

Product context (The Times)

Who owns Newscorp	Rupert Murdoch is the chief executive of Newscorp
Who	Published by Times
Publishes The Times	Newspapers (Owned by news UK which is owned by News Corp)
What is newscorp?	Global conglomerate with a large number of subsidiary companies that seem to be ever changing

The times is published by a vertically and horizontally integrated, diversified conglomerate which in turn would generate enormous power and resources

By the Time being a large conglomerate it allows them to take risks for example introducing a paywall on their website alienating a large consumer base

Rupert Murdoch

He is a heavy conservative

He is a Republican party Donor (Biased towards right wing in his papers)

Phone Hacking Scandal (NEWSCORP)

People argue that due to NEWSCORP escaped convictions from the phone hacking scandal because they had such a large amount of power, influence and global connections

Newscorp political view

Newscorp and its subsidiaries "say" they try to be politically neutral and that they embrace all political views

However, the head of Newscorp is a heavy conservative

Conglomerate (The Times)

By the Time being a large conglomerate it allows them to take risks for example introducing a paywall on their website alienating a large consumer base

A conglomerate is able to share resources and articles between companies

A global conglomerate can help a paper be distributed across the world, using its subsidiary companies to promote the product

Meaning that they have a large amount of power due to the amount of subsidiaries

Circulation

The times circulation is either increasing or it is staying the same which is very unusual based on consumer trends

This may be due to the times target audience is older, more educated (ABC1) who are less likely to have moved towards online consumption

Another reason why there is less online consumption is due to the times having a pay wall in order to access their content

A ABC1 audience is more likely to pay for the paywall due to them seeing it as being higher quality

Stockholders

Newspapers like the The Times and The Daily Mirror are owned by stockholders

Meaning that the company has to protect its reputation in order to protect the cost of their shares

This ensures that stockholders are happy

Regulation

Both the Times and The Daily Mirror regulated by the IPSO

The IPSO is run by the newspaper industry

IPSO have regulations about what newspapers can and can't do in terms of offensive language, libel, ethics e.t.c

IPSO has major flaws that it is run by newspaper industry themselves.

IPSO doesn't follow the recommendations of the Levenson enquiry e.t.c

Incredibly difficult to regulate the newspapers due to technology (commenting or creating their own story)

Uses bots to regulate (using algorithms can sometimes regulate someone that doesn't need regulating or doesn't regulate what needs to be regulated)

Many newspapers employ human moderators to check online comments but can't look through all in time

Digital consumer trends

The rise of digital news websites and social media by newspapers, reflects the increasing desire by audiences for 'interactivity'.

Advertising

Advertising is tailored to the newspapers specific target audience for example, in a newspaper such as the Daily Mail you are far more likely to see content such as advertisements for Lidl, Aldi and Tesco due to the C2DE target audience and demographics of the newspaper

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Last updated 22nd August, 2022.
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Uses and gratifications theory

Information and education

Entertainment Sensationalising the news

Product Context (Daily Mirror)

Who makes the Daily Mirror Made by **Reach PLC** formally known as **Trinity mirror**

Reach PLC are a large conglomerate with a multitude of subsidiaries such as the Daily Express; Daily mirror; Daily star e.t.c. They also make local newspapers

Reach PLC is horizontally intergrated it **buys out other competing companies absorbing thier titles with their own**

Horizontal intergration menas that they can share journalists and recources between their different titles/ brands reducing overall costs.

Circulation

The Daily mirrors circulation has been rapidly declining

People are looking online due to it being free

However, their website is doing quite well mainintaing their digital audiences and can still monitises it through advertisement

Target audience (Daily Mirror)

The target audience for the Daily Mirror are British, working class males coming from a C2DE socioeconomic background

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