

Candidate 1 evidence

| ENTER NUMBER OF QUESTION | |
|--------------------------|--|
| 2 | <p>'The Sun' is a news outlet run by Rupert Murdoch, the previous owner of 'News of the World'. The Sun is frequently and heavily criticized by the media, and the public, for being and manipulating stories not for the public's knowledge or education, but to make profit and provoke.</p> |
| | <p>A way 'Sun' writers found to get this publicity to gain profit, was by promoting itself as 'the paper who will tell you what others want'. The 'Sun' portrayed itself to be 'looking out for the public', in effect, bringing in a readership that would already be loyal.</p> |
| | <p>The Sun's main readership is from the 'C2, D, E' category,</p> |

and research shows that this portion of society have strongly reserved / negative feelings about the ruling powers of our country, i.e. the prime minister or the royal family.

The 'Sun' saw, and still sees this, as opportunistic; and created headlines (false headlines) to create not only profit and publicity, but also created an element of trust and loyalty.

"Mat coke party"

"Lord Coke"

'The Sun' kept up this image of a drug orientated government for the public, increasing sales ^{and} interest in the paper, especially from the C2, D, E category.

This was the first time something so blatantly shocking was directly pointed at the prime minister, and the conviction in which 'The Sun' detailed its story drove the public to believe in its words at least somewhat, if not fully.

This started the promotion of 'The Sun' as ~~the~~ a trustworthy news outlet.

To follow this, the Sun ^{went} further to attack and manipulate the other ~~most~~ main influence to our society - the Royal family.

"Her Royal Heilness!"

'The Sun' printed this on their front page and accompanied it with a picture of the Royal family doing the Hitler salute.

This story created a great sense of mistrust and outrage amongst the already critical of the Royals. It created a real idea of mistrust, and lead to even panic as ~~the~~ 'the Sun' painted them as 'Nazi sympathisers'. This was clearly a move designed to sell more copies of the ~~the~~ paper and to strengthen its readership - the story is, of course, untrue, so the argument that 'the Sun' is there to educate or inform is very false. * (please see pages 12-13 thank you.)

Another way 'The Sun' ~~creates~~ creates profit and public promotion is not only through the ideas of 'mistrust', but through the fear of the unknown.

~~"41 at risk of AIDS"~~

"41 at AIDS risk from gay
blood donor"

This headline came out on the front page when the subject of AIDS was ~~be~~ coming more and more relevant, yet it was still really unclear what the disease was, and how you caught it. All the public knew was that it was becoming apparently very common amongst the gay community. People fear the unknown, and this was true in this case, leading people to believe in what 'the Sun' said as they had no alternative. The Sun' knew this and saw it as an opportunity to create mass profit off of ~~the~~ the current confusion and fear of that

time. This was a news article from the ~~70s~~ seventies / eighties - a time where the world was not so welcoming to the gay community, and it was headlines like this that made ~~their~~ their situation worse. It caused clinics due to this article's ~~opinion~~ uninformed and ~~biased~~ very homophobic views.

However, 'The Sun's main aim is to make profit and promote itself to whatever topics are popular amongst the readership and ~~the~~ the Sun's stance on the gay community has changed.

"Elton takes David up the aisle."

This was 'The Sun's front

page following Elton John
marriage to his partner David.
The headline is drastically
different from the cold, iscolating
headline that the paper broadcasted
previously. This piece is playful and
cheeky, but meant in positive
~~spirit~~ spirit.

This shows us how 'the Sun' is
real aim is not to be informative,
but is to make profit wherever
it can.

Another fear 'the Sun' ~~has~~ ^{has}
~~is~~ taken advantage of, is the
very current subject of immigration
and current affairs surrounding
this idea.

"Draw the red line on
immigration"

This headline was accompanied ~~to~~ with an image of the St. Georges cross across Britains borders.

This added a very patriotic touch to the headline, especially reaching to its ~~English~~ English leadership. To follow this headline, 'The Sun' had an article filled with false facts and basically reiterated the thoughts and ideas the public already had. The C2, D, E eakageny has the most right winged stance on the topic of immigration thanks to false news stories such as this. This again shows us the Sun's true motivation - to promote itself and create profit.

'Entertainment' is also an idea promoted by 'The Sun', but is again a profit-game.

The Sun advertises 'Sky TV' as ~~being~~ having "something for all the family", and features very good reviews for a diverse range of films - in particular, '20th Century Fox'.

This doesn't bring 'The Sun' in ~~money~~ money, but gains a lot of profit for Rupert Murdoch as he owns shares of both 'Sky' and '20th Century Fox'. By portraying both of these as "great entertainment" it creates an illusion of ~~being~~ friendliness, when really it is manipulation for profit.

An example of how 'the Sun' is deliberately misleading with this, was the film remake of 'the fantastic four'. It featured popular actors and actresses, but received terrible ~~reviews~~ reviews widely, but as this was a '20th century fox' film, the Sun showed the minority of good reviews only.

↳ The Sun doesn't promote anything for the benefit of its readership - only for a gain in profit or for promotion of their company. This is something that is very clear in the way that they create false news for no one's benefit but their own. The Sun's empire is built on dishonesty.

* Another example of how 'the Sun' doesn't in fact aim to be informative but is purely there to make profit, is the trail of ^{false} celebrity news headlines.

"Amy's Sam cry for help".

This headline played on the well-known alcohol problem that Amy Winehouse had, and ~~was~~ was used to create a false headline.

The headline was accompanied by an image ~~of~~ of Winehouse looking a state, but later, news came out that Amy wasn't in a state at all.

It came to light that the Sun's reporters were harassing her, and she merely went out to ask them to ~~leave~~ leave.

This is an example of how blatant the Sun will lie for a story to promote.

Another case of this was the R-Dubz star, Tulisa

"Tulisa's cocaine deal shame"

The Sun called the singer 'guilty' of dealing & using cocaine, plastering it over the papers front pages. Once again the Sun had taken a story and wrote their own version for money. Tulisa went to court and was found not-guilty, being cleared of charges.

Candidate 2 evidence

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| 2. | The role of media is often represented |
| | as one that is above governmental bias |
| | and that it is to inform the people about |
| | issues without bias or manipulation of |
| | facts. However, many companies have chosen |
| | to adhere to the views of their owners |
| | or even journalists to reflect their bias and |
| | spread misinformation, often at the cost of |
| | selective groups of the truth itself. The Sun's |
| | owner is especially guilty of this. Rupert |
| | Murdoch, a multi-millionaire business tycoon, has |

level has influence in negative ways in order to command further level on the newspaper industry. The Sun's article '1 in 5 Brit Muslims sympathy for Jihad' is clear evidence of trying to promote their brand and expand their profit, whilst trying to erode their 30% UK readership and L'Oréal's ownership. The article features 'Jihadi John' dressed in a Balaklava and holding a knife. The Sun could have found an image online of the actual perpetrator, but they instead used him in a terrorist outfit. The cultural codes of violence and aggressiveness are obvious when the newspaper labels the ^{paper's} ~~article's~~ front page, yet the use of 'Muslim' in the same page paints a negative picture of Muslims, referencing them to all be violent and aggressive and thus promoting hatred. There is another language (Shock Poll/Exclusive) to attract the reader to buy the

newspaper and share it with as many people as possible. This also has to lap into profit, as using emotive language can help sell the paper as it brings a sense of urgency. They also try to increase profit by selling readers on the newspaper which again attracts the ^{public} audience to buy the paper because of the deals they could win.

This article also uses tries to entertain its audience by showing many different articles to appeal to a greater audience.

For example, there is a picture of a half naked soap star, which may appeal to male audiences or those who like celebrity gossip, and there is a section on sport which focuses on football, again linking it the need to sell this brand. There is further evidence to support the fact that 'The Sun' is mainly used on promotion and profit.

as the leading logo of 'The Sun' is bright red and eye catching, making sure it stands out amongst the crowd. If the Sun was serious
as about the article of '1 in 3 Muslims', why did it focus on the many ^{different} ^{aspects} ^{of} of celebrities ^{of} instead of the main article? This is evidence of how it tries to use entertainment to try and bring profit to the company. However, it could be argued that readers won't buy the Sun just for the '1 in 3' article, but may buy it for the other aspects such as sport, making increasing profits.

This article is also evidence of how the Sun fails to educate its audience, as it chooses to focus on 1 in 3 instead of 4 in 5 that don't have sympathy for jihad.
Furthermore, these facts don't relate to the actual article, which shows that a majority don't support (70%) so it fails to educate

by using inaccurate information and spreading fear of the Muslim community to the general public. If the Sun was serious about informing its audience, then why didn't it use the correct term for 'Jihad' - 'struggle to free' or instead use 'terrorist'?

This shows they purposely didn't research into the issue and instead focused on entertainment and not being informative. What it could be argued that it is the job of a newspaper to be informative, the Sun isn't appealing to just being informative but also trying to entertain. It should be noted that this article was published several weeks before a ~~British article~~ which shows that the Sun vote on Syrian airstrikes was to take place, so it ~~highlight~~ which actually passed despite previous attempts which failed, so it is this case the Sun might be trying to influence attitudes of the public and MPs.

Another example of the Sun trying to inform and make profit as is with the 'Queen back Brexit' article, in which it describes a hidden message/concession by the Queen who reportedly backed Britain's exit from Europe. There is no evidence that the Queen backed Brexit and they ^{the royal family} aren't supposed to interfere in politics, yet the Sun used the Queen, a highly loved and symbol to the nation, to influence the decision of the EU referendum. News is not educational or informative as it spreads lies and deceit to an individual which isn't supposed to be included in political debates. There is also evidence of the newspaper trying to raise or profit, as it uses the red sun logo again (which stands out) and an offer to win fifty thousand pounds on the top cover of the magazine, again highlighting a need to sell more by being

to entice the public to buy the ~~paper~~ ^{circulation} newspapers even if it is for the deal. This shows that the Sun tried to focus on negative publicity instead of coherent information and relied on the views of Murdoch and his ideology.

Finally, The Hillsborough article is again evidence on trying to promote and peddle itself instead of focusing on informing or educating its audience. The title 'The truth' shows the Sun was adamant in how it felt about the collapse of a stand involving many Liverpool fans and how the police responded. Prose language such as 'brave' tries to make the audience sympathise with the officers without telling the other side of the story aka - the fans. ~~It also~~ It also uses emotive language in 'Just hop' to highlight the low price of the paper and

to get people to sell hay. However, when the sun was later found to be wrongly portraying the events that happened during that day, and was ordered to apologise to Liverpoolians, they brought out an article called 'The Real Truth' which described the actual events that happened and how sorry they felt. However, they could merely be seen as a ploy to positively reinforce and promote their brand again, and to this day it is banned in some Liverpoolian stadiums and posters saying 'don't buy the sun' can be noticed in many football matches.

More evidence to support the claim that they are focusing on business instead of information or education is in how they support different parties. The sun in Scotland supports the SNP whilst in England it supports the Conservatives. This is to go with which

Party is the biggest and to appeal to a
greater audience. Indeed, Tony Blair during
the 1997 election flew to Australia to
convince Murdoch to support the ~~paper~~^{Labour}
party, and when they were convinced, the
Sun supported them ~~partly~~ by publishing an
article which showed that they 'supported
change' despite Murdoch's conservative views.

When the Labour party won the 1997 election,
the Sun published an article saying
'It's the Sun that won it', ~~phobly~~ boldly
claiming that they influenced the vote. Yet
it could be argued that Blair was
already ahead in the polls to begin with.

The Sun is also shown to repeatedly make
fun of the working class, despite saying
they are the paper of the working class.
This can be seen in 'It's the Sun that
won it' as the informal language promotes

reliability to working class background. Again, the working class is a massive social class so it could all be the sun trying to appeal to the working class by saying they represent them yet humiliating them in a local scale.

To conclude, the sun can be accused to support the views of parties in order to appeal to a wider audience and sell more ~~the~~ papers. They also use emotive language and misinformation to try and sell more papers and by being controversial they can promote themselves more, (bad publicity is better than no publicity). The use of vouchers and deals is another way which highlights how the sun can promote itself and its stand out red banner reflects the need to sell more. This, of course, is at a cost to information.

as ~~well as~~ as the 'in 9' headlines
article spreads hatred in favour of celeb
gossip and sports, ~~although~~ the Hillsborough
article uses emotive language to try and
get the public to sympathise with the
police (yet the had to apologise, another ploy
to get the public on their side), and the
Queen Beatrix Brexit article uses a symbol of
the nation and controversial headline to get people
to buy the newspapers and influence the EU
vote, ~~which~~ it could be argued that the
public doesn't need to be educated and
as they can form their own opinions and
don't necessarily ^{buy} the paper for the
controversial headlines, the lasting impression and
impact of the Sun's readership only shows
that necessary hatred sells and by promoting
their brand, the readers are subconsciously being
influenced by the views of Rupert Murdoch

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| 2* | The political aspect is also reflected by the |
| | Front National, and said loudly tells them to go |
| | (Faux le pen creeping, so Kossowitz used his name as a |
| | mouthpiece for a better society and a society |
| | which promotes patriotism and co operation, unlike |
| | the ones in France in the late 90's. |
| | le pen being the leader of the Front |
| | National). |

Candidate 3 evidence

| | |
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| 2. | <p>It is often claimed by producers of media content that their main intention is to meet the needs of their target audience, and the brains behind Dove's "Campaign for Real Beauty" are no exception. The company claimed to see a problem with the way beauty was portrayed by the mass media, and aimed to fix this problem by creating an advertising campaign that stood up out out from these unrealistic beauty standards, re redefining society's perception of beauty and telling the world that ^{the world} women everywhere that all women are beautiful.</p> <p>But reinventing themselves as a self-titled "honest brand" has not just benefited society as a whole. Since the ad campaign launched in 2004, (and including the 2010 name change to "movement for self-esteem") Dove have seen an increase in sales greater than by more than £1.5 billion. So are Dove really the</p> |
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Saviours of modern beauty standards, come to rid the world of objectification and low confidence, or are they merely another brand trying to make money? Is it possible to do both?

One of the most famous texts produced by Dove's ~~the~~ campaign is ~~the~~ "Real Beauty Sketches", a 'short film' released by the company in 2013. The ad starts off with multiple different women, of all ^{different} age, colour, class and creed, describing themselves to a ~~professional~~ sketch artist, who is ~~located behind a~~ ~~drawing their portrait~~ using these details to draw their portrait.

~~The~~ Each woman is separated from the artist by a curtain, so it is impossible for him to see what they actually look like. After the sketch is finished, each woman leaves the room feeling ~~a~~ self-conscious and a little upset.

having spent twenty minutes describing what they perceive to be flaws to a total stranger. Before going for their portrait, however, these women ~~at~~ ~~got~~ were all introduced to a total stranger and ~~was~~ encouraged to converse with them for a while. The second ~~to~~ act of this text sees these strangers describing the same women to the sketch artists who ~~is~~ ~~then~~ then draws a second portrait. Cue the uplifting orchestral music as, surprise surprise, the second portraits ~~are~~ depict women much more beautifully than the ~~second~~ ~~are~~ original. And each woman upon viewing their two drawings are moved to tears by how wrong they were about their looks. ~~The whole~~ ~~for~~ Then a quick Dove logo and fade to black.

Despite the formulaic, cheesy nature of this advert, the message is actually pretty good. It is true that everyone ~~is~~ underestimates themselves.

and perhaps don't realise how attractive they really are. On this occasion, if the 67 million youtube views are anything to go by, Dove got it right. Though not all of their commercials have proved to be as well thought out or successful.

In 2015, the #Chosebeautiful film dropped. This time Dove billed their advert as a 'social experiment'; (although it was actually staged) and present women in three different countries with the choice between two doors ~~to~~ ^{to} enter a building. One door is marked with a sign saying 'average' and the other, of course, says 'beautiful'. It doesn't take a creative genius to predict where the plot goes from there. At first we're shown women going through the 'average' door and feeling down about themselves before our old friend ^{the} uplifting orchestral music kicks in and suddenly everyone is confident enough to choose

the 'beautiful' door. Dove logo. #Choosebeautiful
(Because the kids love a #) fade to black

go
If you're not feeling overly empowered right now,
it's probably because the message of this
~~the~~ advertisement is not as pure and ^{good} ~~true~~ as
the Dove marketing team intended it to be. It
received hefty critical backlash as many women,
real women as opposed to paid actors, thought it
patronising. If this scenario were to occur in
real life the building would undoubtedly receive
numerous complaints because in reality ~~things~~ ^{things}
aren't that black and white ~~and~~ and in
any case why should we have to choose? Does
it matter? Surely if everyone chose beautiful
then beautiful is just average, really. Why is so
much emphasis being placed on the importance
of beauty in the first place? Where's the
door that says "you're ugly, and that's

awesomeness

Despite their apparent good intentions, Dove are still spreading the same old message that the only thing important to girls is beauty. Their means may be different, but the message is the same. Which brings us to ~~the first~~ issue ~~is~~ ~~of~~ of Dove's authenticity as a brand.

For those who ~~don't~~ aren't aware, Dove is owned by a parent corporation called Unilever. Unilever are a huge company who own many well known brands, including Hellman's mayonnaise, Berrilli's pasta and Lynx deodorant.

The same Lynx deodorant who, ~~in 2011~~ are famed throughout the world for their incredibly sexist adverts depicting women as sex objects.

~~The~~ Take the 2011 Lynx Dry campaign, for example.

A print ad produced by Lynx depicted model Lucy Pinder, in her underwear of course, bent over to remove a turkey from the oven

whilst staring suggestively at the camera. This ad was banned by the ASA as it "made the connection between buying the product and having sex with women, and therefore ~~could~~ could be seen to objectify women."

This ad was released seven years after the launch of Dove's ~~first~~ "Campaign for Real Beauty."

So how can Dove claim to be making a difference when another branch from their parent company is still churning out this harmful and offensive content? Surely if they want to change the world of advertising, the best place to start would be internally rather than externally. It all points to the ~~fact~~ notion that Dove are meeting the needs of their ~~and~~ target audience purely for their own company's benefit. It's not about changing the world, it's about making a fat stack of profit. So Dove, then, is just another corrupt, money-guzzling corporation?

Not ~~quite~~ quite.

It is true that Dove ~~is~~ ^{is} not ~~the~~ some ~~Christ-~~ like figure come to save the world's perception of beauty. When push comes to shove, they are a company and they need to make a profit. This does not, however, mean that they are evil, and more importantly it is worth noting that their ads, while not as revolutionary and world-changing as they are made out to be, are still ~~the~~ a huge improvement on what has gone before. Of course the patronising #Chousebeautiful is not the ~~substitution to~~ ~~the~~ be all-end all to the problem of impossible beauty standards, but it is still a step in the right direction, however small a step it may be. More significantly, ~~that~~ some four years later Dove's 'Real Beauty Sketches' video is still being shared online. Whilst this does of course spread the message of Dove as a brand, it ~~is~~ also spreads a more important one of self love and appreciation.

It's not up to Dove to ~~save~~ save the world, but the fact that they're trying at all is more than any of the other beauty companies are doing. Rome was not built in a day, and I have a feeling Dove have more, so much more, still to offer.

Candidate 4

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| 201b | Media content can be made to meet needs and or achieve a purpose through the adverts, I have studied I will decide which need or purpose they are trying to achieve. | |
| | one advert that I studied was the Barbie 'imagine the possibilities' This advert could be seen to meet the need for nostalgia as it is aimed at people with daughters we know this through the representation of young girls in the advert, the girls are seen to be doing adult jobs such as vet, coach or professor. This can be seen as humorous and heart warming therefore tapping into the need for nostalgia. Although the advert meets needs I think it is mainly trying to rebrand its image and drag customers in by tapping their needs in order to make as | |

much profit as possible. They successfully drag their audience in by not showing the product until the very end as they are saying your daughter can be anything she wants to be giving them a positive message and then hitting them at the end, but only if you buy Barbie. Therefore it is only set out to make a profit they were just smart in making people think they weren't. So overall Barbie is made to generate a profit but the only way they can do this is by meeting audiences needs to persuade them to buy it.

Another advert that I studied was the sick kids vs this advert is only to meet needs as it is a charity. They make the need of entertainment in a way as the advert contains an upbeat song 'undeniable' and contains some humorous images of kids dressed

in costumes or in situation you wouldn't normally see them. However the main need that they meet is the need to help or feel. As the advert uses real life sick kids trying to beat their illness as they are seen to smash hospital machines and signs with the name of the illness this shows their strength and makes the audience admire them. However a moment in the film the music dies out and you can hear everything such as heart monitors and babies crying as well as seeing upset parents this part in the advert shows the truth of what it's like to be dealing with the illness not just for the kids but their parents as well as this successfully tugs at the audience's heart string and makes them feel sympathy towards them. This successfully meets needs to ~~be~~ feel as it generates many emotions.

The advert could be argued to make a profit as it does advertise where you can donate to their cause but this is only at the very end of the advert so I feel # this isn't their main aim they are just trying to show what they have to go through and meet the needs of the audience.

The Dove advert that we studied could also be argued whether or not it is to meet needs or generate profit. The advert meets the need for protection as it is aimed at mothers with daughters. At the start of the advert it shows a young girl who is not stereotypically pretty and this is to bring in the audience as they can relate to the young girl as they will have a daughter of similar age. However the advert goes on to

contain a montage of dangerous things that are out there in the beauty industry such as diet pills, creams, make-up and surgery. This fast montage shows the negativity that the beauty industry generates. And Dove are trying to say they are not like this by having on screen text on at the end of the advert saying 'speak to your daughter before the beauty industry does'. This shows they are trying to directly target the moms as they use personal pronouns to drag them in. I don't feel they are trying to make a profit as they don't show the product at all in the advert or say where you can buy it. However, by giving their brand a positive image it could generate a profit in the long run. Also, Dove is owned by Unilever who also own L'Oréal, who have a completely opposite message that they portray through

there adverts as the links falling angels
advert that we looked at used women
who met the dominant ideology as they
were slim, pretty and had perfect skin. They
are all seen to be chasing after a guy as
well. This completely undermines doves message
that all women dont look like the
dominant ideology. Therefore it could be argued
that they are both just trying to generate
profit because who how can they owned
by the same company but have complete
opposite views unliver also own ~~pre~~ brands
that sell diet pills. Therefore it could be
said that each organisation meets the
needs of their audience in order just
to make a profit.

finally jaguar 'its good to be bad' advert
can be seen to meet needs and make

profit as the advert is trying to promote its product to its audience by meeting their needs as a need they might have is the need to feel cool as this is how they represent the car through the people who drive it as they use well known actors who normally play villain characters who look sophisticated and suave and are all British this is because they are trying to target the American audience and Americans stereotypically think Britain is cool. So the advert is set in London as throughout the advert you can see the famous landmarks such as the Big Ben. This is to attract in their audience. This advert was first shown at the American Superbowl therefore they managed to target them directly from their own country. Americans will want to buy their car to look as good as the

men in the advert do therefore I think the advert is made to sell as many cars as possible and generate a profit as why would you have a product that cost ~~at~~ a lot to make and not want to sell it or make a profit from it.

In conclusion I think overall most adverts are set out to make a profit and promote and sell their products. They just have to meet the needs of their target audience in order to do so.

The only advert that doesn't aim to generate profit is the sick kids vs as it is a charity but in some cases a lot of charity to aim to make money from donation and that is their main aim however I don't think this for the sick & kids vs advert. On the other hand people may think or argue differently and think it is only made to make donations.

Candidate 5

2) a) Producers of media content often claim that their main intention is to meet the need for entertainment, education and/or information. However, they are frequently criticised for being driven mainly by profit or promotion.

In recent years it can be seen that the circulation of newspapers has been ~~decreasing~~ declining. For example, in 2010 'The Sun' published sales of 3 million this number dropped drastically to 1.7 million in 2016. The same fall in circulation can be seen in newspapers such as The Guardian who has had

Its sales figures nearly halved. However, although the circulation of newspapers has decreased drastically their influence has not. Newspapers are still a huge part of British culture. In order to keep making a profit newspapers have migrated online.

The main purpose of the media is to make a profit. However, in order to make a profit the media must meet the needs and expectations of its audience. In order to do this they must entertain, inform and educate their readers. However, different people have

different needs. To fill these different needs the media must target different audiences. As a result of this, there are many different forms of media. For example there is local, regional and world newspapers. There are also left and right wing newspapers. There are 2 types of newspapers. It could be argued that the first is produced in order to make a profit. Tabloids or 'red tops' are aimed at the working class and feature bold headlines and little text. It could be argued that the second type, quality newspapers exist in order to educate as they are

targeted at the middle class and contain masses of text and small headlines.

In order to make a profit newspapers carry out narrative framing. Narrative framing involves people and events fitting into the same stories. For example, the idea that all immigrants arrive in the UK to steal jobs. In order to sell newspapers the media have to be in tune with their readers' beliefs, values and opinions. To do this they use the concept of narrative framing. Narrative framing can also be biased. This is when newspapers take

a stance and only publish
stones that fit their
opinions. During the Scottish
Referendum it can be seen
that 'The Daily Mail' sided
with the 'No campaign'. As
a result of this they published
stones putting the SNP in a
bad light.

It is clear the main intention
of the media is not to
meet the need for entertainment,
education and/or information
through their publication of
fake news. It is clear the
main purpose is to make a
profit when fake news is
published. Fake news is when a

Story is published that is completely untrue and has no facts. Fake news is becoming more popular. Fake news can be seen recently in the UK Presidential election. A story was published claiming Hilary Clinton sold weapons to ISIS whereas another was published claiming The Pope endorsed ^{Donald} Trump.

To make a profit the media has to connect with its audience. To do this they publish stories their audience want to read. Sometimes, this can morph into a moral panic. A moral panic is when the

media raise the level of concern to an emotional level this can be seen in stories featuring paedophiles and radical extremists

The amount of influence the media has over its reader depends on the audience theory they accept. The first theory is called the hypodermic needle theory. This suggests the audience watch the media passively. The media injects their message into the audience and they accept it. They do not form their own values and beliefs. The second theory is called the code/decoding theory.

This theory suggests audiences watch the media actively. Messages are coded and the audience render their own meanings from these messages. The last theory is the needs and gratification theory. The media has the least amount of influence over these readers. Readers watch the media actively. They choose whether or not to accept the media's message. They choose whether or not there is any truth in the story.

2b) After studying to front pages of newspapers it

became clear that the main purpose of the media is to make a profit. The first front page I studied was from the newspaper 'The Sun'. The page featured a headline saying 'Lawless Britain'. The second front page also from the Sun featured a headline that read 'Draw a red line on immigration or else!'. Both these front pages can be seen as having profit for their main reason for being published.

'Lawless Britain' features a list of all the things that are wrong in Britain.

In the centre of the page there is a map of Britain which is made up of horrible events that have happened including the London bombings. The title is bold and also features a bold list that is underlined. The list lists all the things wrong in Britain such as gypsies taking over our land and kids being scared to leave the house. It can be seen that this story features narrative framing as the list is clearly exaggerated and untrue. There are not many kids scared to leave

their houses. This narrative framing is used to make a profit.

The second front page also features a bold headline. The words Immigration are written in black and are on a white background so they stand out. The page also does not feature an actual story. It just gives an editorial opinion. Therefore, it does not entertain, educate or inform in any way. It does however fill the need of making a profit. The front page features a promotional

money off vouchers from Aldi that fits in with its target readership.

The front page features what appears to subtly be the English flag. In the corner there is a tiny picture of David Cameron. This contrasts with the huge headline and image of the flag. This frames Cameron as weak and insignificant.

These headlines will have differing impacts on different audiences. The Sun will be able to fulfil its

purpose of making a profit with those that fall under the hypodermic needle theory. This is because they are passive to the media and fully accept their messages. However, those that fall under the decoding/coding theory watch the media actively. They may choose to accept some messages but they will render them to fit their own opinions. Finally the media will have to publish factual information in order to target those that fall under the needs and gratification theory as they are fully

capable of forming their own opinions.

In conclusion it can be seen that the main purpose of the media is to make a profit. It is not to entertain, educate or inform. It only does this in order to make a profit.