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**ANALÝZA A POROVNÁNÍ BRITSKÉHO  
BULVÁRNÍHO A SERIÓZNÍHO TISKU**

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**ANALYSIS AND COMPARISON OF BRITISH  
TABLOID AND SERIOUS PRESS**

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**Plzeň 2023**

Prohlašuji, že jsem práci vypracoval/a samostatně s použitím uvedené literatury a zdrojů informací.

*V Plzni dne 27. dubna 2023*

.....

Pavel Reitmaier

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## ABSTRACT

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This thesis investigates the distinctions in language and style between the British serious press and tabloid newspapers. It provides an in-depth overview of the British press, including newspaper division and the distinctions between local and national press. The research investigates newspaper language, investigating the structure of news articles, the peculiarities of tabloid language, and the register of newspaper language. Using an analysis method that focuses on sentence length, sentence complexity, and article layout, the study compares and contrasts political articles from *The Sun* (tabloid) and *The Guardian* (serious press). The results emphasize the significance of understanding these distinctions in order to consume news with a critical mindset by highlighting the unique characteristics of each newspaper category.

*Keywords:* tabloid press, serious press, The Sun, The Guardian, newspapers, analysis, comparison

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## 1. INTRODUCTION

Throughout history, the British press has played a crucial role in influencing public opinion and reflecting societal values as a diverse and influential institution. This undergraduate thesis examines and contrasts the linguistic, stylistic, and content-related characteristics of British tabloid and serious newspapers. By analyzing these characteristics, this study aims to comprehend the distinct ways in which these two types of newspapers approach journalism, as well as how their distinct writing styles and contents may influence readers' perceptions of the news.

This thesis consists of five primary sections. The section, "Theoretical Background," offers a comprehensive introduction to the British press, its categorization into serious and tabloid categories, as well as an overview of the language and structure of newspapers. In the third section, "Method of Analysis," the research methodology used to compare and analyze the linguistic and content characteristics of selected articles from *The Guardian* and *The Sun* is described in detail. The fourth section, "Practical Part," presents the practical application of the analysis, with an emphasis on sentence length, complexity, graphical layout and an analysis of five pairs of articles from the two publications in terms of vocabulary, formality, tone and bias.

The findings of this study are summarized in the conclusion, which emphasizes the significant differences between the serious and tabloid press in terms of writing style, language, tone, and information presentation. These distinctions may have implications for the perceived credibility of each newspaper type and their impact on readers' comprehension of the news. This research contributes to a deeper understanding of the British press landscape and the ways in which different journalistic approaches can influence the public's perception of news and events by examining the linguistic, stylistic, and content-related characteristics of British serious and tabloid newspapers.

This topic was chosen due to my interest in the unique style of British newspapers, specifically tabloids. The choice of *The Guardian* and *The Sun* as the newspapers for analysis was made due to their popularity and opposing political ideologies, with *The Guardian* being left-wing and *The Sun* right-wing. The theoretical part is based on printed sources from authors such as Conboy, Temple, McNair or Danuta Reah, but also on various online sources. The articles analysed in the practical section come from online versions of

newspapers because these are more accessible than obtaining a printed copy of the newspaper from the UK.

## **2 THEORETICAL BACKGROUND**

### **2.1 General introduction to british newspapers**

British newspapers are some of the oldest and most widely read newspapers in the world. Some of the most well-known British newspapers include *The Times*, *The Daily Telegraph*, *The Guardian*, *The Independent*, and *The Daily Mail*. It covers a wide range of topics, including news, politics, business, sports, entertainment, and more. Many British newspapers also have online editions that provide up-to-date news and analysis. British newspapers have played a significant role in shaping public opinion and shaping the political landscape in the UK. Some newspapers are known to have a distinct political bias, either towards the right or left wing.

Newspapers generate revenue through advertisements. These advertisements can be found either interspersed with editorial content or in a specific section of the paper that is dedicated to advertising. The advertisements can be of varying sizes, ranging from small classified ads to large display ads. These advertisements can promote a variety of things, including products, services, and events. Reah (2002) affirms that, “To this end, newspapers do not only contain news, they also contain comment, advertising, entertainment. Advertising is a vital source of revenue for all newspapers” (p.9).

### **2.2 The division of the British press**

In the world of print journalism, broadsheet and tabloid are the two most common newspaper formats. Although these terms technically refer to page sizes, each format has its own history and associations. In recent years, some newspapers, such as *The Times* and *The Guardian*, have adopted a hybrid format known as Compact, which is smaller than a broadsheet but larger than a tabloid. Another less traditional format is the Berliner format. It is a newspaper format whose dimensions fall between those of a traditional broadsheet and a tabloid. It is slightly smaller than a standard broadsheet, measuring approximately 12 by 18 inches. The Berliner format is named after *Die Berliner Zeitung*, the German newspaper that introduced it in the late 1980s. Some newspapers have adopted this format in order to distinguish themselves from the competition. *The Guardian* and *The Observer* are examples of British newspapers that adopted the Berliner format but subsequently changed it to the Compact format.

Although there are numerous differences between the formats of British newspapers these days, the most obvious divide is the content of the newspaper itself. According to some sources, the term 'broadsheet' cannot longer be used as a synonym for the serious press. As Keeble (2005) comments, "Broadsheet used to be synonymous with quality in describing market sector, and a less loaded term. But now that *The Independent* and *The Times* are tabloids/compacts that term no longer works" (p.24). Content as the main dividing element is also confirmed by Conboy (2005):

It has been argued that it is in the language of different types of newspapers, not in their layout, that the distinction lies; between the neutral language of those aiming to be considered as serious newspapers of record and the 'emotionally charged' language of the popular tabloids. (p.14)

The distinction between the serious press and the tabloids has also been reduced by a trend called "tabloidization" a term which describes a trend towards decreasing coverage of international news, public affairs news, including politics, shortening the length of words in a story, simplifying language, and converging with the agendas of popular culture, in particular television (Conboy, 2010). This trend has been observed in many mid-market and serious newspapers as they try to appeal to a wider audience and compete with the popularity of tabloids.

### **2.2.1 The Serious Press**

The serious press is also known as the quality press or broadsheet. The term "broadsheet" is a reference to the size of the paper. The broadsheet used to be the most conventional format for a newspaper but was eventually replaced by a smaller compact format. Size of traditional broadsheet format is around 15 inches wide by 20 inches or more in length. Serious newspapers typically have six columns and use a traditional approach to news gathering. This technique puts an emphasis on in-depth coverage and a serious writing tone in the articles and editorials aimed at readers who are relatively better educated (Rogers, 2020).



Conboy (2006) affirms that:

The tabloids do not routinely deal with much in the way of explicit party politics. They concentrate on a few headlining issues of the day while leaving the mechanics of the daily grind of political reporting to mainstream television and the elite press. (p.152)

The front page typically features a large headline and a prominent news story, along with smaller headlines and stories. Inside pages are often divided into sections such as news, opinion, business, sports, and entertainment. They also include various feature stories, photographs, graphics, and advertisements. Headlines tend to be in a smaller font than in tabloids, so most of space is taken up by the articles themselves. Headlines are more accurate and factual. Keeble (2005) explains, “Broadsheet headlines tend to be rather staid and to reflect the story more closely, as the sub-editors on papers such as the Guardian and Daily Telegraph have more words to play around with” (p. 113). The main story is complemented by several other articles with sub-headlines. Mostly, a part of the text can be read, and the reader is then directed to the page where the story continues. Serious newspapers are generally less colourful and use fewer pictures. Keeble (2005) affirms that, “A broadsheet newspaper, for instance, uses pictures with restraint whilst a tabloid will use them with much more enthusiasm” (p. 193). The language used in the serious press differs significantly from that used in tabloids. It strives for objectivity, accuracy, and depth in its reporting, and the language reflects this. For example, quotes and references are used to support the facts and opinions presented in the articles. The serious press also tends to offer multiple perspectives on a story. According to Bingham & Conboy (2015), “Most people did not trust the tabloids to the same extent as the BBC or the elite press, and they often remained suspicious of the reliability and accuracy of the more outrageous or unlikely stories” (p. 21). However, editorials and opinion pieces may use more subjective and persuasive language. Serious newspapers tend to use more complex vocabulary and sentence structures than tabloids, which can make the articles more challenging to read for some people. The language tends to be more formal and measured, in comparison with the informal and sensational style of tabloids. More frequent use of the passive voice can make the articles sound more formal and objective. The use of slang or other forms of colloquial language is uncommon.

There follows an introduction to some of Britain's best-known serious newspapers:

### **2.2.1.1 The Times**

On January 1st, 1785, John Walter created *The Times* under the name *The Daily Universal Register*. Later the name was changed to the one used today. *The Times*. Following the transition, the journal started to report scandals as well as business news. The Times was owned by the Walter family for four generations before Lord Northcliffe of the Daily Mail purchased it in 1908 (*Full History of the Times Newspaper - Historic Newspapers*, 2019). While generally leaning to the moderate center-right, the journal endorsed Tony Blair's Labour Party in the national elections of 2001 and 2005. However, *The Times* shifted its allegiance on May 1, 2010, when it made its first formal endorsement of the Conservative Party in 18 years (Schaeffner & Bassnett, 2010).

### **2.2.1.2 Financial Times**

*The Financial Times* (FT) is a prestigious international daily newspaper that focuses on business, economic, and financial news. *The Financial Times* (FT) was founded in London in 1888 and has since become a leading global news organization, providing its readers with in-depth analysis, insightful commentary, and authoritative reporting on a broad range of topics, including financial markets and corporate developments, global politics, and economic trends. The newspaper's primary audience consists of business professionals, investors, policymakers, and those interested in global economic affairs. *The Financial Times* has a strong online presence via its website, FT.com, which offers a digital subscription service for readers who prefer to access news and content electronically.

### **2.2.1.3 The Observer**

*The Observer* is a well-known British Sunday newspaper with a long history dating back to 1791. It covers many topics like politics, culture, business, science, technology, and sports for a wide range of readers. The newspaper is famous for its independent journalism, balanced views, and focus on investigative stories and social issues. *The Observer* is available in print and also online through *The Guardian's* website. Politically, *The Observer* is generally regarded as a publication of the center-left. Historically, it has endorsed the Labour Party, though it has occasionally supported the Liberal Democrats.

While the newspaper maintains its editorial autonomy, its political stance is frequently consistent with progressive and liberal values.

#### **2.2.1.4 *The Guardian***

*The Guardian* is owned by the Guardian Media Group, which in turn is owned by the Scott Trust, named in honour of the paper's longest-serving editor, CP Scott. The trust was established to guarantee the Guardian's long-term financial and editorial independence. Today, more than half of Guardian's revenue comes from their readers directly, which helps to fund Guardian journalism and maintain its accessibility to everyone (*About Us | the Guardian*, n.d.). Historically, *The Guardian* has been praised for its investigative journalism, unbiased discussion of topics, literary and artistic coverage and criticism, and international contact. The editorial stance of *The Guardian* is regarded to be less conservative than that of *The Daily Telegraph* and *The Times*, its major London rivals, and its reporting is also defined by its independence (The Editors of Encyclopaedia Britannica, 1998b).

#### **2.2.2 The Tabloid Press**

Technically speaking, a tabloid newspaper is one that is no more than five columns wide and normally measures 11 by 17 inches, making it smaller than a broadsheet (Rogers, 2020). Tabloids are usually into two categories: red top tabloids and mid-market tabloids. Red top tabloids are infamous for the provocative and frequently scandalous content they publish (McNair, 2009). Some well-known examples of red top tabloids include *The Sun*, *The Daily Mirror*, and *The Daily Star*. Mid-market newspapers are a type of newspaper that fall between the high-end, quality "broadsheet" newspapers and the low-end, sensationalist "tabloid" newspapers in terms of style, content, and target audience. They tend to have a broader focus, covering both serious and light news, and often aim to appeal to a more middle-class, suburban readership. Mid-market newspapers are typically smaller in size than broadsheets and larger than tabloids, and they often prioritize local news and features. Examples of mid-market newspapers include *The Daily Mail* and *The Daily Express*.

On the front page of a tabloid there is usually one story that dominates the whole page. The opening story often deals with celebrities, gossip, the royal family, or generally less serious topics.

As Conboy (2006) argues:

An essential part of tabloid news values is the exaggerated foregrounding of sensation and human interest. These features have the effect of structuring the world in a way which rejects fundamental political issues and focuses instead on random events within a world of common sense. (p.15)

The headline is shorter and printed in a larger font than in the serious press. Tabloids often use emotive language, such as strong adjectives and adverbs, to evoke a feeling of drama and urgency in their headlines and articles, thus creating a sense of excitement, and appealing to the readers' emotions. Tabloids tend to be more colourful and use more and bigger pictures. As Conboy (2006) confirms, "In addition we might add that it comprises fewer international news stories and more pictures against less text" (p.12). Tabloids use simple and direct language, avoiding complex vocabulary and sentence structures. This makes the headlines and articles easy to read and understand for a wide audience as Conboy (2006) mentions: "Language is employed across the tabloid paper in a systematic way to build a composite version of the vocabulary and style of their ideal average reader" (p.14). The language tends to be emotive, dramatic or sensationalist. Even slang and colloquial language may sometimes occur to create a sense of informality and connect with readers. Often abbreviations such as PM are used instead of prime minister. Another common feature of British tabloids is the use of nicknames for politicians, such as Bliar as a pejorative nickname for former British Prime Minister Tony Blair, usually in reference to his support for the Iraq War. It is worth noting that these nicknames are mostly used only by the tabloids and not by the politicians themselves or their supporters and are often employed in a critical or satirical manner. The use of short polysemantic words such as *vow*, *cut*, *bid* or *hit* is frequent. These words can be used to create puns, double entendres, or other forms of wordplay that make headlines more attention-grabbing. Additionally, Tabloids also use short, easily memorable phrases to create a memorable headline.

Here are examples of some of Britain's best known tabloids:

### **2.2.1 *The Sun***

*The Sun* was first published in 1969 with the motto "ahead with the people," and it continues to this day. *The Sun* initially targeted younger readers and delivered an agenda that was disrespectful, anti-establishment, and entertainment-driven, utilizing television commercials and a growing interest in the personal lives of the characters in British soap operas as a source of inspiration (Conboy, 2010). *The Sun* is published by Rupert Murdoch's News Group Newspapers, part of News UK & Ireland Ltd. (*About Us*, 2019). Throughout its long existence, the newspaper known as "*The Sun*" has, at different times, given its endorsement to the electoral platforms of both the Labour Party and the Conservative Party. *The Sun* gave their support to Boris Johnson and the Conservative Party in the most recent general election, which took place in 2019.

### **2.2.2 *The Daily Mail***

*The Daily Mail* is a British daily middle-market tabloid newspaper. It was established on 4 May 1896 as a reader-friendly morning paper targeted at a class of readers not yet attracted to the daily press. It was priced at a halfpenny and targeted the lower middle classes, shop workers, secretaries, office workers, clerks, and women readers as its biggest novelty (Conboy, 2010). As a right-wing newspaper, *the Daily Mail* has always supported the Conservative Party. It has endorsed the party in every UK general election since 1945, except for the UK general election held in October 1974, when it endorsed a coalition of Liberals and Conservatives (Stoddard, 2010).

### **2.2.3 *The Daily Mirror***

*The Mirror*, whose official title is *The Daily Mirror*, is a London-based daily newspaper with the greatest readership in the United Kingdom. Alfred Harmsworth established *The Mirror* in 1903 as a newspaper for women. Its photo-rich tabloid style has continuously emphasized sensational, human-interest, and personal types of stories, and its politically unaffiliated stance has allowed it to take a "common man vs bureaucracy" approach to numerous topics (The Editors of Encyclopaedia Britannica, 1998). It developed into a daily popular newspaper that articulated the views and aspirations of the working-class people and established a vernacular language that expressed their unity, despite its strong commercialization (Conboy, 2010).

### **2.2.4 *The Daily Express***

*The Daily Express* is a British tabloid known for its sensationalist headlines and emphasis on celebrity news, human interest stories, and political commentary. Since its founding in 1900, the newspaper has undergone numerous ownership and editorial changes. Politically, the Daily Express has typically supported the Conservative Party in the United Kingdom and has been associated with right-wing or conservative viewpoints. Depending on the issue or specific context, the newspaper's stance may vary. In addition to its political coverage, *the Daily Express* also includes articles on sports, entertainment, lifestyle, and health, appealing to a broad audience seeking a mix of news and entertainment. In addition to being distributed in print, the newspaper also maintains an online presence through its website, providing digital access to its content.

### **2.3 Local and National press**

The press in the UK can be divided into two categories: local and national.

Local press refers to newspapers and other periodicals that are distributed within a particular city, region, or county. Local newspapers typically have a smaller circulation and readership than national newspapers and focus on community-relevant news and events. They frequently report on local politics, community events, crime, and stories of human interest. In addition, they typically have a strong presence in the community and cover local sports teams and schools. Some of them are a part of larger regional or national chains and may have access to the resources and journalists of other affiliated newspapers. However, many local newspapers are owned and operated independently. They frequently rely on a small number of staff and freelance journalists to cover the news, and their budgets may be smaller than those of larger national newspapers. Local newspapers frequently have a strong sense of community, and many of their readers have a personal connection to the paper and the stories it covers. They also often have more coverage of local events and can provide more in-depth coverage of stories that are happening in the local area. But, of course, local newspapers also cover national issues in limited quantity. As Temple (2008) argues:

Nowadays, the content of local and regional papers is almost exclusively local, with perhaps one or two pages of national and international news on inside pages. No local editor today would dare to lead the paper with a national story

unless it was of major significance – the death of Diana or the 9/11 attacks, for example. (p.94)

National press, on the other hand, refers to newspapers and other magazines that are distributed nationwide and cover a broad range of topics, such as news, politics, sports, entertainment, and business. Its readership and circulation are wider than those of local newspapers, and it typically has more resources and journalists to report on events across the country and around the world. In addition, many national newspapers have distinct political leanings, with some being more conservative and others more liberal. National newspapers play a significant role in shaping public opinion and establishing the agenda for national news coverage, and they are frequently regarded as more influential than their local counterparts.

Both the local and national press play important roles in providing information and contributing to public debate and worldview. However, the rise of the internet and social media has posed a challenge to traditional models of journalism, and many media organizations have been forced to adapt to changing reader preferences and technological advancements.

## **2.4 The Language of Newspapers**

The language employed in newspapers can vary based on factors such as target readership, purpose, and genre. They use the language to convey information, persuade readers, and comment on events and issues. Using techniques from linguistics and discourse analysis, the language of newspapers can be analyzed to determine how meaning is constructed and conveyed through words, syntax, and other elements.

The term “journalese” refers to the language used in news reporting, characterized by the following elements: a summary of the story in the first paragraph, use of by-lines or source attribution, categorization of participants by name and adjective, inclusion of time and place locators, facts and figures, and quoting people's words to make the text more expressive and interesting. Simple sentences, active verbs, and attempts to manipulate the reader's emotions are typical of tabloids, whereas longer sentences and passive constructions are more characteristic of serious press. However, the use of journalese outside of news reporting can have a derogatory connotation (Crystal, 2016). The emphasis of the syntactic structure is on the length of the phrases. Longer sentences are avoided

since they make the content more difficult to read and comprehend, and a typical sentence today contains no more than twenty words (Knittlová, 2000).

Although phonology does not play a significant part in journalese since the texts are not intended to be read aloud, alliterations are frequently utilized because their simple patterns increase the readability of the language (Crystal, 2016). Throughout the articles, declarative sentences with standard word order predominate, although interrogative statements (sometimes referred to as rhetorical questions) and imperative sentences occur infrequently. In introductions of the news which follows, or in very brief paragraphs (termed Intros and Leads), the word order is more or less permanent; however, inversion occasionally comes in the form of an adverb at the beginning (Knittlová et al., 2010). Significant use of passive constructions provides a more objective and neutral tone to the report. The majority of the sentences are in the indicative mood, with the occasional imperative or rhetorical question added to make the text more engaging. The most commonly used tenses in English are the past tense and the present tense (Knittlová, 2000).

Another important aspect is graphology. Its role is to use various fonts and sizes to create headlines and sub-headlines that attract the reader's attention and give them a quick idea of the content of the article. Graphology is used to make the newspaper visually appealing and to help guide the reader's eye over the page. Lines of larger type are used for headlines, with the largest headlines usually indicating articles with the highest priority in the newspaper. Similarly, larger types are used for sub-headlines to reduce the need for longer concentration time.

#### **2.4.1 Structure of news articles**

Typically, news articles are presented in a column format, with the headline and byline at the top of the page or screen, followed by the article's main body, which may be divided into shorter paragraphs or sections, with subheadings used to highlight key points or plot developments. In some instances, news articles may include visual components such as photographs, videos, and infographics. These elements are typically placed alongside or within the body of the article and may include captions or other explanatory text.

The inverted pyramid principle is a style of writing frequently utilized in journalism, whereby the most important information of a news story is presented first,



followed by additional details in decreasing order of importance. Even if they only read the first paragraph of an article, readers can be assured that they will have access to the information that is most pertinent to the narrative thanks to this method. The structure of an inverted pyramid also enables editors to condense a narrative without diluting its central arguments or ideas. This style of writing is especially helpful for breaking news stories as well as stories that have limited space, such as those that appear in newspapers or online news articles (*The Inverted Pyramid* —Purdue OWL® - Purdue University, n.d.).

This principle is nowadays criticized by some authors. With the rise of internet news writing, the inverted pyramid structure has become less prevalent. In the online format, where editors are no longer constrained by column inches, the length of an article is more adaptable. Similarly, the influence of bloggers, who typically reject the traditional news writing structure, is growing in online journalism. Moreover, Keeble (2005) sees the principle of the inverted pyramid as being too simple, arguing that, “[it-] tends to oversimplify structure of news story. [-It is-] better to imagine series of inverted pyramids within an overall large pyramid.”

The basic structure of a news article consists of the following elements:

#### **2.4.1.1 The headline**

In general, the headline of a news article is a short summary or attention-grabbing statement placed at the top of the article to inform readers of its main topic or theme. The headline is typically written in a way that is concise, informative, and intriguing enough to entice readers to read the full article. A good headline should accurately reflect the content of the article while also being creative and attention-grabbing. Headlines are an important part of journalism because they play a crucial role in attracting readers and drawing attention to important stories. As Crystal (2016) points out:

Headlines have to contain a clear, succinct and if possible intriguing message, to kindle a spark of interest in the potential reader, who, on average, is a person whose eye moves swiftly down a page and stops when something catches his attention. (p. 174)

Writers of headlines have, over the course of time, cultivated a vocabulary that fulfils the needs of the headline by employing words which are condensed, attention-

grabbing, and effective (Reah, 2002). The important point worth noting about headlines is that the author of the headline is different from the author of the rest of the article. Bell (1991) clarifies that:

The lead is where the journalist focuses a story, and the headline is written by other newswriters. This division of labour arises because the length of a headline is dictated by the constraints of page layout, and the page layout is the work of subeditors not journalists. (p. 186)

Another important aspect of headlines is the graphology. Reah (2002) comments that:

Headlines also have a visual function. The print is larger than the text of the main articles they refer to, but front page headlines, particularly in tabloid newspapers, can by themselves occupy more space than the whole article they refer to. (p. 23)

#### **2.4.1.2 The Byline**

The byline is a line of text that typically appears immediately below the headline at the beginning of a news article. Its purpose is to identify the article's author and, in some instances, to provide additional information about the author, such as credentials or affiliations. In most instances, the byline will only contain the author's name, along with their job title or the name of the publication. However, the byline of some news articles may also contain additional information. This may be included in the byline if, for example, the author is a renowned expert in the field or has won awards for their reporting. Similarly, if the author is reporting on a topic that is especially relevant to their personal background or experiences, this may also be indicated in the byline.

Overall, the byline serves to credit the article's author and establish their credibility with readers. It also assists them in determining who is responsible for the information presented in the article, which is particularly important when that information is controversial or contested.

### **2.4.1.3 The Lead**

The "lead" in journalism refers to the first sentence or paragraph of a news article or story. It is also known as the "lede", "lead-in." or "intro" Since it is the first thing that readers see and it sets the tone for the rest of the article, the lead is the most crucial part of a news story. A compelling introduction is necessary for capturing the reader's interest and drawing them into the story. The lead as the most crucial part of news is confirmed by Bell (1991):

The lead is the most distinctive feature of news discourse. Framing the lead is arguably the journalists primary writing skill, distinguishing the journalistic craft from other forms of professional writing. The lead is also the most difficult aspect of news writing for non- journalists to produce. (p. 176)

The length of a news article's lead can vary based on the publication and the journalist's writing style. However, in general, a lead is typically between 25-40 words in length. Keeble (2005, p. 103) summarizes the length as follows: "Keeping one idea to a sentence and one sentence to an intro is generally the best approach."

### **2.4.1.4 The Body**

The main section of a news article, where the majority of the information and details are presented, is the body. Typically, it is divided into paragraphs or sections, each of which focuses on a particular aspect of the story or provides additional context and detail. The body of a news article is structured to present information in a logical and understandable manner, with the most important information typically presented first. The following paragraphs elaborate on this information by providing additional details and context, as well as quotations or other sources supporting the main points being made. The article's body may also contain subheadings, which are used to divide the text into smaller sections and highlight key points of the story.

### **2.4.1.5 The 5 Ws**

The 5 Ws of journalism are a set of questions that serve as the basis for information collecting and story reporting. Five questions, who, what, when, where, and why, assist journalists in identifying the major characters, events, locales, and motivations of a story. By asking these questions, journalists may provide their readers with a complete and

accurate picture of a story and help them comprehend the context and significance of the events they are reporting. The 5 Ws of journalism are a crucial tool for journalists to employ in their reporting, as they aid in ensuring that their stories are complete, accurate, and enlightening (Bell, 1991).

#### **2.4.1.6 The Tail**

The term "tail" refers to the final paragraph or section of a news article. Typically, the tail concludes the article and brings the story to a close by summarizing the key points and providing any final thoughts or conclusions. In some instances, the tail may also contain additional information or context that was not previously presented. For instance, if the article is about a newly enacted policy or law, the tail may contain information about how the policy or law is expected to be implemented or its potential impact.

The conclusion of a news article is essential because it provides readers with a sense of closure and reinforces the story's main points or takeaways. It is also an opportunity for the author to offer any concluding observations or thoughts and encourage readers to consider the topic or issue in greater depth. The tail aids in bringing the article to a satisfying conclusion and leaving the reader with a lasting impression.

### **2.4.2 Peculiarities of tabloid language**

Fowler (1991) argues that readers are able to identify immediately the tabloid style based on their prior experiences and knowledge, regardless of their comprehension of the linguistic techniques used in tabloid stories. People can distinguish a tabloid article at first glance based on its font or colour scheme, and subsequently, based on rhetorical questions and informality, while reading. Hence, it is possible for the reader to have preconceptions about the discourse and its connotations.

Conboy (2006) introduces these rhetorical patterns of tabloid language:

#### **2.4.2.1 Word play**

Wordplay is the playful or humorous use of words and language, typically containing puns, double meanings, or creative word use. In order to produce irreverent and ridiculing headlines, tabloids emphasize comedy as one of their primary draws and rely on wordplay. Puns are commonly used and need reader participation. The puns employed are

intended for a domestic audience and may be incomprehensible to overseas readers. For example, the EU has been a gift for headline writers, who can exploit it to produce inflammatory titles, because it can be pronounced as a single syllable, making it easy to incorporate into puns or jokes.

## WHAT EU GET

What new Brexit deal means for you – from sending packages to what food you can buy in supermarkets

(Elsom, 2023)

## DON'T EU DARE

Rishi Sunak battling growing Tory rebellion over Brexit fix as hopes of breakthrough fade

(Cole, 2023)

Another example is this headline from *the Sun*:

## IT'S A BOAT TIME

Rishi Sunak to finally unveil delayed small boats law next week after Brexit win

(Clark & Cole, 2023)

"It's a boat time" is an example of wordplay. The phrase sounds similar to "It's about time," but the word "boat" has been substituted for "about" to create a pun. The pun relies on the similarity in pronunciation between the two words, and the phrase can be interpreted as a playful reference to being on a boat.

### **2.4.2.2 Colloquial language**

Colloquialisms are informal words and phrases that are commonly used in everyday conversation. These expressions are often region-specific and reflect the cultural and social identity of the speaker. In tabloids, colloquialisms are used to make the language more relatable and engaging to readers. Tabloid newspapers frequently employ informal, conversational language that is intended to be easily understood by a large readership. Conboy (2006) states that using colloquial terms and slang is one of the most apparent methods in which tabloids aim to strengthen their contact with their audience.

### 2.4.2.3 Nicknames and familiar names

In tabloids, familiar names and nicknames provide a sense of closeness, allowing readers to feel connected to a world beyond their own experiences. Due to their frequent appearances in the news and other media, these individuals are well-known to readers. This language strengthens the link between tabloid news coverage and broader aspects of popular culture, such as television, film, and popular music. This creates a sense of "naturalness" in their presence and activities within the newspaper's pages by presenting the figures in familiar terms. Concurrently, this strategy helps justify the decision of the popular press to prioritize these topics over more serious contemporary issues by claiming that this is what their readers prefer (Conboy, 2006).

For example, the use of nickname "BoJo" in British tabloids is an illustration of how informal language is employed to create a sense of familiarity with a public figure- by adding to Boris Johnson's unconventional and often humorous public persona and making him appear more approachable to readers. Similarly, the use of such nicknames such as "BoJo" as a form of branding because it creates a recognizable and memorable name that can be utilized across multiple media platforms. Branding and name recognition can be crucial to a politician's success in the world of politics.

Margaret Thatcher, the former Prime Minister of the United Kingdom, served from 1979 to 1990 and was a highly influential figure in British politics. Her leadership style and strong convictions earned her various nicknames in the British tabloid press, the most famous of which was "The Iron Lady." It portrayed her as a courageous, unyielding leader who was not afraid to make difficult decisions or stand up to formidable enemies. In addition to "The Iron Lady," British tabloids frequently referred to Thatcher as "Maggie," a more informal name. Despite her often intimidating public persona, this familiar name served to humanize her and make her more approachable.

Another way to ensure an atmosphere of familiarity and informality can be the use of first names when referring to politicians. However, the use of first names in British tabloids has the potential to undermine the seriousness of certain topics and individuals. By adopting a less formal tone, these publications may inadvertently contribute to the trivialization of significant issues and the public figures involved. Example of the use of first name in news reporting can be seen below. In this case, it is the current Prime Minister of UK, Rishi Sunak, who is often referred to as Rishi in *the Sun*.

## RISHI RAPPED

Rishi Sunak accused of having his 'head in the sand' over defence spending by top army brass

(Cole & Starkey, 2023)

### 2.4.2.4 Metaphors

A metaphor is a figure of speech that compares one thing to another. It is a literary device used to create a deeper meaning or a more vivid image by imagining a connection between two seemingly unrelated objects or concepts.

As metaphors can be emotionally charged, the use of metaphors by newspapers to describe politics raises questions about the neutrality of newspaper language. Some linguists contend that non-literal language, such as metaphor, is the norm as opposed to the exception. Lakoff (1987) and Goatly (1997) view metaphorical language as a bridge between the world of facts and ideological persuasion, and metaphors play a crucial role in establishing common associations within newspaper texts. Tabloids employ a variety of metaphors that correspond with their mainstream coverage (Conboy, 2006). He later provides examples of the use of metaphor in connection with former Prime Minister Tony Blair:

Tory waves sink Blair

Tony Blair looks like a drowning man.

(Conboy, 2006, p. 27)

### 2.4.2.5 Strategies of tabloid headlines

Chovanec (2003) introduces some other strategies of the tabloid press predominantly used in headlines:

- Use of personal pronouns referring to the discourse participants.
- Tabloid headlines sometimes provide commentary on the accompanying image.
- Full evaluative statements
- Wider range of various sentence structures and their more frequent use-exclamatives, interrogatives

- Close connection between the verbal and visual channels
- Preference for actional predication.
- The vocabulary is often emotional and evaluative.
- 

### 2.4.3 Register in Newspaper Language

In linguistics, "register" refers to a variety of language used in a specific social context or for a particular purpose (M. a. K. Halliday, 1989). Typically, registers are distinguished by linguistic characteristics, such as vocabulary, grammar, tone, and style, that differ from other varieties of the same language. Bell (1984) clarifies that stylistic variation is the result of the fact that different people express themselves in different ways and that the same person may express the same idea quite differently depending on the audience they are speaking to, the mode of expression they are using, or the task they are attempting to complete. For example, formal language is often used in academic or professional settings and is characterized by a more complex vocabulary, more rigid grammar rules, and a more serious tone. Informal language, on the other hand, is often used in casual conversations and may include slang, colloquial expressions, and a more relaxed tone.

One important aspect of the language of newspapers is register, which refers to the level of formality or informality in the language used. It can vary depending on the audience and purpose of the newspaper. For example, newspapers aimed at a general audience may use a quite informal register, while newspapers aimed at a more specialized or academic audience often prefer to be more formal. The use of register can also vary within a single newspaper depending on the genre of the article, such as news reports, opinion pieces, or feature articles.

Bowring et al. (2005) points out the factor of vocabulary on formality:

Defining language as formal or informal involves more than just vocabulary, although that will be will be an important contributory factor in a reader's impression of the formality of a text. For example, although the words 'home', 'house', 'residence' and 'domicile' might refer to exactly the same building,



they vary a great deal in formality and therefore replacing one with another in a text will create a very different effect. (p.19)

According to Halliday (1985), The language system can be viewed as an interconnected system of options that have evolved to meet our requirements. The context in which language is used influences the choices we make within the language system. Halliday later introduces three key factors that influence the language system choices we make in any given situation: field, tenor and mode.

#### **2.4.3.1 Field**

The term "field" in the context of discourse analysis refers to the subject matter or topic of communication. The field is the specific area of knowledge, activity, or social practice being discussed or represented in a given communicative context (Halliday & Hasan, 2014b). In terms of news reporting, newspaper articles typically focus on current events and topics of general public interest. They may cover local, national or international news, as well as crime, education, health, science, technology, and the environment, among other issues. The field of an article can vary depending on the publication and its readership.

The field of tabloid newspaper articles can cover a broad range of themes, but is typically centered on celebrity news, scandals, gossip, and human interest stories. Tabloids obviously also cover crime, politics and other current events; however, the stories are frequently sensationalized and may place entertainment value above accuracy and depth of reporting. The personal lives of public personalities, such as celebrities, politicians, and other notable individuals, are frequently covered in tabloids. These stories may feature rumors, scandals, and controversies that are designed to be provocative and stimulate the curiosity of readers.

#### **2.4.3.2 Tenor**

Tenor refers to assumed roles and relationships with other participants in any given communicative situation. The tenor will be affected by such factors as the status, level of expertise, age, ethnicity, and gender of the participants. Variables such as how well the

people involved know one another, how often they interact, and how they feel about one another will influence language selection (Halliday & Hasan, 2014b).

Typically, newspapers are written for a broad readership, and the journalists are expected to have a certain level of experience and authority on the topics they cover. As a result, the style of writing in serious newspaper is frequently formal and authoritative, with a tone that is designed to communicate confidence and reliability. The interaction between the writer and the reader is frequently remote and impersonal, with the writer assuming an authoritative position and the reader seeking information or news. However, certain tabloid newspapers may also adopt a more conversational tone and communicate directly with the reader via opinion pieces, letters to the editor, and interactive features. In such instances, the tone may be more casual and the relationship between author and reader may be more intimate. Additionally, a newspaper's tenor can be affected by its editorial stance and political affiliation. A newspaper with a conservative editorial stance could appeal to conservative readers, whereas a newspaper with a liberal editorial stance could appeal to liberal readers.

#### **2.4.3.3 Mode**

Mode refers to the communication channel being used. Here, it concerns primarily the distinction between spoken and written communication. Mode can also refer to multimodal and visual texts presented in a variety of media. The register of a situation is composed of any combination of these contextual factors (Halliday & Hasan, 2014b). The use of written language, which is the major way of transmitting information in most newspapers, is one of the defining characteristics of the newspaper format. The use of headlines, subheadings, and other typographical elements is also frequent in newspapers, as they assist in navigating readers through the text and highlighting important information. Moreover, newspapers use visual components such as images, illustrations, and infographics to complement the textual content and give readers with additional information. These visual components are frequently used to bring diversity and interest to a newspaper and to make complex information more accessible.

### 3 METHOD OF ANALYSIS

In this analysis, ten articles on political topics were chosen, five from *The Sun* and five from *The Guardian*. The pairing of these articles was determined by the political issue or event they addressed. An examination of the articles' content was conducted, focusing on the primary theme, essential arguments, sources, tone, language, and balance of perspectives. This served to identify similarities and differences between the two publications' depictions of political issues or events.

In the used method of word count, contractions were counted as two separate words, while compound words were counted as a single entity. When counting number of sentences I used the common definition by Halliday, where sentence is defined as a unit of written texts delimited by graphological characteristics such as capitalization and punctuation marks such as periods, question marks, and exclamation marks (Halliday, 1989).

By categorizing sentences as simple, complex, compound, or compound-complex and calculating the percentage of each sentence type within the articles, sentence structure analysis was conducted. This comparison revealed trends or patterns indicative of *The Sun* and *The Guardian's* distinctive writing styles and readerships.

In this research, each sentence will be classified according to the following sentence types, as defined by Dušková (1994).

A simple sentence is one that contains only one independent clause. There is just one subject and one predicate in a simple sentence. It contains no dependent or subordinate clauses and expresses a single thought or concept. Simple sentences can be short or long, depending on the complexity of the subject and predicate, but their defining characteristic is that they express a single complete thought.

A complex sentence consists of at least one independent clause (also known as the main clause) and at least one dependent clause (also known as the subordinate clause). In a complex sentence, a subordinating conjunction or relative pronoun joins the dependent clause to the independent clause. The dependent clause provides supplementary information to the main clause, but it cannot stand alone as a complete sentence. Complex sentences convey a more nuanced meaning because they enable the expression of relationships, such as cause and effect, contrast, and condition.

A compound sentence consists of at least two independent clauses joined by a coordinating conjunction (such as "and," "or," "but," "so," etc.) or a semicolon. Both independent clauses in a compound sentence can stand alone as complete sentences, but they are combined to create a meaning that is more complex or nuanced. Compound sentences enable the expression of closely related concepts or the juxtaposition of concepts within a single clause.

A compound-complex sentence comprises at least two independent clauses (or main clauses) and one dependent clause (or subordinate clause). Compound-complex sentences enable the expression of multiple related ideas or the combination of contrasting concepts, with dependent clauses providing additional context.

Last but not least, a summary and interpretation of the findings were conducted, highlighting the significant differences between *The Sun* and *The Guardian*. The implications of these variations for readers' perceptions of political issues and events were examined, along with the role of political affiliations and biases in influencing news coverage.

## 4 PRACTICAL PART

### 4.1 Sentence length

The diverse range of sentence lengths in British newspapers reflects the industry's eclectic mix of writing styles and journalistic approaches. Broadsheet newspapers, such as *The Guardian* typically use longer, more intricate sentences to convey detailed information and in-depth analysis. In contrast, tabloid newspapers, such as *The Sun* typically employ shorter, more succinct sentences to create a fast-paced, easily digestible reading experience.

**Table 1**

Newspaper	Total Articles	Total Words	Total Sentences	Avg. Sentence Length
<i>The Sun</i>	5	2259	109	20.72
<i>The Guardian</i>	5	3650	150	24.33

The presented data provides valuable insights that generally support the hypothesis that tabloid articles are shorter and contain fewer words than broadsheet articles. In addition, the hypothesis suggests that broadsheets provide more information on a particular topic in a single article.

Examining article length reveals that articles published by *The Sun* are typically shorter in terms of word count than those published by *The Guardian*. The word count for articles published by *The Sun* ranges from 339 to 705 words, whereas articles published by *The Guardian* range from 639 to 880 words. This finding supports the notion that broadsheet articles, such as those published in *The Guardian*, contain a greater quantity of information on a given topic than their tabloid counterparts.

The average length of sentences in articles published by *The Sun* ranges between 19.5 and 26.7 words. In contrast, the average sentence length of articles published by *The Guardian* ranges from 20,9 to 31,3 words. Although there is some overlap between the two publications, *The Guardian's* articles typically contain longer sentences. This observation is consistent with the hypothesis that tabloid articles contain shorter sentences on average.

The number of paragraphs in each article also provides insightful information. The number of paragraphs in the articles of *The Sun* ranges from 13 to 36. In contrast, articles published by *The Guardian* contain between 17 and 22 paragraphs. The data analysis

indicates that broadsheet articles, such as those published by *The Guardian*, have longer paragraphs than tabloid articles, such as those published by *The Sun*. This observation is supported by the fact that articles in *The Guardian* have a higher ratio of sentences to paragraphs than those in *The Sun*. This finding is consistent with the general belief that broadsheet publications place a greater emphasis on in-depth analysis, whereas tabloids cater to a more casual reading experience with shorter, more direct paragraphs. The longer paragraphs in broadsheet articles may be due to the writing style and editorial guidelines that prioritize providing exhaustive information about a subject. In contrast, tabloids frequently aim to engage the reader with a rapid-fire, attention-getting style that relies on shorter paragraphs to create a sense of immediacy and urgency.

In conclusion, the ratio of sentences to paragraphs reveals the structural differences between broadsheet and tabloid articles, with broadsheets employing longer paragraphs that are more conducive to in-depth analysis.

## 4.2 Sentence complexity

**Table 2**

	<b>Simple</b>	<b>Complex</b>	<b>Compound</b>	<b>Compound-Complex</b>
<i>The Sun</i> (%)	43.4	52.2	3.3	1.1
<i>The Guardian</i> (%)	28.6	63.6	7.1	0.7

The analysis of the sentence structures of articles from *The Sun* and *The Guardian* reveals their distinct writing styles and caters to distinct audiences. The higher proportion of simple sentences in *The Sun* (43.4%), as observed, can be attributed to the tabloid's preference for concise and easily digestible content.

*The Guardian*, in contrast, is a broadsheet newspaper with a more sophisticated writing style, as evidenced by the higher proportion of complex sentences (63.6%). This suggests that the newspaper's target audience is comprised of readers who seek a deeper understanding of news events and a more nuanced analysis of them. Complex sentences allow for a more in-depth examination of the topic and a more vivid presentation of ideas,

reflecting the overarching objective of broadsheet newspapers to provide comprehensive and informative content.

In addition, the data reveals that compound sentences are more prevalent in *The Guardian* (7.1%) than in *The Sun* (3.3%), supporting the notion that broadsheet journalism employs a more complex writing style. *The Sun* employs compound-complex sentences 1.1% of the time, while *The Guardian* employs them 0.6% of the time. This could suggest that both publications strive for a balance in sentence variety, avoiding excessive complexity that could alienate readers.

### **4.3 Layout of the articles**

I analyzed the article layout of two renowned British newspapers, *The Sun* and *The Guardian*. Clearly, each newspaper serves a certain type of audience and adheres to a distinctive editorial style, which influences the presentation and organization of their articles.

#### **4.3.1 *The Sun***

Each article in *The Sun* includes a prominent introductory image that is directly related to the story's subject matter and serves to visually engage and contextualize the reader. The headline, which is set in a larger font size than the remainder of the text, is intended to attract the reader's attention, while the subheadline follows the format of broadsheets headline. The frequent use of wordplay and puns in *The Sun's* headings, such as "KICKED TO THE CORB," is a distinguishing feature. This language is intended to amuse readers while conveying the article's main idea. Each article's lead in *The Sun* is presented in bold font to emphasize its significance as an introductory summary. Additionally, the first word of the lead is always capitalized, adding further emphasis and creating a sense of urgency or significance in the information conveyed. The article's body typically consists of shorter paragraphs, frequently consisting of a single sentence, making the content simple to digest and fast to read. Visual elements, such as images, are liberally interspersed throughout the articles in order to maintain the reader's attention and illustrate key points. In addition, the articles contain links to other relevant content, such as "most-read" articles and stories from the same category, such as politics. This interconnectivity encourages readers to investigate further and interact with a wider variety of website content.

### **4.3.2 *The Guardian***

*The Guardian* also includes images in their articles' introductions. It uses a larger font size for article headlines than for the body text, effectively differentiating the primary topic and capturing the reader's attention. However, it is important to note that the font size of *The Guardian's* headlines is typically smaller than that of *The Sun*, reflecting the publication's more restrained and informative tone. *The Guardian* includes a lead, which functions as an introduction to the article's content, following the headline. Similar to *The Sun*, the lead is written in bold font to help it stand out and lead the reader into the text's primary body. Articles in *The Guardian* have a more subdued and information-focused layout, with extended paragraphs that typically consist of one to three sentences and are frequently longer in length. This method permits a more in-depth examination of the subject and appeals to readers seeking comprehensive and thoughtful insights. Although visual elements such as images are still present in *The Guardian's* articles, they are used less frequently than in *The Sun's*. When used, images are selected with care to provide context and support the narrative, as opposed to merely attracting the reader's attention.

## **4.4 Analysis of articles**

In order to acquire a deeper understanding of each publication's editorial approach, ten articles were subjected to a thorough content analysis that examined various aspects of the content. The articles were evaluated for their vocabulary, formality, tone, and possible bias.

### **4.4.1 Corbyn says he will stand as an independent**

#### **4.4.1.1 *The Sun* article**

The article analysis revealed informal expressions, phrasal verbs, contractions, evaluative and emotional language, as well as bias indicators. This article employs informal expressions such as "KICKED TO THE CORB" and "bitter Jeremy Corbyn" to create a more captivating headline and introduction. These expressions may also be interpreted as indicating the author's bias against Corbyn. Additionally, the use of phrasal verbs such as "hit back" and "stripped of" improves the readability of the article, but the choice of verbs may also imply a negative perspective regarding Corbyn's actions.

The headline employs word play by substituting "kicked to the curb" with "kicked to the Corb." This modification draws the reader's interest by introducing an unexpected



twist to a common expression, increasing the likelihood that they will read the article to determine its meaning. The idiomatic expression "kicked to the curb" means to reject, discard, or dismiss someone or something. The phrase is frequently used to describe a situation in which a person is removed abruptly and without ceremony from a position, relationship, or situation, typically due to discontent or disapproval. This article's use of contractions, such as "I'll" and "I've," contributes to its informal tone and may diminish its credibility. Evaluative and emotional language, such as "furious Mr. Corbyn" and "shameful attack," evokes strong emotions in the reader, but may also communicate bias and lack of objectivity.

This article's potential bias is most apparent in the portrayal of Corbyn and his supporters, as well as the characterization of his constituency as "posh Islington North." This may be interpreted to suggest that Corbyn is out of touch or elitist. In addition, the article's overall tone and emphasis on Corbyn's defiance and Starmer's efforts to distance the party from the far left suggest a bias toward the leadership of the latter.

#### **4.4.1.2 *The Guardian* article**

This text contains fewer informal expressions, phrasal verbs, contractions, evaluative and emotional language, and bias indicators. The article avoids informal expressions and maintains a more neutral tone, focusing on the presentation of facts and the reporting of events surrounding Corbyn's political situation. There are a few phrasal verbs, such as "put himself forward" and "signs off on," but their use is more restrained and less suggestive of bias. In addition, this article contains few contractions, making it more suitable for formal purposes.

Indeed, the quoted sources in this article are more balanced than in the previous one. The author cites multiple perspectives and opinions to provide readers with a thorough understanding of the issue. Jeremy Corbyn is quoted in the article, expressing his resolve to continue fighting for his constituents and criticizing the NEC's decision. It also contains quotes from former Corbyn ally Jon Lansman, who criticizes Keir Starmer's leadership style, as well as statements from the Islington North CLP, which opposes Starmer's move to block Corbyn. In addition, the article cites additional Labour party members and MPs,

including John McDonnell, Nadia Whittome, and an unidentified left-wing MP, who express their concerns about the decision and its potential impact on party unity. Momentum, a grassroots organization supporting Corbyn, is also cited, highlighting Starmer's perceived inconsistency regarding the selection of local candidates by the membership.

#### **4.4.2 Grooming gangs crackdown**

##### **4.4.2.1 *The Sun* article**

The quoted sources are primarily concerned with the opinions of Rishi Sunak and Suella Braverman, both of whom are strongly opposed to the interference of political correctness in the prosecution of grooming gangs. By focusing on these two individuals, the article provides a relatively one-sided perspective on the issue. The author repeatedly cites Rishi Sunak to emphasize his resolve to combat gang recruitment and eliminate political correctness, which may impede law enforcement efforts. The article also cites Suella Braverman, who asserts that authorities turned a "blind eye" to abuse out of political correctness concerns. Although these quotes are essential for conveying the perspectives of the story's two main characters, the article does not present opposing viewpoints or include quotes from critics. As a result, the article may be perceived as favoring the opinions of Sunak and Braverman rather than presenting a range of perspectives in a balanced manner. To provide a more balanced portrayal of the issue, the article could have included quotes from child protection specialists, law enforcement officials, or community leaders with alternative viewpoints.

The article's use of informal expressions, phrasal verbs, and evaluative and emotive language contributes to its sensational tone. There are informal expressions such as "won't rest," which expresses determination, and "sick predators," which evokes disgust. Phrasal verbs such as "stamp out" and "parachuted in" add to the informality of the text. Terms such as "cops" and "kids" are informal and contribute to the article's informal tone. In order to maintain a professional and serious tone, broadsheet newspapers, which typically adopt a more formal writing style, would likely use formal versions of these expressions, such as "police officers" and "children," in their coverage.

#### **4.4.2.2 *The Guardian* article**

The article focuses on the comments made by Home Secretary Suella Braverman and Prime Minister Rishi Sunak in discussing the British government's new measures to combat grooming gangs and the criticisms that have surrounded them. Braverman's remarks concerning British Pakistani men involved in grooming gangs have sparked controversy, with critics accusing her of employing "dog-whistle" rhetoric. The article emphasizes these criticisms, highlighting the opposing viewpoints and creating the impression that the government's approach to the issue is controversial.

In addition to addressing the criticisms, the article presents contradictory information from a Home Office report from 2020, which suggests that the majority of child sexual abuse gangs consist of white men under the age of 30. This inclusion of contradictory data serves to refute Braverman's claims and suggests that her assertions may not be supported by evidence. The article also highlights concerns raised by the NSPCC, which warns against focusing solely on race when addressing child abuse because it could create new "blind spots" in addressing the problem.

Despite the emphasis on criticisms and opposing viewpoints, the article presents the government's plans and efforts to combat grooming gangs in a balanced manner. It describes the new taskforce on grooming gangs, proposed modifications to mandatory reporting of abuse concerns, and the use of ethnicity data in police investigations.

#### **4.4.3 Boris Johnson criticizes Sunak's deal**

##### **4.4.3.1 *The Sun* article**

This article demonstrates characteristics of tabloid journalism, including sensationalism, informal language, and an emphasis on personalities and conflicts rather than policy details. The article's headline immediately establishes a dramatic tone, using phrase "dramatically broke his silence".

As is typical of tabloid journalism, The article employs several informal elements to create a conversational and engaging tone for the readership. For instance, "BoJo" is used to refer to Boris Johnson. Phrasal verbs such as "hold out on," "comb over," and "scrap it" are used to convey particular meanings in a casual manner. Colloquial expressions such as "pouring cold water over" and "wiped" contribute to the informality of

the text, making it more approachable. The use of contractions, such as "I'm" and "we're," contributes to the casual and conversational tone typically found in informal writing and speech. Finally, the article employs informal vocabulary such as "posh," "poll bounce," and "jab," which is less formal than the language used in academic or technical writing.

The article focuses more on the interpersonal dynamics and conflicts between the politicians than on the particulars of the Brexit deal. It emphasizes Boris Johnson's criticism of Rishi Sunak's deal and highlights various disagreements, focusing on the individuals involved rather than the policy implications of the deal. The article also employs bullet points to list Johnson's various criticisms, further emphasizing its emphasis on conflicts and disagreements.

#### **4.4.3.2 The Guardian article**

This article discusses Boris Johnson's concerns regarding Rishi Sunak's revised agreement for Northern Ireland's post-Brexit trade arrangements. The article presents the numerous stakeholders and their perspectives on the issue, with a particular focus on divergent perspectives.

The former prime minister Boris Johnson is portrayed as being skeptical of the agreement, asserting that he finds it "very difficult" to vote in favor of it. The article cites Johnson's speech at a commercial summit, in which he expresses concern about the plan's impact on the United Kingdom's ability to innovate and diverge from EU regulations. The article emphasizes Johnson's apprehension about the transaction by including direct quotes from him.

Ian Paisley, an MP for the Democratic Unionist Party, is also portrayed as being skeptical of the agreement. The article cites Paisley's remarks from a television programme, in which he expresses concern that the plan does not satisfy the party's requirements and that EU law will continue to apply in Northern Ireland. This incorporation of Paisley's viewpoint provides additional opposition to Sunak's plan. The article provides additional context by discussing Johnson's original plan for Northern Ireland border arrangements and his admission of responsibility for its failures. Johnson is portrayed as a critic of Sunak's revision, contending that it retains EU legal oversight and serves as a "drag anchor on divergence."

The article maintains a formal tone throughout, avoiding colloquial expressions or contractions that would signal informality.

#### **4.4.4 Anderson on death penalty**

##### **4.4.4.1 The Sun article**

The article underscores the growing rift within the Tory Party as Rishi Sunak, taking a dissenting position, distances himself from the pro-death penalty stance advocated by some Red Wall MPs. The use of capitalization in "NOT" emphasizes Sunak's opposition to capital punishment and his disagreement with other party members.

The opinions of Red Wall lawmakers on the death penalty are portrayed as resolute and extreme through direct quotations. These quotations emphasize their conviction that the most heinous offenders should be put to death. Lee Anderson, a particularly controversial figure within the party, is portrayed as an ardent death penalty supporter. The article includes his statements regarding the efficacy of capital punishment and emphasizes that his views are shared by millions of individuals.

In addition to Red Wall MPs, the article includes other Conservative MPs who support Anderson's position on the death penalty, including Brendan Clarke-Smith and Ben Bradley. These representatives are portrayed as expressing the sentiments of their constituents and supporting the notion that certain criminals deserve the death penalty.

On the other hand, the article briefly mentions opposing voices, identified as "London Liberal commentators," who have expressed outrage over the pro-death penalty stance. To provide a more balanced perspective, the article could explore the moral, ethical, and practical concerns that motivate their opposition to the death penalty. By including direct quotes and specific information about these opposing viewpoints, the article would provide a more thorough understanding of the debate within the Conservative Party and the public discourse on capital punishment.

The term "Death Row" is used in the headline. It refers to the section of a prison where death-sentenced inmates are held while awaiting execution. The term "DEATH ROW" is used metaphorically in the article's headline to represent the heated debate within the Conservative Party regarding the controversial issue of reinstating the death penalty. Sensationalism is employed in the phrase "Tory Party row erupts" to emphasize the conflict and disagreement within the party. By using the word "erupts," the headline

creates a dramatic and tense atmosphere, making the story appear more newsworthy and engaging to readers.

The term "Red Wall MPs" refers to Members of Parliament who represent constituencies in traditionally Labour-supporting areas that switched to the Conservative Party in recent elections. This term is likely to be familiar to those with an interest in British politics, contributing to the headline's credibility as informed and pertinent. The headline and subheadline establish a contrast between the Red Wall MPs who want to reinstate the death penalty and Rishi Sunak, who opposes executions. This contrast highlights the division within the Conservative Party and sets up the story's central conflict.

#### **4.4.4.2 *The Guardian* article**

This article's overall tone is neutral but descriptive, as the author presents both Lee Anderson's controversial statements and the responses of others to them.

The article's vocabulary is straightforward and approachable, making it simple for readers to comprehend its content. There are instances, however, in which the choice of words can convey bias. For instance, Anderson's remarks regarding the crossing of the English Channel are described as "trenchant views," a term connoting strong and unyielding opinions. This choice of words may imply that the author finds Anderson's views to be excessively extreme or harsh.

While the author presents the events and quotations in a neutral manner, the overall structure of the article may subtly convey a negative impression of Anderson. The article begins with Rishi Sunak's rebuke, highlighting Anderson's controversial statements, and it is only later that colleagues' statements of support are included. This structure may encourage readers to form a more negative opinion of Anderson and his views.

The article's overall tone is neutral and informative, as the author intends to describe the various events and statements surrounding Anderson's appointment and subsequent controversy.

#### **4.4.5 Labours attack on Rishi Sunak**

##### **4.4.5.1 *The Sun* article**

This article from *The Sun* is written in an informal and sensationalist style, employing emotionally charged language, exaggeration, and slang expressions to create a sense of drama and urgency. The tone is biased and adopts a critical stance toward Sir Keir Starmer and the Labour Party.

The article uses informal language, as evidenced by phrases such as "doubled down," "monster backlash," and "car-crash interview." In addition, the text contains nonstandard terms such as "gutter politics" and "sex attack monsters." In addition, the article uses emotionally charged language and exaggeration to create an atmosphere of outrage and drama. The terms "vile," "incendiary," "appalled," "shameful," and "sickos" elicit powerful emotional responses from readers.

The article's tone is critical and prejudicial towards Sir Keir Starmer and the Labour Party. Focusing on negative aspects and criticism of the party's actions, the author fails to provide a balanced perspective. For instance, the article cites a number of critics of the Labour Party's ad campaign, including John McDonnell and Lee Anderson, but provides no objections or support for the party's position. In addition, the author employs loaded language to cast Lucy Powell's response in a negative light, using phrases such as "refused to stand by the tweet" and "squirmed."

##### **4.4.5.2 *The Guardian* article**

The language used in this article from *The Guardian* presents varying degrees of criticism and support from various parties. While the article does not appear to be overtly biased, the negative aspects of the situation are emphasized.

The Labour leader, Keir Starmer, is portrayed as unapologetic and resolute in his position. The article uses direct quotations from Starmer's *Daily Mail* opinion piece to emphasize his determination and dedication to his party's stance on crime. The phrase "make absolutely zero apologies for being blunt" exemplifies Starmer's determination and willingness to tackle contentious issues.

Internal and external stakeholders' criticisms of Starmer and the Labour party are also presented. It is mentioned that senior Labour figures such as Yvette Cooper and John McDonnell have distanced themselves from the controversial advertisement. Former

Labour home secretary David Blunkett is extensively cited criticizing the advertisement as "deeply offensive" and a descent into "gutter" politics. These criticisms demonstrate that the party is divided on the issue, and the use of Blunkett's quotes bolsters the negative perception of the advertisement.

In contrast, the article does provide context and justification for the Labour party's campaign by referencing the murder victim Zara Aleena as well as crime statistics, court backlogs, and other issues. This context enables readers to comprehend why the Labour Party is pursuing this line of attack, even if they disagree with the tactics employed.

In terms of language usage, the article presents the story through a combination of direct quotes, paraphrasing, and factual information. The selection of quotes and facts may create a sense of negativity or controversy regarding the Labour party's campaign, but the article does not take a position on the issue. Instead, it presents the various viewpoints of the involved parties, allowing readers to form their own judgments.



## 5 CONCLUSION

The analysis of sentence length, structure, and complexity in articles from *The Sun* and *The Guardian* demonstrates the distinct writing styles and approaches to journalism employed by tabloid and broadsheet newspapers. Even though the differences in average sentence length between *The Guardian* and *The Sun* are by no means enormous, they are still worthy of note. This difference may not be sufficiently large to draw broad conclusions about the newspapers, but it does indicate a modest variation in writing style and complexity. The *Guardian's* longer average sentence length suggests that it may employ more complex sentence structures and nuanced language, whereas *The Sun's* shorter average sentence length suggests that it may use simplified sentences and more accessible language to its target readers.

The analysis of articles from *The Sun* and *The Guardian* reveals distinct differences in tone, language, and information presentation. More frequently, *The Sun's* articles use informal expressions, phrasal verbs, contractions, evaluative and emotional language, and bias indicators. These elements contribute to a more sensational, engaging, and informal tone, which may affect the articles' perceived credibility. *The Guardian*, on the other hand, uses fewer informal expressions in its articles. In addition, they emphasize presenting a variety of perspectives and opinions, giving readers a comprehensive understanding of the discussed topics. *The Guardian's* articles are more suitable for formal purposes and appear more credible due to their use of formal language.

In keeping with the characteristics of tabloid journalism, *The Sun's* articles tend to emphasize personalities and conflicts over policy specifics. In contrast, the articles in *The Guardian* provide a more balanced portrayal of the issues, concentrating on the perspectives of a variety of participants and providing extensive information on the topics under discussion.

## SUMMARY IN CZECH

Tato bakalářská práce se zabývá jazykovou, stylistickou a obsahovou charakteristikou britských bulvárních a seriózních novin se zaměřením na deníky *The Sun* a *The Guardian*.

Teoretická část poskytuje ucelený úvod do britského tisku, včetně jeho rozdělení na seriózní a bulvární noviny. Poté následuje popis metodiky výzkumu, která byla použita pro porovnání a analýzu jazykových a obsahových charakteristik vybraných článků z obou deníků. V této části jsou popsány konkrétní techniky, nástroje a kritéria použité při analýze a porovnávání článků novin.

Praktická část bakalářské práce představuje praktickou aplikaci analýzy na vybraných článcích z novin. Tato část se zaměřuje na zkoumání délky a komplexnosti vět, grafické úpravy a porovnání pěti dvojic článků z obou deníků z hlediska slovní zásoby, formálnosti, tónu a zaujatosti. Závěr shrnuje získané poznatky.

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I: Corbyn gives strong hint he will stand against Labour as independent.

## Corbyn gives strong hint he will stand against Labour as independent

**Ex-Labour leader says he has 'no intention of stopping the fight' as Keir Starmer faces fierce criticism from left**



📷 Corbyn (left) and Starmer. Momentum called the decision to block the former leader from standing for Labour an 'anti-democratic stitch-up'. Photograph: Ben Birchall/Jacob King/PA

Jeremy Corbyn has given his strongest hint yet that he will stand as an independent candidate, saying he has “no intention of stopping the fight” to represent his north London constituents.

The former party leader was on Tuesday formally **blocked from standing** for Labour at the next election, prompting leftwingers to fiercely criticise Keir Starmer’s “authoritarian” and “divisive” move.

Corbyn is unable to put himself forward for selection in his Islington North constituency **Labour** party (CLP), where he still has a solid support base, because the party’s national executive committee (NEC) signs off on all candidate lists.

He released a statement hours after the NEC backed Starmer's motion to block him from standing as a party candidate, with 22 votes to 12.

"The NEC's decision to block my candidacy for Islington North is a shameful attack on party democracy, party members and natural justice," Corbyn said. "Now, more than ever, we should be offering a bold alternative to the government's programme of poverty, division and repression. [Keir Starmer](#) has instead launched an assault on the rights of his own Labour members, breaking his pledge to build a united and democratic party that advances social, economic and climate justice.

"I will not be intimidated into silence. I have spent my life fighting for a fairer society on behalf of the people of Islington North, and I have no intention of stopping now."

The [Momentum](#) founder, Jon Lansman, who was once one of Corbyn's closest allies, said Starmer was "behaving like some kind of Putin of the Labour party" who had failed to fulfil his leadership promise of ending factionalism.


Corbyn was [suspended from Labour](#) in October 2020 for suggesting complaints of antisemitism had been "dramatically overstated" for political reasons. His membership was later reinstated but Starmer refused to restore the party whip, meaning he sits as an independent MP.

The NEC motion did not explicitly mention the issue of antisemitism. Instead, it said Labour's electoral prospects in the seats it needed to win at the next election would be "significantly diminished" should Corbyn be a Labour candidate.

"We've got to recognise that the radical policies that we had under Jeremy Corbyn ... were not the problem," Lansman told Times Radio. "The party still supports them. I think we should be campaigning still for radical policy ... We have to demand. We're a democratic party. This is not an authoritarian party. Keir Starmer unfortunately is behaving as if he was some kind of Putin of the Labour party. That is not the way we do politics."

The Islington North CLP has publicly rejected Starmer’s move to block Corbyn, saying north London voters “deserve a free and fair vote on who gets to represent them”. Many leftwing MPs have resorted to sharing the CLP’s statement, instead of outrightly condemning Starmer’s leadership.

A large number of leftwingers believe there is little point in “incriminating themselves” on broadcast media if they want to stay in the Labour party. “We’re not scared, but who wants to follow Corbyn out the door? We have constituents to represent here in parliament,” one leftwing MP said.

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Corbyn’s allies told the Guardian last month he was likely to run as an independent, with one friend saying he would do so once all the routes to the Labour nomination had been exhausted.

The former shadow chancellor John McDonnell said: “With [an] election in 18 months we need a united party to win a Labour government. This decision will be seen as divisive and brutal, victimising someone who has given his life to our movement. We need a campaign in CLPs and affiliates to reverse this decision.”

Nadia Whittome, the MP for Nottingham East, added: “It should be up to local members in Islington North to decide who represents them. The motion to ban Jeremy Corbyn from restanding is divisive, an attack on party democracy and a distraction from the vital task of getting the Tories out. I hope it’s withdrawn or rejected.”

Momentum called the decision an “anti-democratic stitch-up” and said Starmer had expressed support for the local membership selecting their candidates “for every election” while he was running to become Labour leader.



II: Rishi Sunak says grooming gang crackdown will defy 'political correctness.'

## Rishi Sunak says grooming gang crackdown will defy 'political correctness'

**Taskforce to offer ethnicity data to police as Suella Braverman accused of 'dog whistle' rhetoric over child sexual exploitation**



📷 Rishi Sunak and Suella Braverman on a visit to Chelmsford with local police officers. The PM is to announce a grooming gangs taskforce on Monday. Photograph: Reuters

Rishi Sunak is to announce new measures to tackle grooming gangs on Monday, claiming that “political correctness” would not get in the way of a crackdown, while his home secretary was accused of “dog whistle” rhetoric over child sexual exploitation.

A new grooming gang taskforce will be set up with specialist officers, supported by the National Crime Agency, helping local forces and offering the use of ethnicity data to assist police investigations.

Before the announcement, Sunak warned that for too long “political correctness has stopped us from weeding out vile criminals who prey on children and young women”. He added: “We will stop at nothing to stamp out these dangerous gangs.”

However, the government faced criticism for its failure to act sooner, with Labour accusing it of a “hopelessly inadequate, belated and narrow” response to a long-term problem.

Suella Braverman on Sunday prompted an angry reaction when she singled out British Pakistani men over concerns about grooming gangs as she accused authorities of turning a “blind eye” to signs of abuse over fears of being labelled “racist”.

The home secretary told Sky News they held cultural values “totally at odds” with British values and regarded women in a “demeaning and illegitimate way” while behaving in an “outdated and frankly heinous” way.

However, an official report by the Home Office in 2020 concluded that **most child sexual abuse gangs are made up of white men** under the age of 30, adding that there was not enough evidence to suggest members of grooming gangs were disproportionately more likely to be Asian or black.

Braverman’s comments were criticised by the NSPCC, who warned the home secretary that sexual predators do not just come from “one background” and that a focus solely on race could create new “blind spots” when tackling child abuse.

Sir Peter Wanless, the child protection charity’s chief executive, said: “Any child can be a victim of child sexual exploitation and adult perpetrators do not just come from one background. Sexual predators will target the most vulnerable and accessible children in society, and there must be a focus on more than just race so we do not create new blind spots that prevent victims from being identified.

“Better data collection by law enforcement as part of the package of measures announced today would help ensure that all those working to protect children have a clearer, evidence-based understanding of child sexual abuse and exploitation so it can be tackled more effectively.”

High-profile cases, including in Rotherham, Rochdale and Telford, have involved groups of men of mainly Pakistani ethnicity, fuelling a perception that it is an “Asian problem”. As a result, “Asian grooming gangs” have become a **cause célèbre** for the far right.

The West Yorkshire mayor, Tracy Brabin, appearing on the same programme as Braverman, criticised her remarks, suggesting the home secretary was unaware of some of the action already being taken to tackle gangs.

“This is a home secretary that has also made it more difficult for victims of sex trafficking to be protected from those grooming gangs that she was talking about,” she said. “It feels very dog-whistle, if I may say, and it doesn’t deal with what is happening on the ground.”

Braverman has already announced plans for a consultation on introducing a mandatory duty on professionals working with children to report concerns about sexual abuse.

Sunak will also say that grooming gang members and leaders will receive the toughest sentences possible, with the introduction of new laws that would make membership an aggravated factor in sentencing.

However, the shadow home secretary, Yvette Cooper, said: “Ministers have known about the role of organised gangs in child exploitation for years - yet when Labour called for mandatory reporting and expanded police specialist teams nearly a decade ago, they failed to act and have dragged their heels ever since.

“Short-term headlines aren’t enough. We need a comprehensive plan that listens to survivors and victims and properly tackles child exploitation and abuse, including online, to keep children safe.”

Only 11% of child sexual abuse cases end with a charge, down from 32% seven years ago, according to official figures, while court delays have grown far worse, leading to some victims waiting years for justice.

The children’s commissioner for England, Dame Rachel de Souza, welcomed the plans but urged ministers to “extend this same focus to children arriving in the UK who often face similar dangers”.



III: 'Stand by every word': Keir Starmer defends attack ad on Rishi Sunak.

## 'Stand by every word': Keir Starmer defends attack ad on Rishi Sunak

**Party leader says he will 'make absolutely zero apologies for being blunt' after facing widespread criticism over advert**



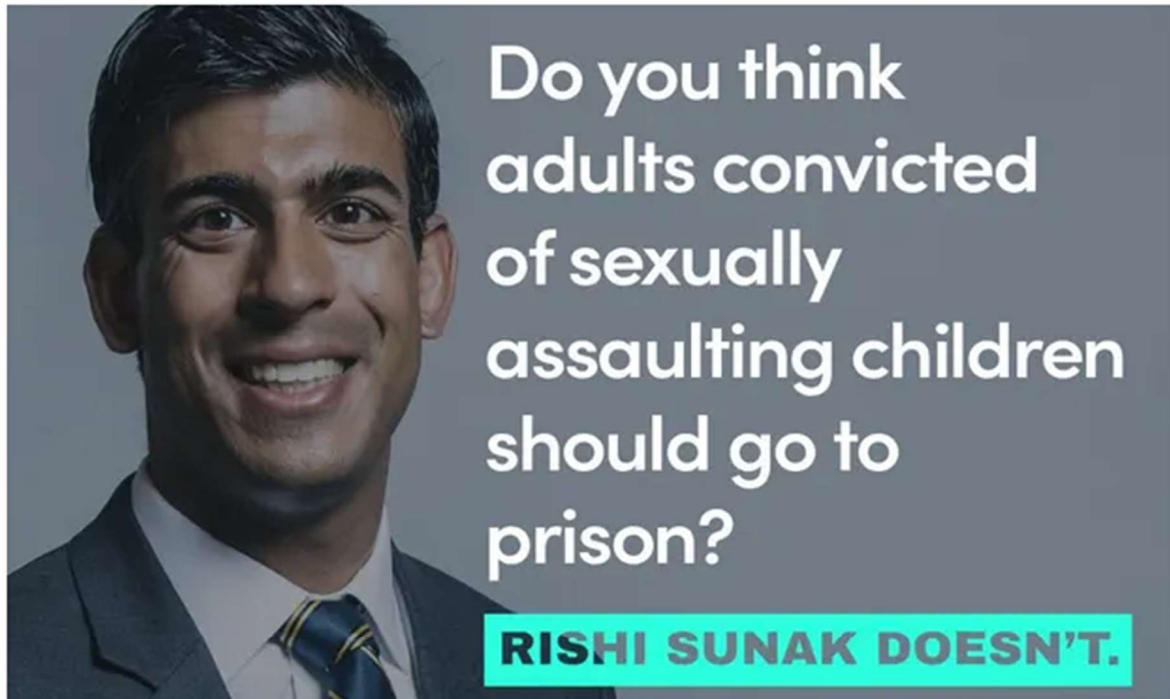
📷 In an article for the Daily Mail, Starmer wrote that Labour would continue to take on the Conservatives on law and order. Photograph: Linda Nylind/The Guardian

Keir Starmer has said he will “make absolutely zero apologies for being blunt” in an article published after a row over a widely criticised Labour attack advert on child sexual assaults.

In a veiled message to critics within his own party, the Labour leader said he will “stand by every word Labour has said on this subject” and would continue to use the Conservatives’ record on crime as a legitimate criticism “no matter how squeamish it might make some feel”.

The advert, which drew criticism from both left and right, used a picture of Rishi Sunak and said he “does not believe adults convicted of sexually assaulting children should go to prison” and pointed to the Conservative record on offenders avoiding jail.





📷 David Blunkett, the former Labour home secretary, said he had been left 'close to despair' by what he described as a 'deeply offensive' advert. Photograph: Labour Party UK

Several senior Labour figures distanced themselves from the poster. The Observer reported that the shadow home secretary, Yvette Cooper, "had nothing to do with it".

In an opinion piece for the Daily Mail, Starmer said Labour would continue to take on the Conservatives on law and order and pointed to the case of Zara Aleena, the aspiring young lawyer who was murdered by an offender who had been recalled to prison two days before the attack and should not have been free.

“For the first time in my lifetime, everywhere you look - from the economy to the NHS to the chaos on our streets - we have been set on a path of decline,” Starmer said.

He said the last decade had seen the UK “become a country where thugs, gangs and monsters mock our justice system and make decent people’s lives a misery”.

Starmer said the party would be repeatedly calling out the Conservatives on uncomfortable issues. “When fewer than two in every 100 reported rapists see the inside of a courtroom, it means victims are being told their bravery means nothing by the Tories,” he wrote, citing statistics on burglary, court backlogs, fraud and fly-tipping.

In comments aimed at some on the left of the party who have voiced concerns about the strategy, Starmer said: “Too many people treat this as trivial, unimportant or something Labour shouldn’t talk about. Working people suffer when crime is left unchallenged - crime will always be a Labour issue.

“Try telling the people I meet who are scared to go out at night, because their communities suffer the brunt of failures to tackle crime, that law and order doesn’t matter. They will give you short shrift.

“I make absolutely zero apologies for being blunt about this. I stand by every word Labour has said on the subject, no matter how squeamish it might make some feel. When 4,500 child abusers avoid prison, people don’t want more excuses from politicians - they want answers.”

The piece comes after criticism from MPs in the party, including the former shadow chancellor, John McDonnell. But one of the most pointed criticisms came from David Blunkett, the former Labour home secretary, who said he had been left “close to despair” by what he described as a “deeply offensive” advert, which he said marked a descent into “gutter” politics.

In a comment piece for the [Mail](#), he wrote: “Once you resort to personal abuse, you create the risk that Britain’s public discourse will degenerate even further - to the levels that we have seen recently in the US.

“When baseless allegations and spurious slurs replace fair and robust political debate, not only is the standing of our leaders undermined, the very foundations of our democracy are compromised.”

Blunkett said he found it “impossible to believe” that Starmer “would endorse publishing this kind of material during a local election campaign”.

The advert was part of a series on the Tory record on crime after a push on law and order campaigning last week. Starmer and the shadow chancellor, Rachel Reeves, will move the campaign on to the economy and the cost of living this week.

#### IV: Sir Keir Starmer **DOUBLES DOWN** on ‘gutter politics’ attack on Rishi Sunak with fresh swipe – despite huge backlash



**LATEST**

Politics

**'EMBARRASSING' Sir Keir Starmer DOUBLES DOWN on ‘gutter politics’ attack on Rishi Sunak with fresh swipe – despite huge backlash**

[Jack Elsom](#)  
Published: 8:15, 7 Apr 2023 | Updated: 17:41, 7 Apr 2023

**SHAMELESS Sir Keir Starmer tonight doubled down on a “vile” attack against Rishi Sunak despite a monster backlash.**

A Labour campaign ad accusing the PM of wanting paedophiles to dodge jail was roundly condemned as “gutter politics” - including by its own supporters.



**Sir Keir Starmer is under pressure to apologise for a 'vile' attack ad** Credit: PA





The Labour Party   
@UKLabour



Labour is the party of law and order.



Do you think adults convicted of sexually assaulting children should go to prison?

**RISHI SUNAK DOESN'T.**

*Rishi Sunak*

Under the Tories, 4,500 adults convicted of sexually assaulting children under 16 served no prison time.

Labour will lock up dangerous child abusers.

Based on Ministry of Justice data.  
Produced by the Labour Party.

**ALT**

2:48 pm · 6 Apr 2023 · 1.1M Views



### Labour's attack ad on Rishi Sunak has drawn a mammoth backlash

The incendiary social media post said: "Do you think adults convicted of sexually assaulting children should go to prison? [Rishi Sunak](#) doesn't."

[Labour](#) also included stats claiming 4,500 [sex attack monsters](#) had avoided jail on the Tories' watch.

Twitter has since slapped a disclaimer on the ad clarifying the Tories' true policy on crime, while a shadow cabinet minister would not endorse the attack in a car-crash interview.

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But last night Labour ramped up its offensive with a near identical post accusing Mr Sunak of wanting dangerous gunmen to also avoid prison.

The row has appalled some of Sir Keir's own MPs, with former shadow chancellor John McDonnell warning it is "not the sort of politics" the party should practice.

He added: "I say to the people who have taken the decision to publish this ad, please withdraw it. We, the Labour Party, are better than this."

Tory deputy chairman Lee Anderson called the remarks "vile and embarrassing" and "gutter politics" while fellow Conservative MP Robert Langan branded the post "really shameful stuff".

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Shadow Culture Secretary Lucy Powell today insisted it was part of the “cut and thrust” of campaigning but refused to stand by the tweet.

While admitting it would not be “to everyone’s taste” she claimed it was “a skit” based on the Conservative’s own graphics.

Asked on BBC Breakfast if she endorsed the post, she squirmed: “What I stand by is what that graphic is trying to show, which is that the Prime Minister of our country is responsible for the criminal justice system of our country and currently that criminal justice system is not working.”

Critics accused Labour of hypocrisy after its outcry over then-PM Boris Johnson claiming Sir Keir had failed to prosecute Jimmy Savile when director of public prosecutions.

Conservative HQ last night hit back with its own ads claiming Labour has voted against harsher sentences for sickos.

**V: Tory Party row erupts as Red Wall MPs want return of death penalty – but Rishi Sunak does NOT support executions**





Politics

## **DEATH ROW** Tory Party row erupts as Red Wall MPs want return of death penalty – but Rishi Sunak does NOT support executions

[Jack Elsom](#) | [Noa Hoffman](#)

Published: 16:30, 9 Feb 2023 | Updated: 16:34, 9 Feb 2023



**RISHI Sunak has distanced himself from calls to bring back the death penalty after his new Tory deputy said the worst murderers should be executed.**

But the intervention pitted him against several Red Wall MPs who today agreed with Lee Anderson that the most evil criminals must pay the ultimate price.





**Lee Anderson has said he would support the return of the death penalty**

Credit: HOC/UNPIXS

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Within days of being promoted to [deputy party chairman](#) the Ashfield MP caused controversy with an impassioned case for capital punishment.

He told the Spectator: “Nobody has ever committed a crime after being executed. You know that, don't you? 100 per cent success rate.”

The death penalty was abolished in 1969, with the last hanging happening in 1964.

[The PM](#) yesterday distanced himself from the remarks, insisting: “That’s not my view, that’s not the Government’s view.”

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**FOUND SAFE** Girl, 10, who disappeared this morning found after huge police helicopter search

“But we are united in the [Conservative Party](#) in wanting to be absolutely relentless in bearing down on crime and making sure people are safe and feel safe.”

Yet he was hit by a party uprising as fellow Tories swung behind Mr Anderson’s hardline stance.

Declaring his support for the death penalty, Bassetlaw MP Brendan Clarke-Smith said: “For many of us there will be some crimes where a prison sentence simply doesn’t seem enough.”



Pointing to polling showing public support, he added: "It therefore seems strange that support for capital punishment is portrayed by many in the public eye as being some sort of extreme and minority held opinion."

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"In reality, this couldn't be further from the truth. In fact, you could say Lee's view is the mainstream one."

Mansfield MP Ben Bradley was "pretty confident that the vast majority in communities I represent would be quite happy to see a death penalty available for the most heinous crimes".

The Red Waller told the Sun: "The outrage that some London Liberal commentators have expressed to what Lee said just reinforces how out of touch they are with the country north of Watford."

Another piled in: "As much as sections of the establishment might try and pretend Lee's view is a fringe view, it isn't. It's a view shared by millions."

Tory MP Nickie Aitken, Mr Anderson's co-deputy, piled in: "If the intelligentsia want to go on and criticise him - basically if they criticise Lee for his views, they are criticising a huge swathe of his constituents."

Cabinet Minister Penny Mordaunt also refused to criticise Mr Anderson in the Commons yesterday, praising him for standing up for his voters.

Mr Anderson, a former miner and Labour councillor, also railed against Britain's asylum system and said small boat migrants should be sent back the "same day".

He said: "I'd put them on a Royal Navy frigate or whatever and sail it to Calais, have a stand-off. And they'd just stop coming."

Yesterday he doubled down his view that illegal immigration was the "number one" issue but said he respected "collective responsibility" and would be making his case "behind closed doors".

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Meanwhile Mr Anderson courted further controversy following an on-air spat with a BBC radio presenter.

Downing Street insisted the Tory deputy did not speak for the Government and was a political appointee.

**VI: Jeremy Corbyn insists ‘I have no intention of stopping’ as he’s officially blocked from standing for Labour**



Politics

**KICKED TO THE CORB** Jeremy Corbyn insists ‘I have no intention of stopping’ as he’s officially blocked from standing for Labour

Noa Hoffman

Published: 16:31, 28 Mar 2023 | Updated: 17:56, 28 Mar 2023



**BITTER** Jeremy Corbyn has insisted he has "no intention of stopping" after being blocked from standing as a Labour MP at the next election.

[Sir Keir Starmer](#) today struck to kick his predecessor out of the Commons, in an effort to show [Labour](#) has changed.





**Jeremy Corbyn won't be allowed to stand as a Labour MP in the next general election.** Credit: Getty

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But a furious [Mr Corbyn](#) hit back, suggesting he'll run for his posh Islington North seat as an independent if need be.

"I will not be intimidated into silence," the ex-Labour Leader fumed.

"I have spent my life fighting for a fairer society on behalf of the people Islington North, and I have no intention of stopping now."

With the backing of Sir Keir, Labour's ruling national committee voted to block their former leader by 22 votes to 12.

Mr Corbyn slammed the move as a "shameful attack on party democracy, party members and natural justice".

Shabana Mahmood, Labour's National Campaign Co-ordinator, said: "This is a clear demonstration of Keir making changes to our party to make sure that we can win the trust of the British people again.

"Keir has taken responsibility, he continues to take responsibility, Jeremy has failed to do that and that's why we've made the decision we have today."

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**YOU'RE OUT** Rishi Sunak vows to boot out anti-social yobs from council flats

Mr Corbyn, currently an independent MP, was [stripped of the Labour whip](#) in 2020 after refusing to accept a damning inquiry into the anti-Jewish racism that erupted during his four-year leadership.

In his motion to ban Mr Corbyn, Sir Keir said the former chief would "significantly diminish" Labour's chances of defeating the Tories.

The Labour Leader is on a mission to show his party isn't hostage to far-left militants anymore.

Last month the Opposition Leader warned cranks: "The door is open and you can leave."

Responding to today's vote, the Jewish Labour Movement echoed Sir Keir's invitation to the hard-left.

A spokesperson said: "The changes to the Labour Party must be permanent, fundamental and irrevocable."

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**'NATIONAL TREASURE'** Only Fools and Horses star dies at 62



**PLANE TERROR** Arsenal plane bursts into flames on runway as pilot forced to abandon take off



**CANCER SHOCK** Only Fools and Horses star reveals cancer has returned and spread



**LOVE LOST** Love Island shock as fan favourite couple SPLIT in secret just weeks after final

"We are glad that the National Executive Committee passed its motion today.

"The Labour Party is changing for the better. If you do not like this, the door is open."



## VII: Boris Johnson slams Rishi Sunak's Brexit deal and says he would have done it differently – but admits he made mistakes



Politics

### **BORIS BLAST** Boris Johnson slams Rishi Sunak's Brexit deal and says he would have done it differently – but admits he made mistakes

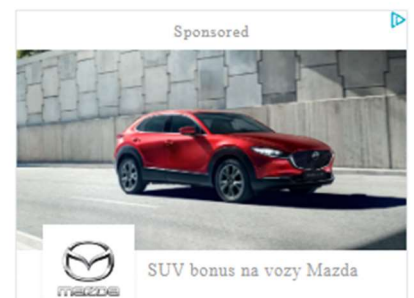
**Noa Hoffman**

Published: 9:47, 2 Mar 2023 | Updated: 15:05, 2 Mar 2023



**BORIS Johnson dramatically broke his silence on Rishi Sunak's new Brexit deal today - warning he'll find it "very difficult to vote for".**

In a major speech at the Global Soft Power Summit in Westminster, Boris slammed the Windsor Framework as "a drag anchor on divergence, which is the point of Brexit".





**Boris Johnson broke his silence on Rishi Sunak's new Brexit deal in a speech at midday** Credit: The Mega Agency

Pouring cold water over Mr Sunak's deal, BoJo said: "There's no point in [Brexit](#) unless you do things differently.

"I am going to find it very difficult to vote for something like this myself as I believe we should have done something different."

It comes as [Tory MPs](#) gather in the posh Windsor Fairmont Hotel to heal bitter internal divides at an overnight away day.

***In a major intervention the ex-PM:***

- Swiped that Mr Sunak was much further behind in the polls
- Urged the PM to cut [Corporation Tax](#) below 12.5 per cent
- Said the BBC should be better at making its own money
- Slammed woke publishers [rewriting Roald Dahl](#) books
- Doubled down his call to give Ukraine fighter jets

An [unsatisfied Boris](#) added: "I'm conscious I'm not going to be thanked for saying this, but I think it is my job to do so: we must be clear about what is really going on here.

"This is not about the UK taking back control, and although there are easements this is really a version of the solution that was being offered last year to Liz Truss when she was foreign secretary.

"This is the EU graciously unbending to allow us to do what we want to do in our own country, not by our laws but by theirs."

In ANOTHER jab at Mr Sunak, Boris said the Tories were only a "handful of points" behind Labour when he stepped down as PM.

Mr Sunak got a poll bounce following his Brexit deal this week - with his favourability score up 13 points in just three weeks.

But Mr Sunak's ratings are still in negative territory, and is trailing behind Labour boss, Sir Keir Starmer.

The number of people holding a favourable view of the prime minister has seen a seven point increase, from 27 per cent in mid-February to 34 per cent now, according to YouGov.

And the proportion with an unfavourable view has fallen from 61 per cent to 55 per cent.

His rating is now -21 compared to Sir Keir Starmer's -11 - who was only up two points since mid-February.

Boris said: "Just to point out purely for accuracy, when I stepped down we were only a handful of points behind the Labour Party."

On Monday the PM and EU boss [Ursula von der Leyen](#) shook hands on the historic [Windsor Framework](#) to end two years of trade chaos in Northern Ireland.

[EU red tape](#) that hampered meats, sarnies, parcels and even seed potatoes being exported from mainland Britain have been abolished in a major win for the UK.

And Britain's VAT and duty rules will finally apply in Northern Ireland - [making the price of a pint cheaper in the province.](#)

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**FOUND SAFE** Girl, 10, who disappeared this morning found after huge police helicopter search

There will also be a "Stormont break" to give elected politicians a say over which [EU](#) trade rules they follow.

The Northern Ireland Assembly will be able to block new EU rules that "would have significant and lasting effects on everyday lives".

Throughout the week swathes of Tory MPs have hailed the deal as a major breakthrough.

Ministers described it as a turning point for the party, which they say is now focused on delivering for the public rather than bitter internal feuds.

In his first interview with British media since

But some hardline Brexiteers aren't convinced the framework goes far enough.

They think it's unacceptable that Euro-judges will still have some say over laws in the province.

Meanwhile, unionist MPs who are boycotting Stormont over the old Northern Ireland Protocol are holding out on a verdict.

They're taking time to comb over the new deal's fine print.



## VIII: Rishi Sunak vows to never let political correctness get in the way of catching grooming gangs who prey on children



Politics

### **'WE'LL STOP AT NOTHING'** Rishi Sunak vows to never let political correctness get in the way of catching grooming gangs who prey on children

**Noa Hoffman**

Published: 12:12, 3 Apr 2023 | Updated: 13:32, 3 Apr 2023



RISHI Sunak today vowed to never let political correctness get in the way of cops catching paedo gangs.

On a visit to Rochdale in Greater [Manchester](#), [the PM](#) pledged he "won't rest" until British children are safe from sick predators.





Rishi Sunak Home Secretary Suella Braverman visited the National Society for the Prevention of Cruelty to Children (NSPCC) today to take part in a meeting of the Grooming Gang Taskforce Credit: AFP

And he announced a string of measures to help the [Home Office](#) crackdown on evil grooming gangs.

"Last year I said that if I became Prime Minister I wanted to take decisive action to stamp out this evil, and that is what we are announcing today," Mr Sunak said.

The father-of-two added: "I won't rest until we make sure that our children can grow up in an environment that is safe and secure."

Under the paedo clampdown, a new Grooming Gangs Taskforce will be formed, with specialist officers parachuted in to assist police forces in areas under threat from evil gangs.

## READ MORE POLITICS



It will also now be mandatory for adults working with kids to alert cops of any suspicion that a child is being abused.

Meanwhile, the 45 day wait for parents to find out if a paedo lives in their neighbourhood will be slashed to 28 days.

Currently it takes up to six weeks for authorities to respond to requests to know if a rapist lives next door.

That will be cut to less than a month.

Finally, cops will be able to use ethnicity data for the first time to stamp out suspects escaping justice because of cultural sensitivities.

The PM said: "We're ensuring the police analyse and use data they have collected on the ethnicity of suspects.

"Political correctness should never get in the way of keeping young girls safe."

Mr Sunak described the failure of authorities to protect kids in Rochdale and Rotherham due to fears of being labelled racist as "simply appalling".

[Home Secretary Suella Braverman](#) said a "blind eye" was turned to "vulnerable white English girls being raped and drugged and harmed by gangs of British Pakistani men" due "to political correctness."

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The PM added: "What is clear is that when victims and other whistle-blowers came forward, their complaints were often ignored by social workers, local politicians, or even the police.

"The reason they were ignored was due to cultural sensitivity and political correctness. That is not right."



## Rishi Sunak rebukes Tory vice-chair for backing death penalty

**Lee Anderson, who was given role on Tuesday, also called for a naval 'standoff' in the Channel over small boats**

● [UK politics live - latest news updates](#)



📷 Lee Anderson's elevation to the job thrilled some fellow 'red wall' MPs but sparked worries among others about potential damage to the party. Photograph: PjrNews/Alamy

Rishi Sunak has rebuked Lee Anderson just 48 hours into his career as Conservative party vice-chair after saying he supported the death penalty because “nobody has ever committed a crime after being executed”.

The Nottinghamshire MP, whose elevation to the job on Tuesday thrilled some fellow “red wall” MPs but **caused worries** among others about potential damage to the party, also called for a naval “standoff” in the Channel over small boats and accused a radio reporter of being dishonest.

His support for the death penalty came in an [interview with the Spectator](#), conducted just before he became party vice-chair. Asked whether he backed the idea, Anderson said: “Yes. Nobody has ever committed a crime after being executed. You know that, don't you? 100% success rate.”



Noting that opponents held up the prospect of miscarriages of justice, he said people shown murdering someone on camera should be executed the “same week”, adding: “I don’t want to pay for these people.”

Anderson’s views were swiftly disowned by Sunak, who was asked about them during a visit to Cornwall. “That’s not my view, that’s not the government’s view,” he said.

Elsewhere in the Spectator interview, Anderson defended his [much-reported earlier comments](#) that most people who used food banks did so because they could not budget and shop properly. Anderson said he could make these arguments as he had been “a single parent for 17 years, with two boys”.

He told the magazine: “I struggled. I know what it’s like to put your last fiver in the gas meter. I know what it’s like to have to sell your car because you can’t afford to run it - so I’ll take no lectures from anybody about being hard up and struggling for survival.”

Discussing the arrival of people who come across the Channel in small boats, Anderson said: “[They] are seeing a country where the streets are paved with gold - where, once you land, they are not in that manky little fucking scruffy tent, they are going to be in a four-star hotel.”

Asked what he would do, Anderson said: “I’d send them straight back the same day. I’d put them on a Royal Navy frigate or whatever and sail it to Calais, have a standoff. And they’d just stop coming.”

In a separate [interview with his local BBC radio station](#) in Nottingham, Anderson became angry when asked about an incident in which, while campaigning before the 2019 election, [he seemingly pretended](#) a friend was a supportive voter while being trailed by a camera crew.

Asked whether he was dishonest, Anderson refused to respond, instead asking the presenter 10 times whether she had ever told an untruth. When she conceded that was the case, he told her: “So you’re dishonest.”

A recording of the entire interview showed Anderson demanding it be broadcast in full on the station or not at all, citing worries about how it might be edited.

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Many of Anderson's views will chime with those of Tory members, who also **tend to back the death penalty**. The deputy chair said he was a popular draw at party events and was now booked up to Christmas.

But some Tories will worry that such trenchant views, widely reported, will put off voters the party needs to attract, for example in seats where it faces a challenge from the Liberal Democrats.

The education minister Claire Coutinho told LBC Radio on Thursday she was a "big fan" of Anderson, while disagreeing over areas such as the death penalty.

"What I think people respond to when it comes to Lee is he does speak his mind. And I think it's really important that we have people who have lots of different opinions," she said.

X: Boris Johnson says he will find it ‘very difficult’ to vote for Northern Ireland deal

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## Boris Johnson says he will find it ‘very difficult’ to vote for Northern Ireland deal

Ex-PM argues Rishi Sunak’s plan for post-Brexit trade arrangements will crush efforts to diverge from EU

● [UK politics live - latest news updates](#)



■ Boris Johnson says Rishi Sunak’s NI Brexit deal ‘does not take back control’ - video

Boris Johnson has said he will find it “very difficult” to vote for Rishi Sunak’s revised deal for post-Brexit trade arrangements in [Northern Ireland](#), arguing that the plan ties the UK to EU regulations that will crush efforts to innovate and diverge.

The former prime minister’s first public comments since the [Windsor framework was unveiled](#) on Monday came as Ian Paisley, one of the Democratic Unionist party’s most high-profile MPs, said he did not see how the party could support the plan.

Making a speech at a commercial summit in London, Johnson did not explicitly say he would oppose Sunak’s plan; rather, he said he hoped it would work, but that he had serious reservations about its impact.

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Johnson also accepted blame for the fact his original plan for Northern Ireland border arrangements did not, as he had promised, avoid checks in the Irish Sea - although he ultimately blamed the [European Union](#) for this.

He also called on Sunak not to drop a bill, [currently going through parliament](#), that would allow the UK to unilaterally change elements of the Northern Ireland protocol, arguing this was the best way to win concessions from the EU.

On the Windsor plan, Johnson said: “I’m going to find it very difficult to vote for something like this myself, because I believed that we should have done something different, no matter how much plaster came off the ceiling in Brussels.

“I hope that it will work. And I also hope that if it doesn’t work, we will have the guts to deploy that bill again. Because I’ve no doubt at all, that that was what brought the EU to negotiate seriously.

“In the meantime, I will continue to campaign for what I thought of, and what I think of, as [Brexit](#) and the logic of Brexit, because this is nothing if it is not a Brexit government. And Brexit is nothing if we in this country don’t do things differently. We need to take advantage of it, and we need to be seen to take advantage.”

The not unexpected but still unwelcome news for Sunak came shortly after Paisley, a Westminster MP for the DUP, placed pressure on his party to reject the deal, on which it is seeking legal advice.

“I don’t believe it meets our tests. And there’s probably six or seven reasons why, for example, EU law will continue to apply in Northern Ireland,” Paisley told BBC One Northern Ireland’s Nolan Live programme.





📷 Ian Paisley, the DUP MP for North Antrim. Photograph: Amer Ghazzal/Rex/Shutterstock

One Northern Ireland's Nolan Live programme.

One issue was that the Stormont brake, which allows Northern Ireland's devolved assembly to block new EU regulations in some circumstances, "only applies to future law, not to existing EU law", Paisley said, adding: "This is not, of course, a legal agreement. This is a political statement."

The core of Johnson's speech and subsequent Q&A session was the argument that Brexit was pointless without significant divergence from Brussels orthodoxy. He said the EU feared the UK "actually taking advantage of Brexit freedoms so as to be more competitive".

It was this fear, Johnson argued, that made the EU interpret his own Northern Ireland plan rigidly, "as a way of keeping us more or less where they wanted".

"This is all my fault. I accept full responsibility," he continued. "Beneath the paint and plasters, there was the cold steel reality of EU control. The commission was in charge, not the UK. And contrary to my hopes, they did not apply it sensibly."

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Arguing against Sunak's revision of the plan, which retains elements of EU legal oversight for goods entering Northern Ireland that are bound for the Republic of Ireland, and thus the single market, Johnson said he had always argued "there was no point in being a vassal state, there was no point in being a rule-taker".

“We must be clear about what is really going on here. This is not about the UK taking back control,” he said. “This is the EU graciously unbending to allow us to do what we want in our own country, not by our laws, but by theirs.

“In that sense, this deal helps to accomplish the key objective I spoke of, in that it acts as a drag anchor on divergence. And there’s no point in Brexit unless you do things differently.”

While arguing there was no point in the UK “just emulating the high-tax, high-spend, low-growth European model”, Johnson said he accepted the argument had probably moved on from his objectives.

“People wanted change in their lives. They wanted to see things done differently,” he said. “I’ve got to put my hands up for this as much as anybody. We haven’t done enough yet to convince them that it can deliver the change they want to see.”

Johnson said he wished that as prime minister he had slashed corporation tax to “outbid the Irish”, adding: “What I wish we had done is put a big ‘Invest here’ sign over Britain as soon as we were out of Covid.”

Asked about a potential return to frontline politics, Johnson was typically opaque, saying only that he had several books to complete: “I got a big budget of words I have to write, and I’m churning it out.”

#### APPENDIX C: Length of sentences

Source	Words	Sentences	Avg. Sentence Length	Paragraphs
<i>The Sun</i> 1	352	18	19.5 words	17
<i>The Guardian</i> 1	711	34	20.9 words	17
<i>The Sun</i> 2	375	18	20.8 words	17
<i>The Guardian</i> 2	752	24	31.3 words	20
* <i>The Sun</i> 3	705	34	20.7 words	36
<i>The Guardian</i> 3	880	38	23.2 words	22
<i>The Sun</i> 4	488	24	20.3 words	19
<i>The Guardian</i> 4	639	29	22 words	17
<i>The Sun</i> 5	339	15	26.7 words	13
<i>The Guardian</i> 5	668	25	26.7 words	17

\* The provided text contains five bullet points, which can be considered five separate items or concepts. However, these bullet points do not constitute traditional paragraphs because they do not contain complete sentences or a continuous block of text.

APPENDIX D: Types of sentences

<b>Source</b>	<b>Simple</b>	<b>Complex</b>	<b>Compound</b>	<b>Compound-Complex</b>
<i>The Sun 1</i>	5	11	0	1
<i>The Guardian 1</i>	12	17	4	1
<i>The Sun 2</i>	7	10	0	1
<i>The Guardian 2</i>	6	15	1	3
<i>The Sun 3</i>	14	19	1	0
<i>The Guardian 3</i>	8	26	1	3
<i>The Sun 4</i>	7	14	0	3
<i>The Guardian 4</i>	2	22	1	4
<i>The Sun 5</i>	5	8	2	0
<i>The Guardian 5</i>	6	14	2	3