

## Introduction to the UK news industry:

In the past, UK newspapers always had a clear political leaning and tended to support one of the two major political parties. Some still do—*The Guardian*, for example, is proudly left-wing and tends to support the Labour Party. *The Telegraph*, conversely, is proudly right-wing and tends to support the Conservative Party.

In the current age, these allegiances are not so clear anymore—*The Sun*, for example, has flip-flopped between Labour and Conservative support several times in the past two decades. Another newspaper with an identity crisis is *The Daily Express*, which recently made a commitment to more sensitive coverage of migration after years of aggressive front-page attacks on migrants. Given all this flip-flopping, one might argue that the owners of these newspapers simply want a “seat at the table” when it comes to political power, and that they are happy to publish anything in order to achieve this.

Either way, it’s important to have a good sense of each UK newspaper’s brand identity.

**TASK: Research the following major UK newspapers and make notes on:**

- their target demographic;
- their brand identity;
- the ‘angle’ from which they cover major stories. Look at this year’s election, for example. What light do they present the Labour Party in?
- their political leaning (if any) and ideologies/values;
- their corporate owner/editor, and how these people may affect the newspaper’s ideologies/values; and
- the newspaper’s history.
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## Introduction to media language and representation:

[Katy Perry - WOMAN’S WORLD \(Official Video\) - YouTube](#)

**TASK: Analyse how gender is represented in this music video, writing in full paragraphs.**

Some advice:

- ‘Track the text’ from beginning to end.
- Focus on ways that stereotypes are addressed—including how they are both conformed to and subverted.
- Focus on the techniques used to present gender—everything from costume to camera angles.