



The Guardian Fact Sheet



The Sun Fact Sheet



The Sun website

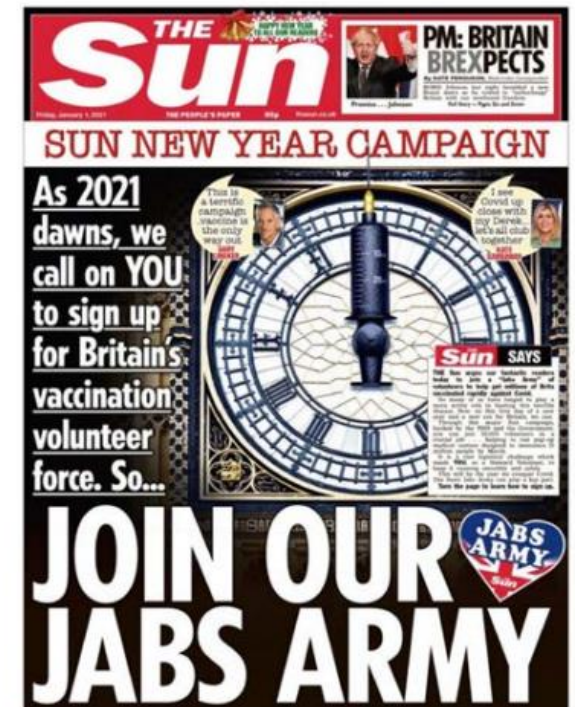
Blumler & Katz
Uses &
Gratifications



<u>The Guardian</u>	<u>The Sun</u>
Broadsheet Newspaper.	Tabloid Newspaper
Politically left wing.	Politically right wing.
Aimed at a more educated audience.	Aimed at audiences with lower education levels.
The Guardian is a British national daily newspaper with an average daily print circulation of approximately 105,000 in the UK	The Sun has an average daily print circulation of roughly 1.3 million copies in the UK and a daily readership of around 2.3 million

Subject Specific Terminology.

- **Code and conventions of newspapers:** price, layout, use of cover photographs/ images, house style, bylines.
- **Narrative:** headlines used to tease people to want to read certain stories (could be linked to Roland Barthes' enigma codes).
- **Stereotyping:** Using images to create meaning e.g: offices
- **Industry:** Newspapers used to be extremely profitable although print circulation has suffered, modern newspapers are online.
- **Social, historical and political contexts:** Newspapers are heavily influenced by contexts (that is literally the news!)



Key Theories

- Roland Barthes: **enigma codes.** headlines used to tease people to want to read certain stories
- Stuart Hall: **Representation** The ways in which people are presented by Newspapers.
- Blumler and Katz: **Uses and Gratification.** The ways in which we consume the media and the reasons why we do.
- Vladimir Propp: **Narrative Theory.** The stories created by the mise-en-scene of newspaper covers.