

<p>Production Context</p> <ul style="list-style-type: none"> • Average daily circulation of roughly 134,000 • 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 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 	<p>Target Audience</p> <ul style="list-style-type: none"> • Audience= well-educated, relatively young and liberal audience(ABC1) • 52% of Guardian readers are male, and the average reader age is 44. • online edition has over 42.6 million readers. 	<p>Cultural context</p> <ul style="list-style-type: none"> • Health issues attract ABC1 audience with more money to spend on healthier food and gym membership etc. The newspaper features stories about the latest scientific studies and reports about how to live longer, healthier lives. e.g. that too much dairy is bad for our health.
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Political Context

- On **23rd June 2016**, citizens of the UK voted to leave the European Union (EU). This was nicknamed **'Brexit'**.
- The campaigns before the referendum were quite aggressive. The **leave camp** was accused of **fuelling racism** the remain camp was accused of **'betraying Britain'**.
- One of their catchphrases of the Brexiters was to label the economic concerns of the **remain party 'Project Fear'** while they called theirs **'Project Prosperity'**.
- **Boris Johnson** and the other politicians on the cover were **very fervent Leave campaigners**.
- Entrepreneurs like **James Dyson supported leaving the EU** and insisted it would be **good for UK businesses**.
- **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 **to limit migration**, was **supported by other EU nations**. One such country is **Hungary**, whose prime minister, **Viktor Orbán**, has directly **challenged the EU about migration issues**.

Key terms and conventions of a tabloid + examples from The Guardian

Cover line (or **puff box**) announcing a guide to fitness. 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 has a light hearted tone

The **dominant image** is of a group of politicians looking sad and frustrated- striking as politicians are usually represented as confident people

The **dominant image** is **anchored** with the **caption**, explaining they are at a meeting with Brexit supporters. The despairing look about the success of Brexit reinforces **the left wing**, anti-Brexit beliefs of **The Guardian's target audience**

"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 Guardian's **masthead** is written all in lowercase and uses a serif font to make it stand out from the crowd

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**.

There is a **linked article** about Orbán in conflict with the EU, the **labelling of Orbán of 'right-wing'** tells the liberal target audience of The Guardian that this man is a **political enemy** The photo showing Orbán with a belligerent facial expression suggests he is **an aggressive, uncooperative figure**.

Representation of Issues

Politicians: are often portrayed as inept and useless in both left/right wing press, and in both tabloids and broadsheets. This portrayal of the most powerful people in the country could offer audiences a sense of superiority. The Guardian cover, in both the photograph and the article, portray politicians as ridiculous and inept. The tone of the headline suggests that May, the Prime Minister, doesn't know what she's doing and that Boris is in despair of her leadership.

Brexit Narrative of the cover story **positions the audience into accepting the newspaper's viewpoint**, analysis and opinion. It **portrays Brexit as dangerous** for the economy. 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

Link to Theorists and theories: Narrative: **headlines** used to **tease** people to want to read certain stories (could be linked to Roland Barthes – **enigma codes**). Active/Passive audience, Hall's Reception, stereotype and selection theories. Proppian characters,