

Candidate 5 evidence

②	The role of the media.	
①	<p>I have studied a range of front pages of newspaper tabloids. From Black top front pages as The Daily Mail, Daily Express and Red top front pages. The Daily Star and the Sun. and they influence on the behaviour of readers and attitudes through their various purpose.</p> <p>As the role of the media is some times to persuade. And this is every effective on election times particularly for politics as some papers may support a particular</p>	

party. And may want to persuade
the readers to side to their opinion
influencing their behaviour. Also
some papers may ~~have~~ ^{follow} ~~person~~ ^{values}
and want there reader to
do so too

Newspapers often also monitor the
Government in order to influence
their behaviour. As they may hold
the government in to account
for certain ~~or~~ policies and
action and this can influence
the governments decision making.
As the papers may have
scrutinised their actions.

Some papers aim to increase
their readership by influencing
their readers to different ~~sections~~
sections of the ^{front} papers. They do

	These throws in the use of	
	news 4 to 5 stories to the	
	frontpage of paper. This can help to attract	
	different target markets / audience	
	on to various sections due to	
	what their type of behaviour	
	may like to read.	
	Another role of the media purpose	
	is to make money and this	
	is very important. As the	
	money money the paper makes	
	the more its able to grow and	
	influence the behaviour of readers	
	For example through advertising	
	as the more advertising rates	
	the paper has the more it can	
	charge for the paper and the more	
	profit they can maximise. and	
	various adverts can influence individuals	

to purchase the paper. or the product its advertising. Entertainment was another way to influence the behaviour of the ~~rest~~ readers.

through celebrity entertainment and Redtops often only entertain for example the Daily Star claim to be a Sun newspaper.)

(2b) An example of a newspaper tabloid that aims to persuade its readers is The Daily Express on the 17th March. They stated that 'Budget Pro EU' as they aimed to persuade its readers that the budget was ~~an~~ ~~not~~ not a good idea. As the use of 'Outrage of Pro EU Budget,' the word choice 'Outrage' shows how biased it they

	are and wanting to influence	
	their readers behaviour to think	
	its a best ^{negative} idea to. As the use	
	of the emotive language	
	helped to not receive an emotional	
	response of its readers. The	
	Daily Express are a paper that	
	support UKIP as they are	
	right now and influence	
	their readers to leave the EU.	
Q	An example of a paper that	
	aims to increase its readership through	
	their behaviour is the Daily Star.	
	As they included on the 12 th March	
	a story on the Simon Cowell. As	
	this helped to get its factor	
	and influence their behaviour	
	through: celebrity entertainment.	

Also they had a large prominent
nudey power advert as this
influenced its behaviour of the
sports gamblers. Also it had
'Come on the page 3 girl' the
attracted the male readers that they
to see topless ~~women~~ models. Also
it then had a main story on
'SUPER RATS SIZES OF TOPPLERS'
and this was an entertainment
story as these emphasised
how big this rat was. influencing
the behaviour of the reader.

An example of a paper that
influences its readers to
purchase the paper is the
Daily Star as on the 12th
March. It state ~~the size~~

'were a staggering top
cheaper than the £1 daily
mirror' as this shows how
its influencing its readers
through ~~word~~ word choice
of 'cheaper' showing how less
expensive it is and is more
affordable. As well as the use
of 'staggering' creates a dramatic
tone. Show how they want their
paper to be purchased more than
the other newspapers. Influencing
the reader to purchase the
paper instead of ^{purchasing the} competitors.
impacting their behaviour.

An example of a tabloid that influences
the readers behaviour through entertain-
ment is the Daily Star as it

stated that 'more fun than the sun' as the use of imagery influences behaviour as it makes the readers want to read the paper.

Some papers make use of information to influence behaviour for example the Guardian on the 15th March talked about 'Hanging crisis...not for all' as this ~~is~~ informed the readers about the total issues influencing their behaviour as well to think about it.