

Instructions for Newspaper Analysis



a) Find a newspaper article that interests you. **Give the title and date.**

b) **Summarise the main points of the article in your own words.**
(3-5 bullet points or sentences)

c) **State the purpose of the article.** Note that many articles may have multiple purposes (e.g. to entertain *and* persuade). Identify what you consider to be the main purpose, explaining your reasons in part d) if necessary.

- To *entertain*
- To *inform*
- To *persuade*
- To *examine/explore an issue*
- To *describe/report*
- To *instruct*

d) **Explain your choice of purpose** by quoting word(s) or phrase(s) from the article to support your answer to part c)

e) **Identify the tone** of the article.

[Note that many articles will contain a variety of tones. You should identify one significant tone, or the tone which seems to pervade the article.]

f) **Justify your choice of tone with evidence from the text.**

Quote words or phrases from the article and analyse how they create the tone you identified in part e)

g) **Identify 3 techniques** which have been employed by the writer.

Analyse each technique and explain its purpose or effect.

[Basic techniques to comment on include: word-choice, imagery and sentence structure. Consult your 'Higher English Terminology List' for more detail and further techniques]

h) **Quote 3 words** from the article **that are unfamiliar** to you.

Look up and **provide their definitions** from a dictionary or www.dictionary.com.

Many words have several definitions. Be certain to only provide the definition appropriate to the context in which the word is used in the passage.

[If you cannot find 3 words that are unknown to you, choose 3 words which you think are particularly complex, sophisticated or interesting, and look up their dictionary definitions.]

i) Think about the ideas, opinions or issues involved in the article you have read. Write a short personal response to the article – what is your opinion or reaction to the topic/issue? What questions does it make you ask? Do you agree or disagree with the article's stance? What did you find interesting, puzzling or informative about the article?

JK Rowling should remember that less means more in the Potterverse

The Pottermore website tells fans far more than they need to know about Harry Potter



[David Mitchell](#), [The Observer](#), Sunday 21 August 2011

[Harry Potter](#) is like football. I'm talking about the literary, cinematic and merchandising phenomenon, not its focal fictional wizard. He isn't like football. He's like Jennings after being bitten by a radioactive conjuror. But, as with football, reports of Harry Potter-related events, products and personalities are everywhere. Like football supporters, Harry Potter fans seem to have an insatiable desire for more news, chat and retail opportunities related to their enthusiasm. They're standing in a monsoon screaming: "I feel so dry!" while the rest of us are getting soaked.

It's bizarre. It has the intensity of a fad but it's been going for 14 years. I think I'd find it easier to understand if I hated it. At least that would be an emotion of equivalent strength to the fans'. But, for me, it doesn't conform to the Marmite model: I've read three of the books and seen three of the films. I quite enjoyed them. I liked the third of each no less than the first two. I didn't feel the series had "gone off". It was just something that I only liked enough to consume so much of. It seemed perfectly good but I'd got the idea. I didn't mind not knowing what happened.

And then, obviously, because I am perverse, I was put off it by its ubiquity and other people's enthusiasm. Others' loss of perspective about its merits made me lose my own. Maybe I was trying to lower the average human opinion of the oeuvre closer to what it deserves by artificially forcing mine well below that level. Incidentally, this is where the parallels with my view of football end: even if that were a struggling minority sport only played by a few hundred enthusiastic amateurs, I would still consider it an overrated spectacle that lures vital funding away from snooker.

The most amazing aspect of JK Rowling's achievement and that of the [Harry Potter](#) marketing machine is that they have produced so much stuff for so long – kept the profile so high, the advertising so pervasive – and yet somehow contrived to leave a huge section of their audience still wanting more. They've given Harry the attributes of pistachio nuts and crack cocaine without the health risks (opening thousands of pistachio nuts can cause severe thumb-bruising, I can tell you from bitter experience of my life on the edge).

But, with the launch of the new [Pottermore](#) website, are they finally pushing their luck? Since last week, trial access has been granted to a select group of a million fans. That's the real hardcore. Having a Harry Potter tattoo won't be enough – it has to be on your face. The site boasts material that didn't make it into the books, such as 5,000 words about which woods should be used to make magic wands and anecdotes about where Rowling found inspiration: why she called an unpleasant character "Petunia", for example. But a fan writing in the *Times* wasn't impressed: "As a reader who has grown up with Harry over the years, the site dispels the magic of the wizarding world by removing the air of mystery behind the narrative that sparks debate among fans."

That's an attitude that strikes a chord with me and reminds me of *Star Wars*. Every generation must lose its innocence, must see the brightly painted nursery wall smashed away by the wrecking ball of betrayal to reveal a blighted landscape. For our predecessors, it was the Somme, the Great Depression, the Holocaust or Vietnam; for my generation, it was *The Phantom Menace*.

The problem isn't just that it's terrible but that it also retrospectively spoils the original films. [George Lucas](#) took the hinted-at mythical, ancient yet futuristic realm of his first films and filled in all the detail like a tedious nerd. He ruined his own creation. It was as if Leonardo da Vinci had painted a speech bubble on the Mona Lisa in which she explained her state of mind. Everything that was magical, mysterious and half alluded to, he now ploddingly dramatised, making it seem dull and trainspotterish. Those three prequels worked like aversion therapy for my addiction to the franchise.

I'd wanted the prequels to be made – I'm sure most fans did. We were desperately keen for Lucas to answer all the questions that the original films had posed. But he was wrong to accede to our wishes – not financially, but artistically. When it comes to art and popular culture, consumers are like children and chocolate, students and alcohol: they don't know what's good for them, they can't predict when certain behaviour will make them feel sick.

As with junk food, so with books, films and TV, the current trend is to give people what they think they want, rather than to leave them wanting more. Presumably that's the motivation behind making a new episode of *Inspector Morse* featuring the character as a young man. ITV knows that fans of Morse will watch it (God knows, they watch *Lewis*). The original series brilliantly hinted at the character's troubled, melancholy past, so we'll tune in to find out the details.

It's like with a magic trick: you're desperate to know how it's done but, when you find out, the mundane truth usually disappoints and undermines your enjoyment of the illusion. Similarly, the specifics of Morse's past can't possibly live up to our imagined versions. Like a good magician, ITV and Colin Dexter would serve their audience better by resisting its curiosity. Fans don't really know what they want or they'd make up stories for themselves. (Some do and "fan fiction" is an excellent way for them to slake their thirst for content without destroying the mystery for everyone else.) With a story, as with a well-chosen gift, we're happiest when surprised by something we didn't know we wanted.

So it annoys me that there's such pressure to provide more backstory and more information about films and TV. DVDs are packed with deleted scenes, out-takes, "making of" documentaries and explanatory commentary. The experience of making a TV show today is to be perpetually distracted from working on the actual programme by demands from the broadcaster's website for additional material that will inevitably be of a lower quality. Some of this is harmless, but a lot of it is telling people how the trick is done.

I hope the new Harry Potter website won't undermine the enjoyment of the Potterverse for those million golden ticket holders. But it's a possibility. In the real world, chocolate isn't made in a magic factory by Oompa Loompas. And as for Ginsters slices... there are some things that you just don't want to know.

Newspaper Analysis – Exemplar



This is an example answer. Use this as a guide for laying out your own answer.

a) <http://www.guardian.co.uk/commentisfree/2011/aug/21/jk-rowling-harry-potter-pottermore>

b)

- Harry Potter has been hugely successful, both artistically and commercially.
- The new Pottermore website risks offering too much unwanted and unnecessary new information.
- The Star Wars Prequel films ruined the originals because they were made as money-making projects.
- The public will always demand prequels and sequels and backstory, but sometimes, it is not artistically a good idea to give it to them!
- Mitchell concludes by hoping the new website won't destroy the success of Harry Potter by falling into the same trap.

c) Purpose: to examine / explore the Harry Potter phenomenon.

d) *"But, with the launch of the new Pottermore website, are they finally pushing their luck?"* - This question is the subject of the whole article. Mitchell goes on to examine ways in which the website might ruin Harry Potter, by drawing comparisons with Star Wars.

e) Humorous & Self-Deprecating

f) Much of the article is written in a light-hearted, jokey way. Mitchell makes fun of himself, for example: *"(opening thousands of pistachio nuts can cause severe thumb-bruising, I can tell you from bitter experience of my life on the edge)."*

He also ends the article on a humorous note:

"In the real world, chocolate isn't made in a magic factory by Oompa Loompas. And as for Ginsters slices... there are some things that you just don't want to know."

g)

"Harry Potter is like football. I'm talking about the literary, cinematic and merchandising phenomenon, not its focal fictional wizard. He isn't like football."

This opening **simile** adds to the humorous tone and also conveys Mitchell's view of the success of Harry Potter. Just as football fans can't get enough of the games, analysis and commentary, so too does Mitchell think Potter fans are always desperate for more. This leads him into the discussion of the Pottermore website.

"Every generation must lose its innocence, must see the brightly painted nursery wall smashed away by the wrecking ball of betrayal to reveal a blighted landscape."

This **metaphor** is hyperbolic and dramatic, and a little tongue-in-cheek. It conveys the idea that all children eventually reach an age where they stop seeing the world as perfect and begin to recognise its faults and flaws.

"The problem isn't just that it's terrible but that it also retrospectively spoils the original films. George Lucas took the hinted-at mythical, ancient yet futuristic realm of his first films and filled in all the detail like a tedious nerd. He ruined his own creation."

The bluntness of this **short simple sentence** conveys the disappointment of fans and crassness of George Lucas' actions in making the prequel Star Wars films. The **word choice** of 'ruined' also conveys Mitchell's direct and honest opinion.

h)

insatiable - (adj.) impossible to satisfy

ubiquity - (noun) having a presence or appearance everywhere, regularly

blighted - (adj.) spoiled, diseased or damaged

Instructions for Comparative Newspaper Analysis



a) Choose a news story which has been reported in both the Daily Mail and The Guardian. Provide a link to each.

b) Write a brief summary (4-6 sentences) of the incident/topic both articles are reporting on.

c) Write a short analysis of the difference in the two headlines. How are they different? What choices have been made in selecting the headlines?

d) Comment on the differences between the two articles under the following headings. Support your answer with quotations.

1. **CONTENT & DETAIL:** What extra details does one article offer over the other? What details have been missed out?
2. **VOCABULARY / COMPLEXITY OF LANGUAGE-** How complex is the language of each article? What words in particular are usual or interesting? Is there any technical jargon?
3. **TONE-** What is the tone of each article? If they are different, consider why.
4. **ATTITUDE / STANCE / BIAS OF THE WRITER-** Does the writer of either article have an agenda or preference? How can you tell? Can you identify the newspaper's bias in the article (Guardian = left-wing; Daily Mail = right-wing)?
5. **ACCOMPANYING PHOTO(S), ILLUSTRATIONS, GRAPHICS, GRAPHS -** What graphics are included with each article? How does the choice of accompanying images reflect the articles' differences? Does the choice of photo/illustration influence the way the story is being presented?

e) Explain which article you prefer and why. You may make your decision based on any criteria you choose (e.g. how entertaining/clear/informative/stylish the article was) as long as you make it clear what criteria you have judged the articles on. Support any statement you make with quotations.

Sick internet 'troll' who posted vile messages and videos taunting the death of teenagers is jailed for 18 WEEKS

- Sean Duffy, 25, targeted one mother on the anniversary of her daughter's death
- Posted sick photos and videos calling dead teenagers 'whores' and mocked up pictures of their dead bodies
- Unemployed Duffy jailed for maximum sentence of 18 weeks

By [Anna Edwards](#) Last updated at 5:21 PM on 13th September 2011

A twisted internet 'troll' who posted vile videos and messages mocking the deaths of teenagers - including a girl who threw herself under a train - was jailed today for 18 weeks.

Sean Duffy, 25, targeted Facebook tribute pages and even posted videos on YouTube taunting the dead and their families. He hijacked emotional tributes on the internet and, hiding behind his computer screen, posted vile messages that caused the dead teenager's families yet more pain.

Among the jobless man's victims was bullied Natasha MacBryde, 15, who died instantly when she was hit by a passenger train near her home in Bromsgrove, Worcestershire, on February 13. The day after her death the malicious 'troll' posted comments including 'I fell asleep on the track lolz' on the Facebook tribute page created by her brother James.

Five days after Natasha's death Duffy, who the court heard has Asperger's Syndrome, created a YouTube video called 'Tasha the Tank Engine' featuring her face etched onto the front of the famous train. He also created a Facebook page entitled RIP Lauren Drew after the 14-year-old died from an epilepsy attack at her home in Gloucester in January.

Duffy posted images called 'Lauren's epifit' and 'Lauren's rotting body' and created a YouTube video with a picture of a coffin saying 'Happy Mothers Day'. He signed off the video with the sickening message: 'I don't know why you're all crying down there, it's soaking here in hell.'

Duffy - who did not know any of his victims - pleaded guilty to two counts of sending malicious communications, relating to Natasha, at an earlier hearing. Yesterday he asked for three other cases of Facebook trolling to be taken into consideration at Reading Magistrates' Court in Berkshire.

Chair of the Bench Paul Warren sentenced him to 18 weeks for each of the offences to run concurrently - the maximum possible sentence. He said: 'You have caused untold distress to already grieving friends and family. The offences are so serious only a custodial sentence could be justified. The case serves to illustrate the malicious use and harm and damage of social networking.'

The court heard that Duffy lived a 'miserable existence' drinking alcohol alone at his home in Reading.

Joanne Belsey, prosecuting, read out statements from family members of the victims - some of who sat in court - who were horrified at the abuse they received. Duffy first created a mock account for 16-year-old Hayley Bates, from Staffordshire, who died in a car crash in September 2010. Duffy defaced pictures set up on her profile with big crosses over her eyes and stitches over her forehead. One caption underneath a picture of flowers at the crash site read: 'Used car for sale, one useless owner.' Her distraught sister messaged Duffy after discovering the account but received no response. Ten minutes later he posted on the account's wall: 'My sis added me, it must be boring on earth not having someone to have incest with. Love you xx!'

He also cruelly targeted the mother of Lauren Drew on Mother's Day following the 14-year-old's death in January this year. The court heard how a teenager was then falsely accused of creating



Jailed: Sean Duffy arrives at Reading Magistrates Court where he was jailed for his online campaign of malicious taunts that mocked dead teenagers and



Victim: Natasha MacBryde, 15, died instantly when she was hit by a train near her home, after she had endured bullying at her private school

the profile and video and subsequently took a drug overdose as a result of the accusations.

Speaking outside court, Lauren's father Mark spoke of the devastation the abuse had caused the family as they struggled to come to terms with her death. He said: 'We were already having a hard time. Lauren was my only daughter and I worshipped the ground she walked on and this person was hiding behind a computer. 'We're so angry, there's so many excuses but he's hurt us really badly. He caused devastation to us and other families, for so many people. It hurts but he sits behind a computer with no feeling.



Duffy posted videos of Natasha MacBryde (pictured) calling her Tasha the Tank Engine' with her ace etched on the famous train

'We got the best we can hope from it, we're here for all the families. It just hurt having a hard time of it already after Lauren died.' Lauren's mother Carol added: 'We lost our daughter, it was really hard and then we had to deal with all this as well. 'We got out the maximum sentence but there was still no excuse for what he did.'

However Duffy's worst abuse was aimed at public schoolgirl Natasha MacBryde, who threw herself under a train hours after she was sent an abusive message by an anonymous bully on a social networking website called Formspring. She had also been teased by members of an all-girl clique at her £10,000-a-year school in the weeks leading up to her death. Duffy set up a fake tribute page on Facebook called 'Tasha the Tank Engine'. On the official memorial page set up by her brother James he wrote: 'I fell asleep on the track lolz' and posted images of her with text sprawled across it saying 'spoilt dead c***'. Shockingly, other internet trolls joined in the abuse. One, under the name Pro Fesser, created posters of Natasha under the banner 'Whore' on the tribute site. Another poster read: 'I caught the train to heaven LOL.'

Duffy's final target was Jordan Cooper, 14, from Washington, Newcastle Upon Tyne - who was stabbed to death by his uncle on February 28 this year. Duffy created a group called 'Jordan Cooper in pieces' with a profile picture of a knife with blood dripping from it. A further YouTube video was also made which contained pictures of Jordan with his eyes crossed out and slashes across his face. Again, another teenager was wrongly accused of creating the page.



Devastating: Tributes to Natasha MacBryde were hijacked by cowardly Duffy, who wrote vile things on the heartfelt tribute pages

Duffy's lawyer Lance Whiteford said he could offer no mitigation but that Asperger's and alcohol abuse went some way to explaining why he committed the offences. Duffy was diagnosed from a young age with Asperger's and had received specialist education because of his condition. But it had led to years of bullying and isolation, including moving out of his parents' home, Mr Whiteford told the court. He added: 'In terms of mitigation there is none. I cannot imagine the trauma and anxiety caused to the families by these horrible, despicable offences.

'The condition leaves the absence of theory of the mind, quintessentially the ability that makes us human. He just wasn't aware how horrible the effect was going to be on those who looked at what he had done. Drinking alone he leads a very miserable existence, committing offences like this has spread the misery a thousand fold.'

He described Duffy, previously cautioned for a similar offence in 2009, as living an isolated life and said he had been the subject of bullying in education and work.

Duffy, who is currently on incapacity benefit, was also given a five-year Asbo and is prohibited from creating or accessing social network sites including Facebook, Twitter, YouTube, Bebo and Myspace. Duffy must also inform police of any phone he purchases with internet access. Speaking outside court, Mark Drew called for the operators of social networking sites to take more responsibility for their content. He said: 'The web is a wonderful thing if used right but as you can see in this case it was used wrongly. We were lucky, if that is the right word, he was here in the UK. He could have been in the States and how hard would it have been to track him down then? Facebook is very hard to get hold of in this situation. You can report these things but there's no one to actually speak to. It comes up, it's removed and then it reappears. These days children live on Facebook, it's their lives and they're just so vulnerable.'

Internet troll jailed after mocking deaths of teenagers

Sean Duffy targeted Facebook tribute pages and posted videos on YouTube taunting the dead victims and their families

Steven Morris

guardian.co.uk, Tuesday 13 September 2011 18.19 BST



Natasha MacBryde and Jordan Cooper, two of the teenagers whose deaths were mocked by Duffy. Photograph: PA

An internet troll who posted videos and messages mocking the deaths of teenagers, including a girl hit by a train, has been jailed. Sean Duffy, 25, targeted Facebook tribute pages and posted videos on YouTube taunting the dead and their families.

Among his victims was Natasha MacBryde, 15, who died instantly when hit by a passenger train near her home in Bromsgrove, Worcestershire. The day after Natasha's death in February, Duffy posted comments including "I fell asleep on the track lolz" on the Facebook tribute page created by her brother James, 17. Four days later he created a YouTube video called "Tasha the Tank Engine" featuring her face superimposed on to the front of the fictional engine.

Duffy, who is unemployed and did not know any of his victims, pleaded guilty to two counts of sending malicious communications relating to Natasha. He asked for three other cases of Facebook trolling – posting offensive messages on the internet – to be taken into consideration when he appeared before magistrates in Reading, Berkshire.

Jailing him for 18 weeks, the chair of the bench, Paul Warren, told him: "You have caused untold distress to already grieving friends and family. "The offences are so serious only a custodial sentence could be justified." He went on to say that the case served as an illustration of the "harm and damage" that malicious use of social networking sites could do.

Duffy was also given a five-year antisocial behaviour order to prohibit him from creating and accessing social network sites including Facebook, Twitter, YouTube, Bebo and Myspace. He will also have to inform police of any phone he has or buys that comes with internet access.

The court heard that Duffy has Asperger's syndrome and lived a "miserable existence" drinking alcohol alone at his home in Reading. Joanne Belsey, prosecuting, said Duffy's series of online attacks began following the death of 16-year-old Hayley Bates, from Staffordshire, who died in a car crash in September 2010. Duffy defaced pictures of her, adding crosses over her eyes and stitches over her forehead. One caption underneath a

picture of flowers at the crash site read: "Used car for sale, one useless owner."

He then went on to focus on Lauren Drew, a 14-year-old who died from an epilepsy attack at her home in Gloucester in January. Duffy posted offensive and upsetting images relating to her death and for Mother's Day created a YouTube video with a picture of a coffin saying "Happy Mothers Day".

Public schoolgirl Natasha MacBryde was his next target. She killed herself after she was sent a message by an anonymous bully on a social networking website. She had also been teased by members of an all-girl clique at school. Duffy set up a fake tribute page on Facebook called Tasha the Tank Engine. On the official memorial page set up by her brother James he wrote: "I fell asleep on the track lolz," and posted images of her with text saying she was spoilt. Other trolls joined the abuse.

Duffy's final target was Jordan Cooper, 14, from Washington, Newcastle upon Tyne, who was stabbed to death. Duffy created a group called "Jordan Cooper in pieces" with a profile picture of a knife with blood dripping off it. A further YouTube video was also made which contained pictures of his eyes crossed out and slashes across his face.

Duffy's lawyer Lance Whiteford said: "In terms of mitigation there is none. I cannot imagine the trauma and anxiety caused to the families of these horrible, despicable offences." She said his condition meant he was not aware of the effect he was having on his victims. Duffy had been cautioned for a similar offence in 2009 and Whiteford said he lived an isolated life and had himself been bullied at school and work.

Speaking outside court, Natasha MacBryde's father, Andrew, said: "He is a disturbed individual who caused the maximum of grief for his own satisfaction. "I think he must be a very lonely man who unfortunately tried to get attention through the most disgusting way possible. In a way I feel sorry for him and I think he needs some sort of counselling as it is obviously very odd behaviour. I hope his sentencing shows other trollers that they are not anonymous and they will be caught if they continue their vile games."

He said he had not been able to watch the Tasha the Tank Engine video as it was too distressing. Following the sentencing, Lauren Drew's father Mark spoke of the devastation it caused her family as they struggled to come to terms with her death: "We were already having a hard time. Lauren was my only daughter and I worshipped the ground she walked on and this person was hiding behind a computer. "He caused devastation to us and other families; for so many people. It hurts but he sits behind a computer with no feeling."

Drew called for the operators of social networking sites to take more responsibility for their content: "The web is a wonderful thing if used right but as you can see in this case it was used wrongly. These days children live on Facebook, it's their lives and they're just so vulnerable."

After the hearing police said they would continue to track down offenders like Duffy. Det Ch Insp James Hahn, of Thames Valley police, said: "Clearly this has been a very emotive case, that has caused additional distress and suffering for families who have been trying to cope with the loss of loved ones. "Malicious communication through social networking is a new phenomenon and unfortunately shows how technology can be abused. However, our investigation shows that offenders cannot hide behind their computer screens."

Comparative Analysis – Exemplar



a)

- <http://www.dailymail.co.uk/news/article-2036935/Sean-Duffy-Internet-troll-taunted-teenager-deaths-jailed-18-WEEKS.html>
- <http://www.guardian.co.uk/uk/2011/sep/13/internet-troll-jailed-mocking-teenagers>

b) A man posted hateful and vicious comments on Facebook about teenagers who had been killed or taken their own lives. His comments caused a great deal of upset to the victims' families. He has been found guilty of sending malicious communications and jailed for 18 weeks.

c)

"Internet troll jailed after mocking deaths of teenagers" -

The Guardian's headline is more factual than the Mail's. It is concise and straightforward.

Sick internet 'troll' who posted vile messages and videos taunting the death of teenagers is jailed for 18 WEEKS

The Mail's headline uses the emotive adjectives 'sick', 'vile' and 'taunting' - these words convey clear disgust. Putting the phrase '18 WEEKS' in capitals emphasises the sentence the man received in court. It tells the reader that the paper thinks it is an unbelievably short sentence and that he deserved longer.

d)

1. Content & Detail

- The Daily Mail includes far more specific details about the messages and videos Duffy posted. It is more explicit (it includes swear words that he used) and goes into greater description of the videos and messages. It has a greater emphasis on the crime committed, rather than the sentence handed down.
- The Daily Mail includes quotations from family members (such as Mark Drew) which are omitted by the Guardian.
- Both articles mention that other internet trolls joined in the abuse. However, as noted above, only the Mail went into detail about what they posted.
- The Mail ends the article with a quote about the dangerous possibilities of Facebook and childrens' "vulnerability". Conversely, The Guardian chooses to end on a quote from the police about how they are effectively tracking down and catching criminals like Duffy.

2. Vocabulary / Complexity of Language

- Both articles used a reasonably formal register.
- Interestingly, The Daily Mail uses inverted commas around the word 'troll' suggesting that its readers would class the term as internet slang. The Guardian uses the word without inverted commas, suggesting it considers the word part of its readers' common vocabulary.
- The Mail uses more emotive words ('vile...distracted...malicious').

- The quotations from the police and defence lawyers in both articles include very formal vocabulary ('quintessentially...additional distress...malicious communication through social networking').

3. *Tone:*

- Both articles take a reasonably measured approach. However, the Guardian seems largely neutral, while The Mail is more emotive, creating an outraged tone in places.

4. *Attitude of writer / Stance / Bias*

- As one would expect, the tabloid (The Mail) appeals to the reader's sense of outrage by being more explicit and emotive. However, both papers condemn the man convicted and sympathise with the families of the victims.

5. *Accompanying photos/illustrations:*

- The Guardian includes only photographs of two of the victims at the top of the article. This matches its straight-forward, measured reporting.
- The Mail includes more pictures. It has a picture of Duffy arriving at court at the top of the article. Throughout the articles there are two shots of one of the victims (Natasha MacBryde) including a 'candid' shot possibly taken from her Facebook page. The final image is of an emotional message left in a bunch of flowers for one of the victims. The Mail has likely used more pictures to break up the article to make the long blocks of text more interesting for its readers. This is typical of a tabloid paper. The photos of Natasha have likely been chosen to emphasise her youth and innocence, making the crimes committed on her facebook page seem even more callous and cruel. The final image of the bouquet card reflects the article's emphasis on sadness and outrage.

e) I prefer the Guardian's reporting because it is more balanced and doesn't over-emphasise the emotional aspect of the story. This is what I think news reporting should do. However, I can understand the outrage and anger conveyed by The Daily Mail's article.

I think it is important that the Guardian article ends by contrasting the father's negative comment with a positive comment from the police. I think this makes it clear that these types of crimes will not go unpunished. If people reading the article are left with the message that the police will catch such criminals, it is likely to deter people from committing the same crime in future.