

ENTER NUMBER OF QUESTION	REG NO. 19561R S.P.C. P.L.S.	DO NOT WRITE IN THIS MARGIN
2.	<p>Whether we are happy to admit or not, intentionally and unintentionally, the media influence our behaviours and attitudes. The main purposes of media are to inform, to educate, to entertain, and to gain profit, <sup>to persuade</sup> etc, and its content is <del>specifically described</del> constructed to meet these purposes. In some content there may be one obvious purposes and in other there are several, with some quite subtle or even subliminal. The public service perspective on <del>it</del> media is that it has <del>a</del> a democratic responsibility to society, to therefore reflecting diversity of social groups through creation of public forums. acting as a 'fourth' estate.</p>	

separate from business and government  
This view supported by left/liberal  
and conservative views <sup>therefore</sup> also believe  
reporting must remain be fair,  
accurate, not causing offense or lead  
to disorder, and ensuring balance  
in reporting. This means media should  
be meeting the needs of the audience  
and effectively covering more than  
one purpose. However Rupert Murdoch's  
press Press, especially, such as the Sun  
and News of the World, highly  
powerful mass media corporation, have  
seen to manipulate their audience  
and power, being with their purposes  
being criticised by many people  
disgusted by this use of media.

Whose purposes ~~do~~ revolve around profit, and  
self interest acting more as propaganda than  
impartial politics,

The response by the media to purposes being questioned is often that it is meeting the needs of its audience and the <sup>news in</sup> public interest. The public interest means news that serves the public good. However media such as The Sun, and former News of the World, part of News Corp, have been seen to ~~report~~ ~~intentionally~~ intentionally 'confuse' public interest with what interests the public in order to justify salacious stories that intrude into the private lives of celebrities and high profile figures. For example Sun's title 'Beckham's secret lover' and 'Harry the Nazi'. These usually <sup>involving</sup> sex / drug / alcohol habits of celebrities are used with the

purpose of soaring sales, ~~boosted~~  
~~to~~ enhanced by screamer  
headlines. Although they may claim  
it is through the purpose of  
'entertainment' is it too out of  
control? Intruding into private lives  
and crossing lines.

Not only are News Corps purposes to  
gain profit but to promote their  
own self beliefs. The Sun especially  
are often ~~seen~~ seen to use a  
floating 'we' which could suggest  
we the British, the working class  
, 'us' against the snobs, feminists etc  
~~as~~ as well as making well aware  
that they believe the governments  
are too soft on <sup>groups such as</sup> migrants, criminals

, potential terrorists, those who use the benefits system etc. They therefore use this 'we' to influence societal attitudes towards these groups/ the same beliefs, making 'us' feel part of their 'people'. An example of this is on The Sun front page, the title was 'Up yours ~~at~~ Delors!' with an offensive hand gesture over a Union Jack. This depicts so hate for the EU which is <sup>purpose</sup> completely in the self-interest of Rupert Murdoch as he hates the EU as it is a threat for his expansion. Therefore the purpose here, is to persuade readers into their

(the medias) own personal views.

With ~~over~~ 30% of UK readership and a 40% of BSkyB broadcasting to 10 million homes, full coverage of the media triangle through tabloid The Sun, broadsheet The Times and BSkyB share, this makes ~~disturbance~~ Rupert Murdoch's News Corp hugely powerful and therefore hugely influential. Their obvious purpose is to gain profit and persuade, acting as propaganda rather than impartial politics. One of their colossal eye-opening influences <sup>with purpose of</sup> projecting their own views is their political influence. In the run up to the ~~to~~ election, their

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(The Sun) attacked the Labour campaign with headline 'If Kinnock Wins today Will the Last Person to Leave Britain Please Turn out the Lights' suggesting to no-body wants them and purposefully deterring voters. They <sup>even</sup> make this clear with notorious headline 'It's the Sun Who Won it'.

No government has ever won without the support of The Sun since the 70's and so the governments are close ~~very~~ have been to ingratiate themselves with News Corp. Not only have News Corp been ~~for~~ which they do by keeping regulation to a minimum.