online version of the newspaper contributes to revenue through digital advertising, social media traffic and the monetising of video content.

Political

The political context of newspapers is reflected in the way in which stories are selected and how issues, events and social groups are represented. The political allegiance of the newspaper is often clear on the front page but is also evident in the editorial, letters pages, opinion pieces and political cartoons. As a left-wing publication and a tabloid in style, the *Daily Mirror* will be openly critical of the Conservative government and supportive of Labour. The newspaper also raises awareness of global issues, for example 'Stop Starving Gaza's Kids' with a strapline of 'Plea From The Heart' (August 2025).



Think!

What evidence is there of the newspaper's political allegiance in the print and online pages you have studied?

Acknowledgements

[Statement](#) from Reach plc (n.d.) Our purpose.

[Facts and figures](#) from Audit Bureau of Circulations (n.d.) ABC Data.

Quote from Burke, D. (2026) 'Shabana Mahmood is carrying Labour's hopes, being bold is her only option'.

[Mission statement quote](#) from Daily Mirror (n.d.) About us.

[Quotes](#) from The Paperboy (n.d.) Front page archive and newspaper headlines.

[Figures](#) from Press Gazette (2025) 50 biggest UK news websites in December: Daily Star and Substack fastest growers.