

**MASTHEAD** includes title of newspaper. The font implies the legacy or age of the newspaper and that it can be trusted. The French "Dieu et mon droit" means "God and my right," comes from the coat of arms of the Royal Family: the paper is pro-monarchy, pro-religion, conservative in **VALUES** and **IDEOLOGIES**. It believes in free market economics, among many other beliefs.

#### DATELINE

#### INSIDE STORY

Contrasting images of two famous couples (**STAR POWER**) for the reader to compare/contrast male actors and ageing process. The paper is **MID-MARKET** which means it will focus on serious issues plus celebrity stories.

**SIDEBAR** with an unrelated story. First names are used as the audience are expected to know Meghan, Harry and their status. Reinforces pro-monarchy stance of paper as first names show familiarity with Harry/Meghan.

**IMAGE** (4 colour picture): slightly poor quality could mean it's been taken from social media.

**CAPTION** to explain image. "Estranged: Meghan, right, and her half-sister, Samantha." Fans of royal family will be keen to know more.

**PAGE LEAD:** the **COPY** or **BODY TEXT** that tells the story behind the headline.

#### 3 x CROSS-REFERENCES

1. SEE PAGES 30-31
2. SEE PAGE FIVE
3. Turn to Page 6



**KICKER** is the text above the headline. If it's below, call it the **STRAPLINE**. Audience will know what GPs means and the use of "treble" could be an alarming statistic – we don't know the period of time this trebling has taken.

**HEADLINE** uses colloquial language to convey its story: "hooked" suggests an addiction, "nation" signifies the UK and "happy pills" is a fairly derogatory term for anti-depression medication.

This is a negative portrayal of the medication since the phrase "happy pills" diminishes the seriousness of depression and of mental illness.

**BYLINE** of journalist 'Medical Correspondent' suggests specialist knowledge. Reinforces the view of the paper can be trusted.

#### HEADLINE & KICKER analysis

The headline and kicker provide a mix of factual and emotive language. The "A Nation Hooked" is an **ASSERTIVE STATEMENT** and suggests the event has happened/is still happening and cannot be reversed. The "heads towards top of world table" is usually something to be proud of in another **CONTEXT** (e.g. Olympic medal wins, education league tables) but here is negative. There is an implicit shame in being top of a statistical table of mental health medical treatment. The underlying **IDEOLOGY** could be that the newspaper disagrees with prescribing medicine for something that may be treatable by other means.

**COPY** analysis: it turns out that this study is from figures over the span of 15 years which makes the alarming **TONE** of the language the reporting uses potentially misleading.

# Newspaper Article To Analyse

**Ian Pickup**



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