

The Birth of the New British Royal Family Member in the British Press: A Discourse Analysis

Adéla Hrabalová

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Mgr. Libor Marek, Ph.D.
děkan



Mgr. Roman Trušník, Ph.D.
ředitel ústavu

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ABSTRAKT

Cílem této bakalářské práce je ukázat jak britský tisk pojednává o narození nového člena britské královské rodiny. Teoretická část se zaměřuje na britskou královskou rodinu a její vztah s britským tiskem. Také se zaměřuje na britské noviny a jejich základní strukturální části. Praktická část se soustředí na ukázání toho jak britský tisk skutečně pojednává o narození Archieho Harrison Mountbatten-Windsora v den 6. května 2019.

Klíčová slova: Britská královská rodina, nový člen královské rodiny, Archie Harrison Mountbatten-Windsor, seriózní noviny, bulvární noviny, Vévoda ze Sussexu, Vévodkyně ze Sussexu

ABSTRACT

The aim of this thesis is to show how the British press deals with the topic of the birth of new British Royal Family member. The theoretical part is focused on giving background on the British Royal Family and their relationship with British press and as well on the background of the British newspapers. The practical part is focused on demonstrating how the British press depicts the birth of Archie Harrison Mountbatten-Windsor on May 6, 2019.

Keywords: British Royal Family, new member of Royal Family, Archie Harrison Mountbatten-Windsor, serious newspapers, tabloid newspapers, The Duke of Sussex, The Duchess of Sussex

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

British press media and the British Royal Family are connected since the 18th century when newspapers started discussing matters of the Royal Family (Verner 2013, 22). The connection grows with more available information about the British Royal Family. The attention of the British media on the British Royal Family is focusing on their official actions as well as their private life. Private matters of members of the Royal Family are presented in newspapers frequently, and The Duke and Duchess of Sussex are highly watched members of the Royal Family in recent years. Tradition breaking behaviour of The Duke and Duchess of Sussex attracts the attention of the public and makes the public curious about how The Duke and Duchess would act in the matter of the birth of their first child. This makes the British press more invested in informing about the birth of their baby Archie Harrison Mountbatten-Windsor, the first child of The Duke and Duchess of Sussex who was born on May 6, 2019.

I decided to have a closer look at the published articles on the topic of the birth of Archie Harrison Mountbatten-Windsor and analyse how the British press is dealing with this matter. Firstly, theoretical part of this thesis deals with the introduction of the British Royal Family and the relationship of the Royal Family with the British press. It also gives a background of the newspapers and how they form their articles. The content goes from brief history and distinction of newspapers to the language, headlines and content of the articles.

On the other hand, the practical part deals with the methodology and the results from the studied newspapers. It shows how the matter of the birth of the new British Royal Family member is discussed in six selected newspapers. The selected articles are all from online newspapers and are from May 6, 2019, the day Archie Harrison Mountbatten-Windsor was born. The articles are accessed online as the culture of obtaining information from online sources is on the rise, and it also includes the newspaper industry (Verner 2013, 23). The discussed elements of the articles are addition or omission of words, the register used for the headlines and articles, metaphors, the content of the articles, social actors and the use of visual devices as part of the articles. The practical part presents the idea of the relationship shared by the British Royal Family, and the British press, and how much the content is transformed by the recipient demand and their desire for more information.

The aim of this thesis is to analyse how the British press deals with the topic of the birth of the new British Royal Family member. My aim is to describe features the British newspapers used to support their statement on the matter of the birth of the new British Royal Family

member. I want to map the issues of how the British newspapers publish a different number of articles with a variety of secondary topics that are related to the topic of birth of The Duke and Duchess's of Sussex child, how they use of headlines to manipulate the reader, how they use language of the selected articles, naming of actors of the articles and use visual devices and advertisements to support the written text. This analysis shows the topic of the birth of the new British Royal Family member is dealt with differently in the group of serious newspapers in contrast with the group of tabloid newspapers. I believe that despite the differences in processing the main topic in serious and tabloid newspapers, the topic is immensely important for the public and the newspapers need the report as many information as possible on the matter.

I. THEORY

1 BRITISH ROYAL FAMILY

The Role of the Royal Family in the United Kingdom is to help keep stability and work with charities, public service and brace unity of nations belonging to the United Kingdom (The Royal Family 2018).

The official duties are taken by the members who are closest to Her Majesty the Queen, such as her children, grandchildren, and great-grandchildren. The duties may contain responsibilities in the United Kingdom and abroad. Official duties where The Queen may not be present other members of the Royal Family take place. The duties are divided among the Royal Family members who actively work for the crown. These may be visits for toughening economic and diplomatic relations, State funerals, national festivities, and supporting charities (The Royal Family 2018).

1.1 Her Majesty the Queen Elizabeth II

On 11th December 1936, when her father became King George VI, Princess Elizabeth became first in line to the throne (Britannica 2019). The King George VI, died in January 1952 and Princess Elizabeth became Her Majesty the Queen Elizabeth II. This fact makes her reign the longest in the history of the United Kingdom (Britannica 2019).

The Queen remains to realise her visits to charities, schools, public services and other duties as every other full-time working member of the Royal Family. Her links are to over 600 international and local charities, military associations and public service organisations. She is hosting Heads of State, visiting them all around the world and traveling more than any previous monarchs did (The Royal Family 2018).

1.1.1 Children of Her Majesty the Queen and The Duke of Edinburgh

Her Majesty the Queen Elizabeth II and her husband The Duke of Edinburgh have four children. Their first child and so first person in line to the throne, Prince Charles, was born in 1948. Their second child, Princess Anne, was born in 1950. Prince Andrew, their third child, was born in 1960 and after him the youngest of their children, Prince Edward, born in 1964 (The Royal Family 2018).

As the main focus of this thesis is description in the media of the birth of Archie Harrison Mountbatten-Windsor, the grandson of the first in line to the throne, the following chapters are dedicated to the close family of Charles, Prince of Wales.

1.1.1.1 The Prince of Wales

As the oldest child of Her Majesty the Queen Elizabeth II and The Duke of Edinburgh Prince of Wales is the first in line to the throne.

Prince Charles, from his own will, started training as a jet pilot for Royal Air Force in 1971 (The Royal Family 2018). He got his qualification as a helicopter pilot in 1974 and joined 845 Naval Air Squadron. In 1976 he finished his service in Navy (Prince of Wales 2018).

The Prince of Wales and his first wife Lady Diana Spencer entered into marriage on 29th July 1981, through which she became The Princess of Wales. During their marriage, their sons, Prince William and Prince Harry were born. However, their marriage did not last, and in 1992 the pair announced highly watched separation (The Royal Family 2018). In 1996 the marriage of Prince of Wales and Princess of Wales was brought to an official end. Despite the fact that the couple divorced, Princess Diana remained a member of the Royal Family and carried on living at Kensington Palace and working for many charities. She died after a car crash in Paris, and her funeral took place in London in 1997 (The Royal Family 2018). Prince of Wales together with both their sons participated in her highly televised funeral and walked behind her coffin (Prince of Wales 2018).

In 2005 after a long-time relationship The Prince of Wales got married again, to Camilla Parker Bowles. Due to the previous marriage, she got the title of The Duchess of Cornwall instead of Princess (Prince of Wales 2018).

1.1.2 Grandchildren of Her Majesty the Queen and The Duke of Edinburgh

Her Majesty Queen Elizabeth II and The Duke of Edinburgh have eight grandchildren from their four children. However, as mentioned above, most important for the British media and the public are children of The Prince of Wales. The Duke of Cambridge and The Duke of Sussex, which is due to their succession to the throne.

1.1.2.1 The Duke of Cambridge

The first son of The Prince of Wales and Diana, Princess of Wales, Prince William was born in 1982. He became second in line to the throne right after his father, The Prince of Wales. The Duke of Cambridge has many Royal duties as well as helping with many charities, presenting at engagements, being a patron to organizations and institutions, supporting The Queen on her official occasions and many more (The Royal Family 2018).

During his studies at the university, Prince William met his wife Kate Middleton, whom he married in 2011. The Duke and Duchess of Cambridge have three children, Prince George, who was born in 2013 and is third in line to the throne, Prince George's younger sister

Princess Charlotte, who was born in 2015; and the youngest of the children Prince Louis who was born in 2018 (Britannica 2018).

1.1.2.2 The Duke of Sussex

The second son of The Prince of Wales and Diana, Princess of Wales was born in 1984 (The Royal Family, 2018). Like his older brother Prince William, Prince Harry attended Eton Collage, and after finishing in 2003, he travelled around Australia, Argentina, and Africa for a year (The Royal Family 2018).

Similarly to his older brother and father, who both served in military, Prince Harry finished his training as a Second Lieutenant in the Household Cavalry in 2005. At the end of 2007, Prince Harry started his service in Afghanistan and in February 2008 came back from the mission (Britannica 2018). In 2012 Prince Harry had gone to Afghanistan for his second tour of duty. At the beginning of 2014 he finished his attachment to the Army Air Corps and moved to the role of Staff Officer. Prince Harry completed his military career in 2015. Since then, Prince Harry focused on his royal duties and support of The Queen Elizabeth II as well as his charity work (The Royal Family 2018). One of the foundations that Prince Harry has founded and is supporting an international sporting competition named Invictus Games. The first Games took place in 2014. The foundation focus on injured and sick veterans and servicemen and women (Britannica 2020). Another co-founded charity by The Duke of Sussex is Sentebale. This charity focus on educating, providing medical care, supporting mental health and wellbeing of children affected by HIV in Lesotho and Botswana (Sussex Royal 2020).

In May of 2018, Prince Harry got married to former American actress Meghan Markle. In connection to the wedding, Prince Harry received a new title, The Duke of Sussex and his wife became The Duchess of Sussex (Britannica 2019).

The Duke of Sussex is under scrutiny of media since his birth. Public views of The Duke of Sussex as the playful and sometimes troubled royal in contrast to his older brother The Duke of Cambridge who is seen as the responsible royal family member (Krajnik 2020, 78). The contrast in behaviour of the two brothers attracts attention of media since they were children. The Duke of Sussex was breaking Royal rules when he was showing his wild behaviour while caught naked in Las Vegas, trying to fight paparazzi and showing his affection (Krajnik 2020, 9-10). The Duke of Sussex has settled down since the years of his wild behaviour.

Nevertheless, The Duke remains violating the Royal traditions. In January of 2020, The Duke and Duchess of Sussex announced they are stepping down from positions of full-time working members of the family. They are becoming privately funded members of The Royal Family. This decision took the possibility of actively using the titles of His and Her Royal Highness, however they formally remain His and Her Royal Highness Duke and Duchess of Sussex. Despite the fact The Duke and Duchess are no longer full-time working royals, some charities as for example Invictus Games will continue to have their support. The decision to step down from the positions of full-time working members of British Royal Family came due to the increasing interest of media in the privacy of the couple (Sussex Royal 2020).

1.1.3 Great-grandchildren of Her Majesty the Queen and The Duke of Edinburgh

Her Majesty Queen Elizabeth II already has eight great-grandchildren. Those who are the seen most are the three of the great-grandchildren of The Duke and Duchess of Cambridge and one of The Duke and Duchess of Sussex (The Royal Family 2019).

Prince George, as the first child of The Duke and Duchess of Cambridge, has the most significant chance to ascend to the throne from all the great-grandchildren of The Queen Elizabeth II and it puts him to third place in line to the throne (The Royal Family 2019). Archie Harrison Mountbatten-Windsor the first child of The Duke and Duchess of Sussex was born on May 6, 2019. He is seventh in the line to the throne after his father. Despite the fact he is seventh in line to the throne, the amount of attention he is getting is enormous as he is the first child of The Duke and Duchess of Sussex (The Royal Family 2020). The attention The Duke of Sussex has generated by his wild behaviour in the past and acting history of The Duchess of Sussex generated is now following their son.

1.2 The British Royal Family and British Press and their relationship

The British press was writing critique and discussing private matters of the Royal Family since the 18th century as Verner (2013, 22) suggests. Yet, as he continues, it was in much smaller scale in contrast to amount of articles about private matters of British Royal Family written in recent years.

Thirty years ago, private life of Princess Diana and Prince Charles was highly publicised by British press, from their marital problems to their separation and following divorce. Just before her death, Princess Diana was one of the most photographed people in the world. She died in automobile accident while she was evading the intrusive press. The attention, of the press and media, which arose from this accident was enormous and devastating for her sons

as they were still children at the time (Britannica 2020). Tabloid newspapers came with conspiracy theories about the death of Princess Diana and filled the newspapers with them every day. The sources referred to by the newspapers were anonymous. The stories about the circumstances of the death published each day were increasingly unlikely, however the newspapers published more each day. This behaviour continued for several years after Diana's death. This behaviour caused the British Royal Family to change the relationship with the popular press (Cole and Harcup 2010, 30).

The relationship, of British press and The Duke of Sussex specifically is rather unpleasant due to the history with the press. As the official statement of The Duke of Sussex from 1st October 2019 implies, The Duke does not like British press. He mentions the circumstances of his mothers death in 1997 and how the similar intrusive actions happen to his wife, The Duchess of Sussex. As The Duke does not want his wife end the same way as his mother did, he and his wife decided to step down form the royal duties and live life more privately without extensive attention of press (Sussex Royal 2020). This fact supports letter sent by The Duke and Duchess of Sussex to four media groups from United Kingdom, as they mention they will no longer engage with them in any means. The letter mentions one of the reasons leading to this decision is The Duke and Duchess do not want to support newspapers whose content is largely based on lies (Jobson 2020). The actions of The Duke and Duchess of Sussex in past year prove their relationship with media, especially the popular press is unwanted.

2 QUALITY AND TABLOID NEWSPAPERS IN GREAT BRITAIN

The chapter introduces serious and tabloid newspapers in Britain and offers background to the newspaper language, the structure of articles and the current situation of newspapers.

In 1848 the production of printed material increased dramatically when the rotary press was introduced. It gave an opportunity for well-known newspapers to increase the number of pages and in connection to that, increase the number of advertisements placed in the newspapers (Temple 2008, 17-18). During the end of the 19th century and beginning of the 20th century, the number of readers increased. Therefore, with a higher number of readers, the newspaper industry started shifting into the entertainment industry. It made the press start to focus on profit and numbers of sold copies and advertisements placed into the newspaper (Verner 2013, 23).

2.1.1 Quality newspapers

The term newspaper is derived from it delivering news to people and paper as the medium of delivering it. Thirty years ago, the newspapers were only printed medium issued regularly and limited by its location. This changed over the years and nowadays serious and tabloid newspapers are widely accessible online as well as in paper version. As Verner states, the paper versions are in a much lower number that used to be. The Guardian has only 0,2 million of printed versions today as does The Independent (Verner 2013, 27). The facts for both newspapers are the same despite the fact, The Guardian is one of the oldest quality newspapers in contrast to The Independent which is one of the youngest. Yet the nowadays movement to online world lays on every newspaper the same amount (Verner 2013, 23). As mentioned above, the definition is not so accurate nowadays. Newspapers do have their website versions online and do not need the print anymore. The Guardian, The Independent and The Daily Telegraph are its examples. All three are accessible online.

The serious newspapers are traditionally focused on text and debate and less interested in people stories, and popular culture (Cole and Harcup 2010, 31). The Daily Telegraph is keeping the quality of serious newspaper but incorporating some features of a tabloid newspaper. This mixture was an successful idea. Daily Telegraph was founded as respectable newspapers with a few features of tabloid newspapers to attract a reader. The Daily Telegraph as a transition genre newspaper was the most read and influential newspaper after 1855 (Verner 2013, 23).

2.1.2 Tabloid newspapers

In this section, more information on newspapers with more entertaining features are presented. The term tabloid is an explanation of format itself. The term was created from “tablet” and is a reference to its printing practices (Jones and Holmes 2011, 208). According to Verner, the first “real” tabloid newspapers were founded in 1894 as, for instance, the Daily Mail which functions to present day. The Daily Mail almost reached one million sold prints, during the first six years of its functioning, which was an enormous amount for that time (Verner 2013, 21-22).

With the expansion of popular daily press, it shows features of non-elite culture. It is a contrast to the quality newspapers that used to be only for elite groups of highly educated people (Conboy 2002, 25).

The tabloid newspapers focus on printing exciting news for their readers (Cole and Harcup 2010, 22). A typical feature of tabloid newspapers is a strategy of using a small number of topics that are successful according to surveys. The newspapers fill the front pages with such popular topics, whether something serious happened or not (Cole and Harcup 2010, 30). Sofia Johansson, who has done research focused on British tabloids from an audience perspective, suggests the fact tabloid newspapers have a sensationalist style of delivering news, celebrity oriented and sexualised content with aggressive journalistic methods (Johansson 2007, 22-23). This description is appended with the fact that one of the journalistic methods used frequently is incorporating pictures. The high frequency of incorporating pictures is the reason why the tabloids are frequently referred to as picture newspapers (Cole and Harcup 2010,22).

With the transformation to the online space, tabloid newspapers reach even wider range of readers and are not limited by the space the paper format allows (Verner 2013,23).

To understand the newspapers texts is important to understand the message the author intended to convey. This is influenced by the context in which the text is received. It is a set of circumstances internally creating an image in the mind of the reader helping with setting the text into the right location, time and visualizing the external circumstances (Widdowson 2007, 20).

The intention of the text is to persuade the receiver to think or feel certain way as the author of the text wants (Widdowson 2007, 67). The medium to persuade the reader to think certain concepts can be metaphors rather than explicit formulations of authors’ thoughts. It can help the author of the text to create an image in the mind of the reader with specific connotations related to the expression. It recategorizes the phrase as something else, but only in certain

respects, so the attitude can remain the same. It can be used in both positive or negative ways (Widdoson 2007, 72).

The perception of the text depends on the recipient and his or her understanding of the conveyed message. This is influenced by the background of the reader. The readers background influences not only the understanding of the message, but also what category of newspapers the reader inclines towards. As Cole and Harcup suggest, newspapers are an escape from ordinary life and unwanted emotions of the readers (2010, 22). The reader decides what content is a suitable escape for him or her.

According to market research done in 1995 by newspapers themselves, the results for whom the articles are written show The Daily Telegraph, The Independent and The Guardian have over seventy per cent of middle-class readers (Reah 2002, 36). This result suggests the audience is rather from a higher socio-economic and intellectual sphere of society. As the readers tend to have higher income and education, as a result the serious newspapers tend to be more issue driven (Cole and Harcup 2010,31-33).

In contrast The Daily Express, Daily Mail and The Sun have between sixty to twenty per cent of middle-class readers (Reah 2002, 36). Audience of tabloid newspapers are readers of both sexes with lower socio-economic background as they tend to have lower income and education. Therefore, they tend to choose the content of tabloid newspapers (Cole and Harcup 2010, 22). The results of the survey do not mean the readers of quality newspapers do not ever read tabloid newspapers articles. It just states the tendency of people with higher education inclining towards serious press over the gossip.

2.2 Language

Continuing with important feature of text and that is a language. It is a matter of constructing texts into contexts to make a meaningful message. The message is supposed to carry a thought of an author of the text to receiver of the text as intended (Widdowson 2007, 27). All texts have a lexical, syntactical and grammatical level on which they operate. Those levels combine into functional language and can be decoded by people. The language is decoded by people living in a specific culture, and it causes a different perception of the language. The metaphors, concepts and beliefs must be properly understood in the specific culture or sub-culture. In other culture, the same concepts, metaphors and the whole text may be misunderstood due to lack of context for the reader (Reah 2002, 55). Therefore, the usage of language has to be adequate to the recipient of the text. As Cotter suggests, the reporter

needs to provide well-constructed, well-written and well-reported story to be easily understood by reader (2010, 26).

2.2.1 Language of quality newspaper articles

Quality newspaper language has the tendency to contain expressions specific for the field and to use rather formal or neutral language in contrast to tabloid newspapers which incorporate slang and spoken expressions. As Conboy suggests, the language of serious newspapers is rather neutral in order not to offend anyone (2006, 14).

Despite the fact the language needs to show the seriousness and not to be offensive, Temple suggests, the quality newspapers have gone through makeovers not to lose their readers (2008, 173-174). With a higher number of people being able to read, the newspaper language developed into a mixture of technical and general language (Verner 2013, 23). Choosing simpler subjects and incorporating other features of the popular press goes simultaneously with the simplified language (Osvaldová 2016, 7).

The language of serious newspapers no longer focuses on politics and serious topics. The focus of the respectable newspapers had shifted to reporting on sports or the Royal Family as well as staying with its previous focus (Temple 2008, 173-174). The positive side of these changes is that politics and other discussed topics in respectable newspapers are more accessible to a broader spectrum of readers (Temple 2008, 181-186).

2.2.2 Language of tabloid newspaper articles

Moving on from the topic of serious newspapers language to tabloid language, the press and the language of regular people have a great connection to the success of the newspapers. Once the reader is familiar with the language and does not have a problem with understanding it, he or she keeps reading more (Conboy 2006, 1). The language of tabloid newspapers is immediate and quick in order to keep with the readers attention and it is the latest form of language. Other features of the language in tabloid newspapers are intently used words connected with social class and income of the reader (Conboy 2006, 1-14).

Frequently used features are entertainment-driven and dramatic expressions (Cole and Harcup 2010,22). Teun Van Dijk, suggests the use of metaphors, irony and rhyme as strategy of tabloid newspapers. The tradition of metaphors and word plays is part of highly influential tabloid newspaper language (Van Dijk in Conboy 2006,15).

Tabloid newspapers contain significant amounts of colourful adjectives and hyperbole (Conboy 2006, 5). The hyperboles are frequently used to promote the newspapers as for example stating it is the best, the most up to date and other superlatives and dramatic

language connected to selling more (Conboy 2006, 37). Besides of hyperbole, dramatic expressions and vocabulary of specific social class, humour, nicknames, cultural references and rhetorical devices are used (Conboy 2006, 18-35). Using different syntax strategies can enable tabloid newspapers to use a listing strategy that makes an author of the article act as some celebrity is as important as the major political situation in the country at that moment. The strategy of using various designations of social actors which may manipulate with the perception in a positive or negative way are frequently used (Conboy 2006, 38). These practices are used to show both negative and positive emotions. The language inclines towards the meaning being noticeably negative as it increases drama (Bednarek 2006, 193-197).

Overall the language of serious newspapers shows less emotions, entertainment and drama in contrast to tabloid language. The same can be said about the use of metaphors, where the frequency is higher in tabloid newspapers, however the language of serious newspapers evolves to keep its readers. It causes simpler language and wider spectrum of people reading about serious topics.

2.3 Headlines

Headlines are the first part of article that reader sees. Typically, headlines are written in larger and bold font for attracting reader's attention. Headlines are a specific type of text. They are rarely written by the author of the article. They should summarize the content of the article in a minimum of words yet attract the attention of the reader as much as possible. The space for the headline in paper version of newspapers is usually limited by the rest of articles in the same section of newspapers, and its size has to fit between other articles perfectly (Reah 2002, 13).

Print headlines has to be short and attractive to readers' eyes. The words used in headlines are chosen very specifically to use the space fully and catch attention (Reah 2002, 16). Cotter suggests, that the headline should use its informative function to maximum (2010, 26). Informative and attracting functions of a headline collide. The headline should summarize information on what happened, where it happened, who was participating, and how it happened (Reah 2002, 24). Its informative function should be used for maximum of its potential (Cotter 2010, 26).

2.3.1 Vocabulary of headlines

Authors of headlines have developed a vocabulary specifically for this type of text which combines needed features of it being eye-catching, short and effective in communicating the important message. Specific language used in headlines is not used anywhere else besides the headlines (Reah 2002, 15). However, there is a problem that many people might be confused by the formulation of the headline and expect different content of the article as the syntax is different from Standard English. Omission, addition or change of word order can manipulate the opinion of the recipient (Reah 2002, 13). By forming various sentences structures different from the standard language structure, the headlines can manipulate with the readers' perception. Meaning of the sentence is created to show the reader the important part of the sentence. To create different meanings of the same fact the words can be added, omitted or shifted (Reah 2002, 73).

The omission of words in headlines can be observed in headlines in order to make it shorter. Frequently omitted words are, for example, personal titles, articles, auxiliary verbs and many more. The meaning will still be understood, even without the omitted words. Determiners such as *the, this, a, that* and auxiliary verbs such as *be, have, do* are not important for the writer as the grammar of articles headlines differs from standard English. Having said that, the omission of grammatically significant words can cause ambiguity of the headline (Reah 2002, 19).

As Reah suggests, adding words into headline can increase the attractivity for the reader. They are usually words increasing drama. The author of the headline achieves its memorability by using common words of a language (2002, 16-18).

The author of a headline plays not only with omission or addition of words to headlines the author also reorganises the structure of language. The writer changes the standard word order due to the effort of producing efficient and eye-catching text. At that moment, standard grammar does not play an important role (Reah 2002, 21).

Overall, the informativeness of headlines should be as high as the available data enables. The headline can attract the readers' attention by unusual appearance as well as with its language.

2.4 Content

The difference between respectable and tabloid newspaper content is wide. The quality newspaper contains political information, international events and does not contain as many visual devices, metaphors and only little quantity of people stories. The tabloid newspapers

contain many visual media like pictures and videos, humour and many gossips about celebrities, sex and only a little information that are relative. This criteria also apply for the articles about the birth of the new Royal family member.

As Temple states, the newspapers that are heavily sponsored have to censor content. The content should not be in conflict with the sponsor's idea or with an advertisement placed in the newspapers. This goes hand in hand with the way of financing the newspapers (Temple 2008, 149).

The content of quality newspaper incorporates subjects such as news, politics, economics, significant events form the world, discoveries, law, minimum of people stories and few taboo subjects for example racism. Quality newspapers do include emotions in some ways. The articles are not written in a biased or emotional way but the articles are usually written in order to encourage the reader to feel more involved in the discussed problem and to make him or her want to read more about it. The emotions are shown via the protagonist of the article and by choice of various designations of social actors (Temple 2008, 179-81).

On the other hand, tabloids have a great interest in gossip stories, scandals, criminality and tragedy of humankind with a significant amount of visual devices (Conboy 2006, 5). To add to the mentioned topics the tabloids contain marriage and divorce stories, information about the British Royal Family, sex stories and more topics described in emotive language. As a contrast to the quality newspapers, tabloid newspapers do not contain much information on politics and the economy (Conboy 2006, 12).

To understand the content of tabloid articles, the reader does not need much expertise and research as opposed to respectable newspapers (Jones and Holmes 2011, 210). Often can be seen tabloid newspaper promotes itself to the reader for increasing selling (Conboy 2006, 37).

Many times the stories written in popular newspapers are made up only to have some entertainment content story and to allure reader. The reader has to think about the truthfulness of the information in articles of tabloid newspapers (Osvaldová 2016, 8). As already mentioned in chapter 1.2 tabloid newspapers were published stories about the death of Princess Diana for several years after the accident happened. This tactic was to attract the attention of readers. However, the sources of this information were unknown, therefore the reliability was doubtful (Cole and Harcup 2010,30). This demonstrates how serious and tabloid newspapers differ in general. The approach of serious newspapers which report on a specific topic only when new information is available. On the other hand, tabloid newspapers report on any topic which has the highest amount of readers.

2.5 Press industry nowadays

The research presented by Harmon indicates that the majority of currently printed newspapers are tabloids. Tabloid newspapers take the first three places in the number of prints. The Sun had the first place with over 2 million sold papers in April of 2013. As a representation of the respectable newspapers with some tabloid features is The Daily Telegraph in the fourth place (Harmon 2013, 16).

The press industry is changing dramatically. Profits throughout the whole industry are falling, and newspapers are reducing their costs. Many newspapers are laying-off workers. The newspapers are trying to attract younger readers to “raise them” as loyal readers and have an audience for a long time ahead (Dominick 1994, 113). Based on the theory, newspapers need young readers because the older audience is going to die soon, the focus should be on the readers with potentially longer life (Cole and Harcup 2010, 37). This means even the change to online access as the young audience does shift not to buy paper versions of newspapers (Verner 2013, 23).

The overall distinction of tabloid and serious newspapers is in every category mentioned above. Serious newspaper inclines towards traditional journalism, with neutral language, various topics of interest, mediating available information without further emotions and authors beliefs. Which is in contrast to tabloid newspapers which are based on emotions, manipulating with readers perception.

II. ANALYSIS

3 METHODOLOGY

Since the theoretical part of this thesis gave background on the British Royal Family, and newspapers history, language, headlines, content and the current situation of newspapers the third chapter of this thesis is showing how the press cover topics published and related to the birth of new Royal Family member.

Firstly, for the analysis, I have chosen six newspapers that are available online. The chosen newspapers are from well-known British newspapers. For a better understanding of the specific features, the articles are divided into two groups. The first group is serious newspapers, and the second group is tabloid newspapers. Three of the newspapers are from the category of serious newspapers, and the other three are from the category of tabloid newspapers. Once I have decided on which newspapers to analyse, I have found all articles published online during May 6, 2019, on the website versions of the chosen newspapers. Then I have gathered these articles and gathered the literature for the theoretical part. The literature for the theory is focused on the British newspaper industry, the newspaper industry in general, the distinction of varieties of newspapers, and the British Royal Family as it is the main content of this thesis.

Based on the articles from both categories of newspapers, I have decided to analyse only the parts that stand out the most from the articles. The comparison of both serious and tabloid newspaper articles is the basic method of describing the features. Another method used for the analysis is the demonstration of the number of articles about the birth of Archie Harrison Mountbatten-Windsor and how it represents the British press. Following with the demonstration of the content of the articles which is diverse. Analysing the headlines and their register is the next method used for this analysis which shows the actions of the British press in connection to the birth of the new Royal Family member. Showing the use of visual devices and advertisements in the articles is the last method used for the analysis.

Overall, the methods used in this thesis are helping to demonstrate how articles on the topic of the birth of the child of The Duke and Duchess of Sussex are created. The methods show how the recipient affects the whole article, for example, the content and the register. The analysis does not include all typical parts of discourse analysis. However, the parts analysed are the ones that stand out the most from the selected corpus of articles.

4 STUDIED NEWSPAPERS

The examined serious newspapers are The Guardian, The Independent and The Daily Telegraph. The Tabloid newspapers are Daily Mail, The Daily Express and The Sun. The different features of the serious and tabloid newspaper reports are shown in the following chapters of the thesis.

Authors of the reports are named in each article, both serious and tabloid newspaper. Out of hundred and ten examined articles are only two exceptions, from Daily Mail, where no author is cited. Rarely, vague designations of the authors appear in articles. One article from The Sun states the author is “Sun reporter”. A similar feature is noticeable in Daily Mail. Eight articles are named vaguely with the author being Press association.

The placement is just under headline or next to the headline of the article. The placement makes the reader move forward quickly from the name of the author to the rest of the text as the size of the name of the author is written in much smaller font in contrast to the headline. This fact suggests that the author of the report is less important than the report itself and the recipient of the article is not paying attention to such a small text.

The readers of these articles are from the working class, through middle class to upper class based on which newspaper is chosen. As mentioned already in chapter 4.3 with the respectable newspapers, a tendency of the reader being instead from middle-class is noticeable, with higher education, higher salary and lower desire for gossip. The distinction of the reader is visible in the language used and the content of the articles. On the other hand, a higher number of tabloid newspaper readers tend to be people working manually, with lower incomes and lower education interested in gossip and rumours (Reah 2002,36).

As the articles are accessible via the internet, the recipient may be anywhere in the world, nonetheless as the newspapers are British origin, the tendency of the reader being from the United Kingdom is much higher. As concerns the language in which the articles are written, the recipient should understand the English language.

Authors of the texts are employees of newspapers, or freelance journalists and are writing the articles to inform their readers about the birth of the new Royal Family member. The reader of such a report in serious newspapers takes the information and supposes that following days he or she learns more about the matter. As the information in the articles is all the information available about the birth. On the other hand, the function of the text in tabloid newspapers is to inform about the main topic, the birth of the new Royal Family member as well as to entertain. The recipient of such content receives information about the

birth yet, still searches for more related content. The reader learns about fashion of The Duchess of Sussex during her pregnancy, the relationship with her father, potential godparents and other related topics. Such a reader enjoys content full of drama and comes for gossips as a way of escaping from the difficulties of his or her own life.

4.1 Amount of articles

The quantity of published newspapers articles during May 6, 2019, is large as it is the day of an anticipated birth of the new British Royal Family member. However, only thirteen per cent of them are from the serious press, and the remaining are published by tabloid newspapers.

The Guardian is a newspaper with the lowest number of articles published during the day of birth. It is represented by only two articles in research corpus. The Daily Telegraph follows with six reports on the topic. The most reports from the group of serious newspaper articles are in The Independent. It is seven reports during May 6, 2019. In contrast of the serious press, the tabloid newspapers Daily Mail published twenty-six reports on the day of the birth. Follows The Sun with thirty-two articles and The Daily Express, publishes the most of them, thirty-seven articles during May 6, 2019.

These data show a varying operational mode of the newspapers. The need for a large number of reports can be detected in tabloid newspapers. They do need to place as many advertisements as possible to fund the running of the newspaper. The serious newspapers are placing advertisements to fund the running as well as tabloid newspapers. However, serious newspapers various ways of funding. Such as donations or paid subscriptions, which results in lowers need of placing a significant quantity of advertisements.

The highly anticipated birth of new Royal family member brought great attention of readers of both serious and tabloid newspapers as Figure 1: Amount of published articles indicates.

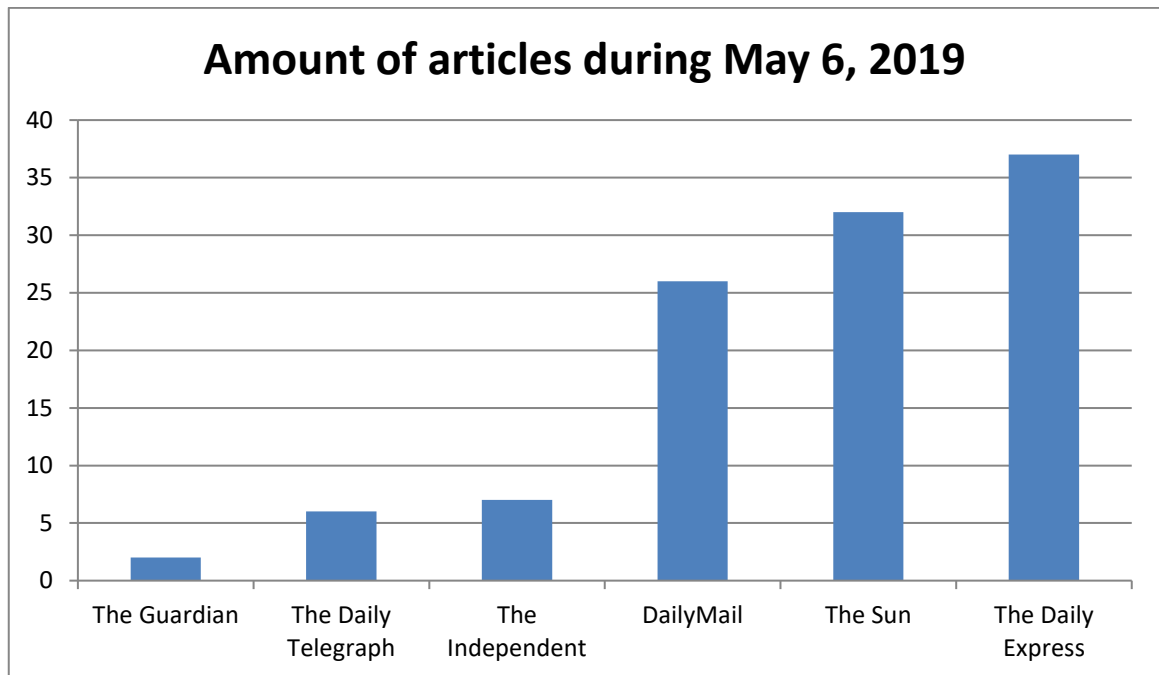


Figure 1: Amount of articles during May 6

4.2 Content of the articles

The main focus of all the articles is on the birth of the new Royal baby. However, the secondary topics are visible in both categories of newspapers and are listed in the charts below. As the serious newspapers published a much smaller quantity of reports on the day, the secondary focus of the articles has a smaller scale of topics in contrast to the tabloid reports.

The features shared in all articles from serious newspapers are the reference to the official announcement of The Buckingham Palace about the birth of the son of The Duke and Duchess of Sussex. The reports also mention the new British Royal Family member does not have a name yet.

The topics of articles in respectable press are for example official video announcement of The Duke of Sussex, facts such as the weight, gender and other facts, The Duke and Duchess of Sussex's wanting to do things their way and remembering the late mother of The Duke of Sussex, Princess Diana and other. It shows the tendency of the serious press to report on the facts without making up stories for attention. It shows the newspapers functioning on a level where they report relevant information for the reader. As they focus on topics including politics and international events, the topic of birth of the new Royal family member is only

additional event to the rest of the content the newspaper focus. Usually, the amount of information published is enough for the recipient.

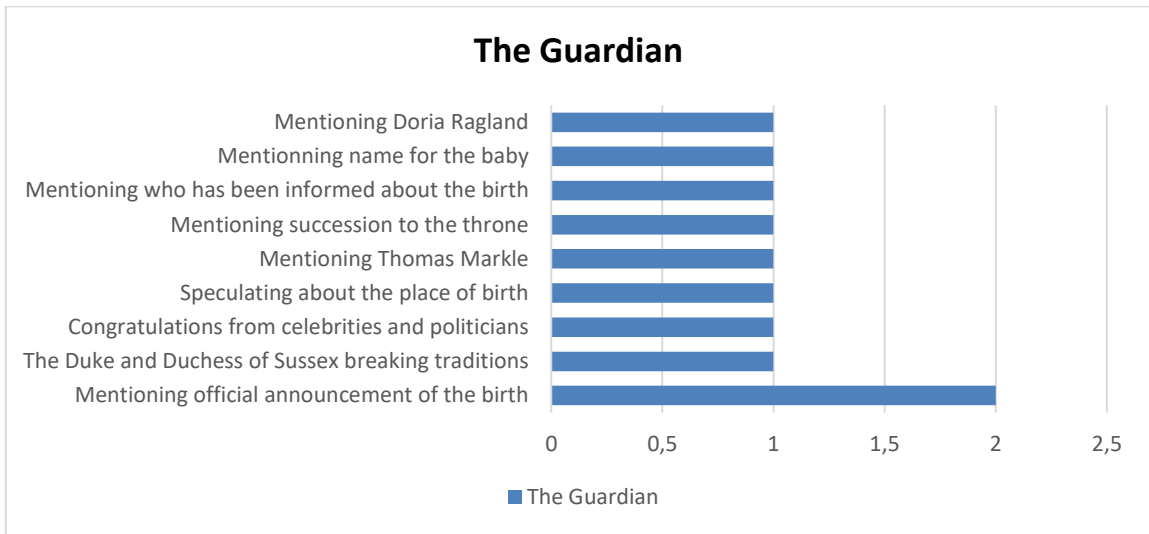


Figure 2: Topics in The Guardian

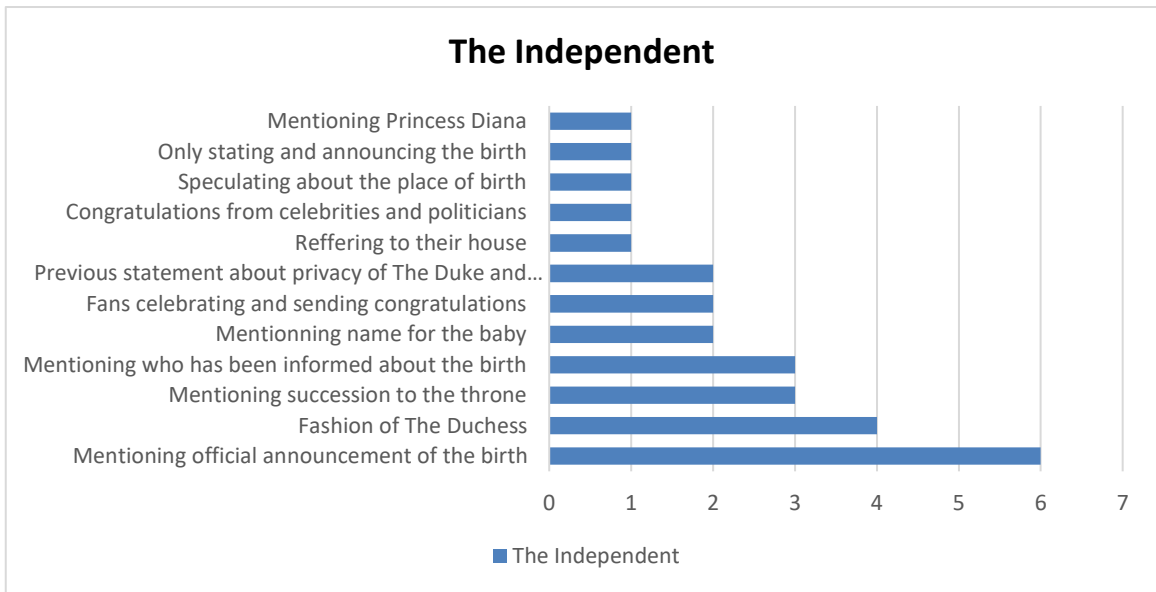


Figure 3: Topics in The Independent

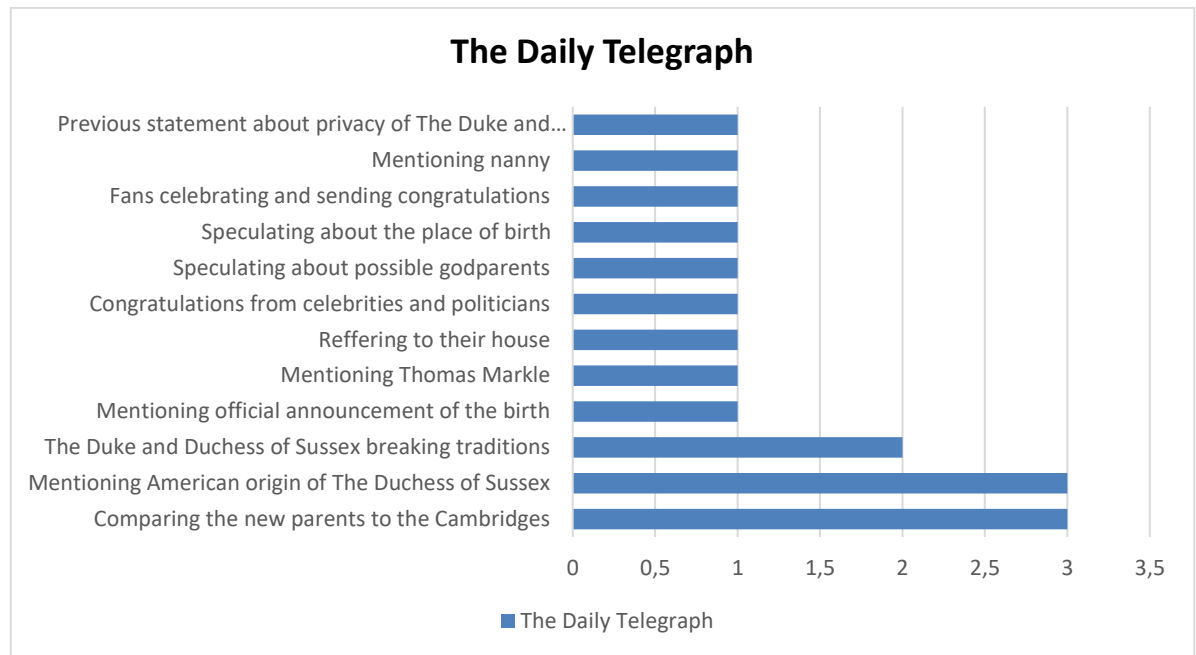


Figure 4: Topics in The Daily Telegraph

As the tabloid newspapers published a larger quantity of articles during May 6, 2019, the scale of topics varies more than the scale of topics in serious newspaper articles. The tendency of including people stories and gossip information to the articles is obvious. References to other articles with similar topics occur and make the reader read more than only the current one. This strategy helps the newspaper with higher numbers of readers per article, which increases the quantity of advertisements viewed. It is crucial for tabloid newspapers as their main source of revenue are advertisements.

The range of topics in tabloid newspaper articles is, for example, stating the birth, potential godparents of the new baby, comparing The Duke and Duchess of Sussex with The Duke and Duchess of Cambridge, describing fashion of The Duchess of Sussex during pregnancy and mentioning alleged difficult relationship with father of The Duchess, Thomas Markle and other.

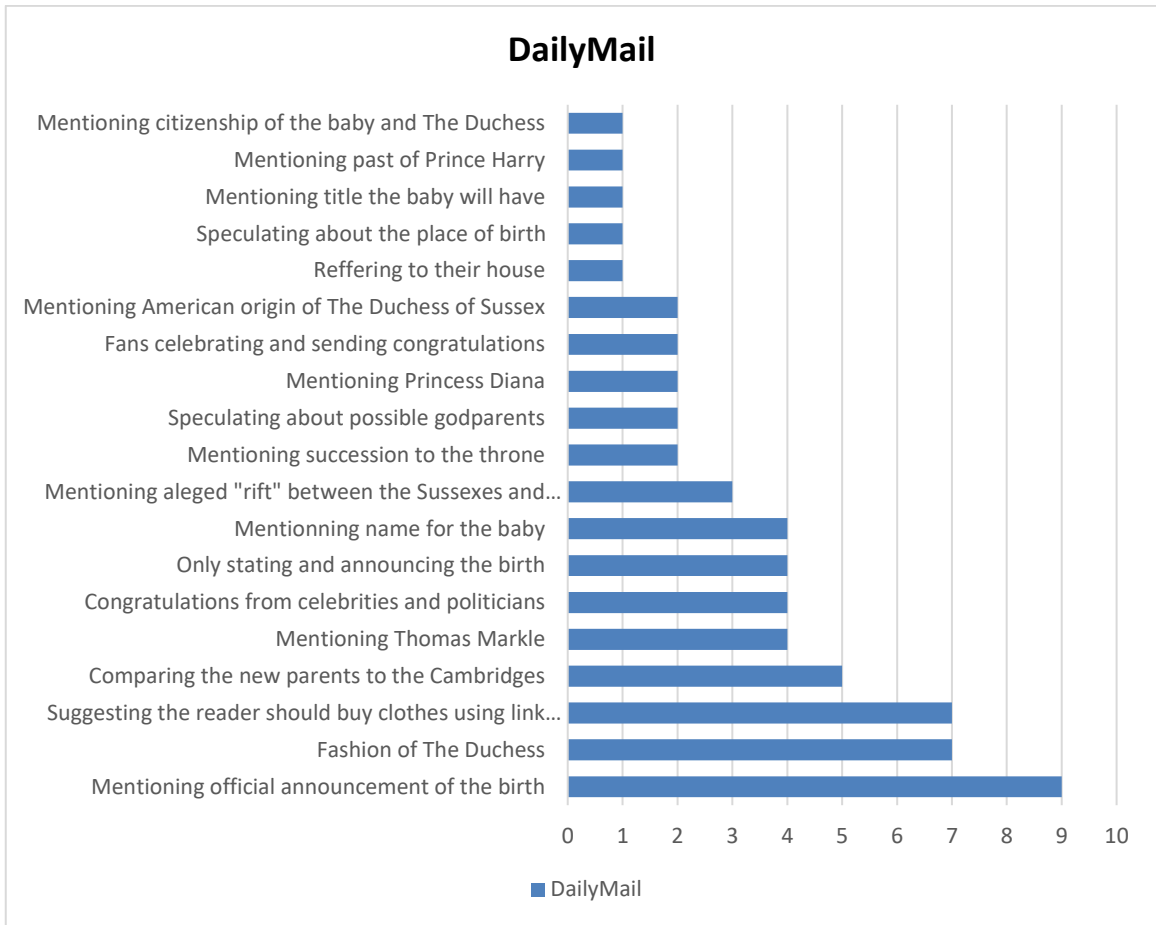


Figure 5: Topics in Daily Mail

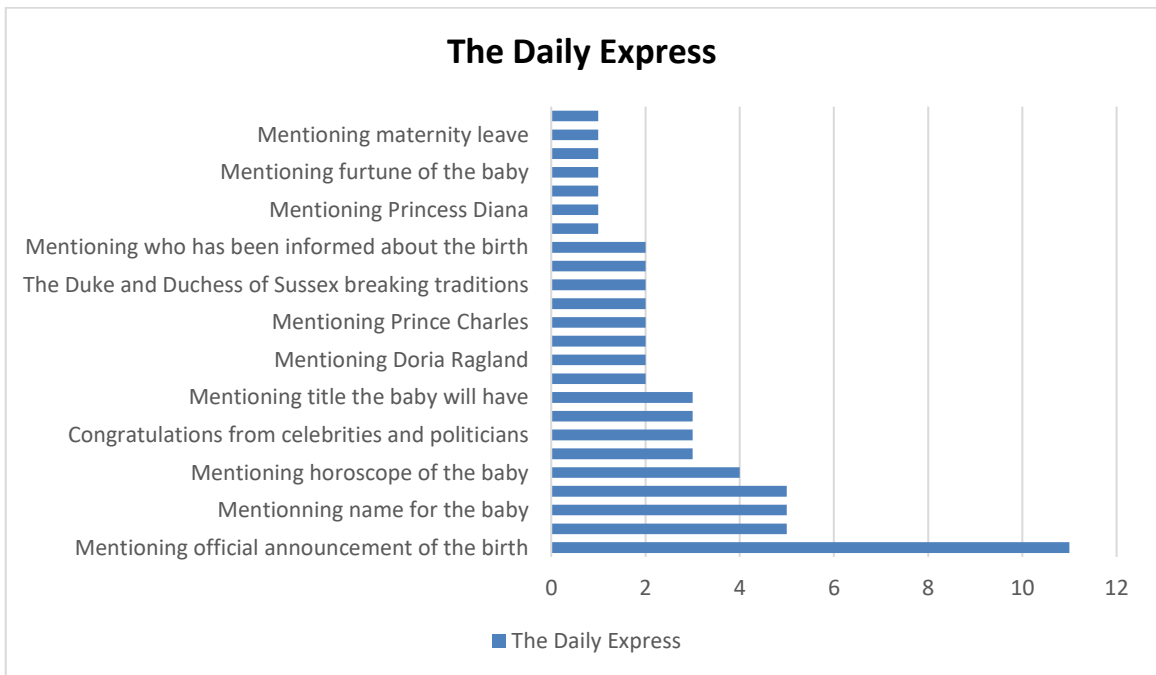


Figure 6: Topics in The Daily Express

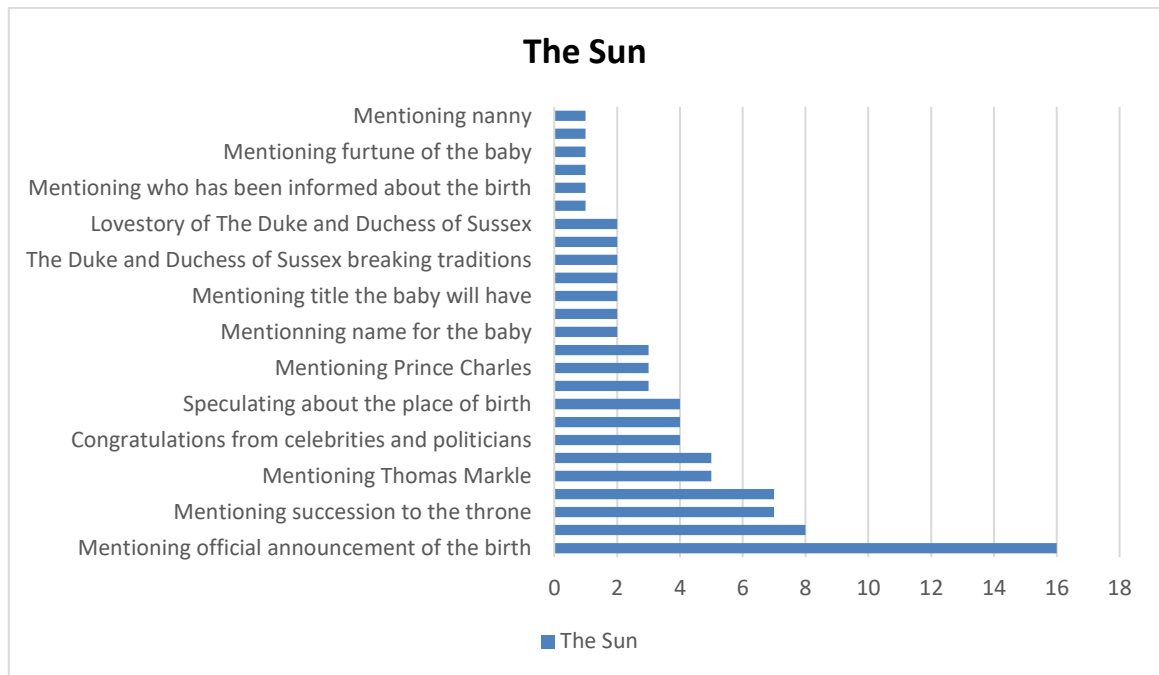


Figure 7: Topics in The Sun

4.3 Metaphors

Metaphors are present in articles of both tabloid and serious newspaper articles. However, the tabloid newspapers tend to use metaphors more frequently than serious newspapers. The metaphors may be more complicated to be fully understood for readers without the same background as the author or for non-native speakers. This fact makes the serious newspapers use metaphors as little as possible. Instead, they try to choose a language that explicitly describes the matter. In such case, most readers understand the meaning.

On the other hand, tabloid newspapers tend to use metaphors frequently, and once the reader takes the metaphor literally, the meaning is changed completely and may cause problems.

Example from the article of The Independent:

“This is not the first time the couple has paid tribute to Princess Diana - the Duchess of Sussex’s engagement ring includes two diamonds from Princess Diana’s collection and, following their wedding ceremony, the Duchess of Sussex wore a cocktail ring previously owned by the late royal.” (Ritschel 2019)

This example shows the use of metaphor with the phrase “paid tribute”. The word “paid” is usually used in connection with money, however implication in this phrase is not to money but to act of honour the late mother of The Duke of Sussex. Use of this metaphor indicates

the author thinks the act is a nice gesture from the couple and that it is not behaviour everyone would have. However, this is no longer considered a metaphor.

Example from the article of The Sun:

“So while Prince George has always been entitled to this title, Charlotte and Louis were not - but the Queen stepped in to change this following Charlotte's birth.” (Devine 2019)

Metaphor from this example is used in the phrase “the Queen stepped in” as the original meaning would indicate the Queen physically stepping into something. Nevertheless, in this case, the “stepping in” is only the Queen deciding to change tradition. The choice of this metaphor indicates the sudden and vigorous change from the Queen.

Example from the article of Daily Mail:

“How Baby Sussex could finally repair the 'rift' between Meghan and Kate: Parenting expert reveals why there's nothing like a new arrival to heal broken family ties” (Gayle 2019)

The metaphorical expression “rift” from this example refers to disagreement The Duchess of Sussex allegedly has with The Duchess of Cambridge. The original meaning indicates a physical split of one unity. However, in this meaning, it indicates emotional separation. Despite the fact that the original meaning of the metaphorical expression being physical and in this example is used as emotional, the metaphor functions correctly. It indicates the rapid change of relationship between The Duchesses perceived by the public.

Example from the article of The Daily Express:

“Meghan Markle baby: Prince Philip takes mind off ENDLESS waiting with carriage ride” (Hawker 2019)

The metaphorical phrase “endless waiting” would mean the waiting in ongoing and have not stopped. The choice of this phrase indicates the length of waiting. The connection of overstatement “endless” to Prince Philip may refer to age of Prince Philip and the fact he might die during the waiting. The metaphor is easily understood by a reader who recognizes the overstatement of the phrase. Therefore the metaphor gives the reader idea of the length of the waiting and functions as the author intended.

Nevertheless, the serious newspapers use metaphors less than tabloid newspapers both categories contain metaphors connected to the birth of the new Royal Family member. The

serious and tabloid newspapers do not incorporate similar metaphors due to various content of articles.

4.4 Social actors in articles

Naming actors in an article is an approach of showing the person in a way the author of the article wants. The author can manipulate the perception of a person through a chosen designation.

Usage of official titles of The Duke and Duchess of Sussex in the articles is lower than naming the actors by their first name. The semantics behind using only first names of the actors rather than official titles is most probably making The Duke and Duchess of Sussex ordinary people from masses. The difference in using the title of The Duke “Prince Harry” in contrast to naming his wife only as Meghan or Meghan Markle may be a sign of the perception The Duke as royal, however not his wife.

The use of the title “The Duke of Sussex” is much lower than using the title “Prince Harry” in both tabloid and serious newspapers. It might be related to the fact public still perceives him as unmarried, and without the dukedom he received after his wedding. As a second most used designation of The Duke is his first name. It makes the reader relate to him more and feel a connection with him.

Using the first name of The Duchess is the most used designation of her in both categories of newspapers. The second most used designation in serious newspaper articles is her title, The Duchess of Sussex. However, the second most used designation in tabloid newspapers articles is her birth name. It may indicate the society still has not entirely accepted her as part of the British Royal Family, and so they refer to her as she is still an outsider. The designation of The Duchess as only “Meg”, the abbreviation of her first name and without any respect to her as member of Royal family occurs minimally in tabloid newspapers.

The most used designation of the couple in serious newspapers articles is The Duke and Duchess. In contrast, the tabloid newspaper articles use dominantly Harry and Meghan, which makes them seem more approachable for the reader and more comfortable to identify with. It may seem as they are friends of the reader. The author of the article uses this strategy in order to make the reader feel more welcome in the story. It may be perceived as if the reader and the author are friends and talking about mutual friends.

Baby Archie is named both in tabloid and serious newspaper articles as “Baby Sussex” as the name is unknown at the time of publishing the articles. The term is used heavily in both categories of newspapers as it is the best specification of the newborn.

As already mentioned, the usage of the title “Prince Harry” may indicate the fact that public still views him as a single royal. It is supported by the fact that The Duchess of Sussex is still referred by her birth name. These indications show the contrast in the perception of the public of the Royal couple. However, the designation of newborn Archie Harrison Mountbatten-Windsor is referring to the titles of his parents.

4.5 Headlines

This chapter focuses on the headlines of the articles. As already mentioned in chapter 2.2, the characteristic features of the headlines are the placement at the top of the article, large and bold font of the text. It makes the headline stand out from the rest of the text and attract attention. The headline gives the reader a brief overview of the content and is supposed to make the reader want to know more and follow in the reading of the article. The examined reports are no exception.

The examined headlines in the articles do not have the space limit as in the printed publications. However, they still need to be brief as the reader decides immediately whether to keep reading.

4.5.1 Headlines in quality newspapers

The headlines in serious newspapers do not overly try to attract attention through shocking phrases or mentioning gossips stories. They are attracting the attention of the reader by the visual and brief summary of the article’s content. Language of The Guardian and The Independent headlines is not emotionally coloured and states facts mentioned in the following text of the article. The headlines use omission of words or default word order as a strategy to attract readers minimally. The Daily Telegraph, on the other hand, demonstrates a shift in the language as tabloid affection is visible. Nonetheless, the headline’s informative function is kept.

The appearance of the headline has common features in both The Guardian and The Daily Telegraph with white background and dark serif font. In contrast, headlines in The Independent are on dark background with only small white rectangle just to frame the headline. The headline is written in capital letters and dark colour in a san-serif font.

Example of the headline from The Guardian:

“Royal baby: Meghan, Duchess of Sussex, gives birth to boy” (Davies 2019)

This example shows how headlines in serious newspapers, like The Guardian, are emotionally colourless. The headline omits the indefinite article in front of word boy however, this feature is occurring minimally in serious newspaper headlines. The headline only states the fact of birth and at the same time summarises the content of the whole article. The Duchess of Sussex is appropriately named with her title and does not ridicule her by portraying her former identity.

Example of the headline from The Daily Telegraph:

“How the Sussexes are determined to carve their own royal path as details of birth remain shrouded in secrecy” (Tominey 2019)

This second example of headline shows a slight shift in the headline of serious newspapers as it contains light features of popular newspapers. Firstly, it is the abbreviation of The Duke and Duchess of Sussex as “the Sussexes”. The full version of their titles is more appropriate for a respectable newspapers. Secondary, the word “*secrecy*” is a dramatic expression demonstrating emotion and making the reader more emotionally invested in the article. However, the headline still contains new information for the recipient and summarises the content of the whole article and attracts the reader. Hence, the essential functions of the headline are fulfilled.

4.5.2 Headlines in tabloid newspapers

Attracting the attention of the reader is the main focus in headlines of tabloid newspapers. Any way possible is used for the attention of the recipient as the number of articles is large, and the headline should stand out from the rest. Mentioning gossips, using emotive language, changing word order, omitting or adding words are frequently used practices as well as visual strategies as bold colours, added expressions and capital letters.

Using the proper title of The Duchess of Sussex is rarely seen in the tabloid newspaper headlines. However, using her birth name, or only her first name occurs frequently.

Common features in Daily Mail and The Daily Express are white background and dark serif font. The headlines of The Sun are written in san-serif font with added phrases, which are in capital letters and in pink.

Example of the headline from The Daily Express:

“Royal baby: Will Meghan Markle’s baby boy HEAL royal rift?” (Yedroudj 2019)

This headline shows the feature of capitalization. The emphasized word “heal” usually refers to medical healing. However, in this specific example, it is used in the sense of mental healing, improving the relationships. The suggested improvement is related to rumoured conflict of The Duke and Duchess of Sussex with The Duke and Duchess of Cambridge. Another visible example is questions in a headline. It makes the reader more curious as it attracts attention to find out the answer and makes the reader keep reading. Also, the headline does not show respect to The Duchess by not using her proper title.

Examples of headlines from The Sun:

“MEG HOSPITAL DASH Meghan Markle gave birth to Baby Sussex in hospital with Prince Harry and mum Doria Ragland by her side” (Andrews 2019)

This last example of a headline shows the capitalization of the first phrase. The phrase is in capital letters and in pink, so it stands out. It is an addition of extra information to the headline. Even without the capitalised phrase, which is informal, the rest of the headline is understandable. The headline suggests the content of the article partially, however, is quite misleading as it states The Duchess gave birth in hospital despite the fact this information was not confirmed by the new parents or the Buckingham Palace.

The use of the birth name of The Duchess of Sussex is visible. However, the use of the title The Duke was used before the marriage, which suggests a contrast within the married couple. Nonetheless the designation of the newborn as “Baby Sussex” shows the family and ties the new parents’ designations back together.

Overall, the headlines of articles in both serious and tabloid newspapers refer to contextual connections that all the readers should already know. The Duchess of Sussex was expecting her baby any day, so the reports on her birth are no surprise for the reader. As the authors of the articles and headlines expect the reader to know already, about the upcoming birth, the headlines try to show new information and make the reader want to know more.

The headlines discuss the new parents more than the baby itself as only a little amount of information is available about the newborn. Even this fact does not stop tabloid newspapers to speculate, however the speculations are mostly about the acts of The Duke and Duchess of Sussex or their families.

4.6 Usage of visual devices

This chapter shows how pictures and videos are used in the articles. The visual support of information by means of photographs or video footage is used very frequently in articles. Each examined article contains at least one inserted picture or a video. Visual examples of Instagram or Twitter posts are contained in numerous articles. A characteristic feature of every article is a picture or video. This is the largest visual feature in the article located at the beginning. Followed by pictures or videos that do not have any specific placement within the articles. The first visual device in the article is frequently supporting the headline. The content of the picture or video placed at the beginning of the article supports the headline and shows the actors of the article. It helps the article to be more attractive to the reader.

Placement of pictures is more frequent than the placement of videos to the articles. Pictures are more convenient for inserting to articles as they are still and do not interrupt the reader's attention while reading. On the other hand, video conveys a substantial amount of information with minimal need for further commentary. The contents of the pictures and videos in studied articles, are for example The Duke and Duchess of Sussex together as a couple, or individually, The Duchess during her pregnancy, and other actors of the article or fans of the Royal Family who celebrate the birth of new royal member.

The pictures and videos used in serious newspapers are typically those officially approved by the Palace or those where the actors of the articles look best at the situation. In contrast, the tabloid newspapers use snapshots that are not always flattering in a combination with official pictures. As the use of snapshots is frequented, the use of photo galleries increases. The photo galleries are collections of successive photographs, sometimes with brief commentary are used as an addition to the single pictures or videos inserted. They can be found in The Independent, The Sun and Daily Mail newspapers.

4.6.1 Quantity

The contrast between serious and tabloid press is apparent in the number of pictures and videos placed to the articles. The statement that tabloid newspapers are “picture newspapers” due to the predominance of these visual devices over the written text (Cole and Harcup 2010, 22) is proved by the difference shown in the examined articles. The maximum amount of inserted visual devices in one article of serious newspapers is nine, which is shown in the Figure 8. This number includes a gallery of pictures and two references to other articles, it is in The Independent article.

On the other hand, with the same criteria used, the most significant quantity of pictures and videos in a tabloid newspaper article is over seventy, found among one of the Daily Mail article.

If the criteria change in favour of pictures and videos inserted to the article as singles, including examples of Twitter or Instagram congratulations and galleries of pictures, the quantity drops to a maximum of seven pictures in serious newspapers and thirty-one in tabloid newspapers.

It demonstrates the significant difference and the importance of the use of pictures and videos as visual support. The written content carries enough information so that serious newspapers do not need to place many visual devices to raise informativity. If a video or a picture is placed in the serious newspaper article, the visual device, picture or video, itself carries enough information and, the further commentary is brief. On the other hand, the visual support of the device in tabloid newspaper articles is needed as the articles usually contain subtopics referring to the pictures.

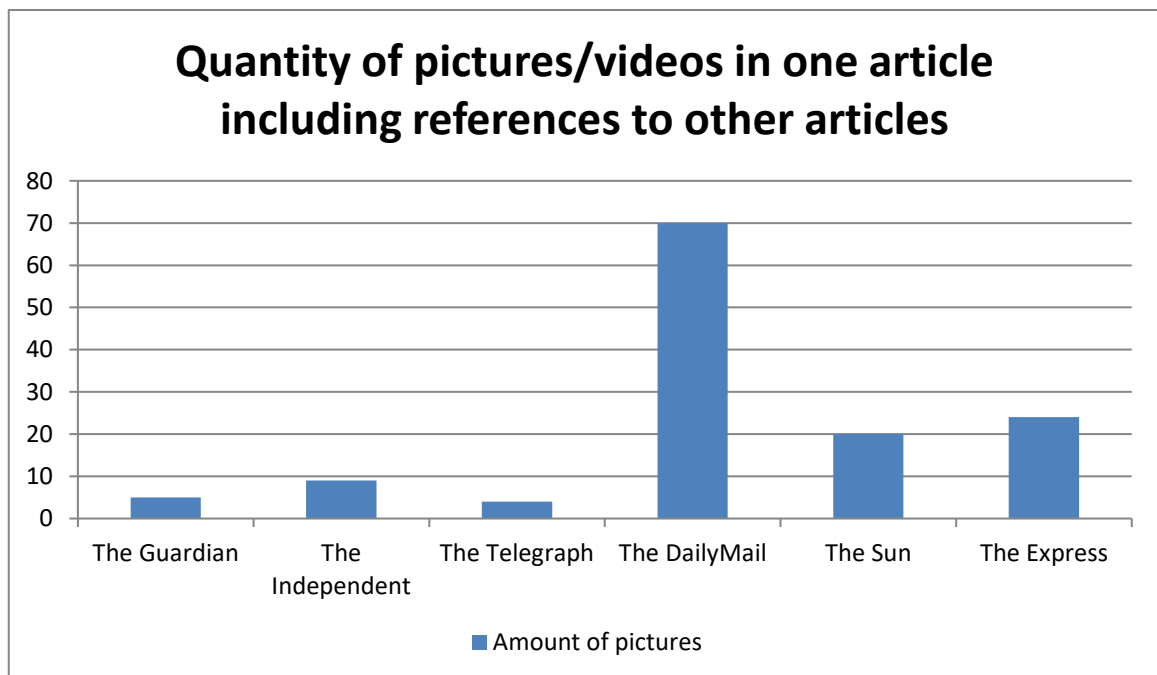


Figure 8: Quantity of visual devices

The authors or the copyright holders of visual devices, pictures and videos, are named in every article of The Guardian, The Independent, The Sun and The Daily Express. The Daily Telegraph has citations to four out of five articles, and Daily Mail does not have citations at all.

As crediting sources is a fundamental part of journalism, most of the newspapers credit them as they should. However, the tendency of serious newspapers citing its sources is visibly more significant than with tabloid newspapers. Serious newspapers quote their sources as considered proper, and it prevents them from legal copyright issue but also signs professionalism since acknowledging sources reflects acknowledging someone else's work done. On the other hand, tabloid newspapers tend to use pictures without crediting the authors.

4.6.2 The Duke of Sussex and his video announcement

As the articles under investigation have been accessed in their online version, both serious and tabloid newspapers inserted the announcement of The Duke in the form of a video. The statement of The Duke of Sussex who spoke on the birth of his son is the most used video that is inserted to the articles.

The video statement was published in the afternoon on the day of birth. The Duke states the facts as the weight of his son, the time he was born, that The Duchess of Sussex and their son are healthy, and he describes his feelings as a new father. He also mentions the fact they would share more information in two days under their own circumstances, as they planned. It refers to their previous statement of the intention to keep the birth a private matter of theirs. This decision relates to the relationship of The Duke with the British press, as already mentioned in chapter 1.2. The private life of his mother was overly publicised, and the result is The Duke and Duchess want their privacy without the attention of media. As he was under the scrutiny of the press since he was born, he wants peace for his child. This supports the recent decision of The Duke and Duchess of Sussex to stop engaging with four biggest, tabloid media groups in the United Kingdom. As the letter to these media says, The Duke and Duchess do not want to support content based on lies. The stand of the couple is visible on the interaction with the media since before the birth of their first child.

The form the announcement was delivered is a video footage as it is the fastest way of delivering all critical information to the public. The Duke is seemingly speaking without any preparation. His speech is relaxed, and The Duke makes eye contact with the reporter for most of the video. It implies The Duke is used to the press. However, he emphasizes the fact that the press is there because the couple has asked the press to come and that it will be under the same conditions in the two days.

Despite the fact the couple announced they wanted to keep the birth private, the new father came and gave the announcement to the press. It indicates he knows the press publishes the

news even if they are not fans of that. It is the most natural way of delivery as the announcement is directly by the father as he rather provides the information himself and shares only the fact he wants.

Overall, the visual devices in the articles are mostly of the new parents and their families. Since the newborn Archie Harrison Mountbatten-Windsor had not been shown to the public at the time of the article's publication. However, the visible difference between the category of serious and tabloid newspapers is in the amount of the pictures and videos placed and the content of them. Tabloid newspapers contain a larger quantity with less informativeness than serious newspaper articles. The use of pictures where dresses of The Duchess of Sussex are demonstrated is greater in tabloid articles. Moreover, they are often the main content of the article.

Despite the fact, the tabloid visual devices content is more based on entertainment than in serious newspapers, the pictures and videos are an important part of articles in both categories of the newspapers. It is the support of the headline as well as the content of the articles.

4.7 Advertisements

In chapter 2 of the theoretical part, the relationship between tabloid and serious newspapers to advertisements and references to other articles is mentioned. As the studied articles are placed on websites, the placement of advertisements and references to related articles is noticeably frequent due to websites allowing placement of the advertisements. Not only the placement of advertisements is noticeable, but the placement of references to other articles on the website is frequent as well. References to other articles during the currently opened one are visible in both serious and tabloid newspaper articles. It helps the newspaper to keep the reader on the website for a longer period of time and enables reader's more natural orientation. As the reader stays longer on the website of the newspaper, the newspaper earns higher revenue from the placed advertisements, since there is a higher probability that the reader notices the advertised suggestion that he or she might donate money to support the running of the newspaper. Therefore, the placement of suggested articles for the reader is vital for the running of the newspapers.

Tabloid newspapers contain a larger amount of advertisements in contrast to serious newspapers. Tabloid newspapers contain more than double the amount of advertisements in contrast to serious newspapers. It is one of the main sources of revenue of newspapers.

The content of the advertisements is based on a personal algorithm of web users. However, the advertisements placed directly into the articles are mostly advertisements for fashion websites or websites focused on newborns. The form of them is in hyperlinks to e-shops, pictures or videos which pop out in the moment of scrolling down the article.

All in all, the placement of advertisements is needed in order to keep the newspaper running. The newspapers may be dependent on it in various amounts, however, it helps to fund its functioning. Even though the advertisements do not have any relationship with the content of the examined articles as they are not based on the birth of Archie Harrison Mountbatten-Windsor, they play an essential role in the fact the reader is able to read these newspapers for free online.

CONCLUSION

To summarize, this thesis on the British Royal Family and their relationship with the British press describes the Royal Family and how the newspaper works and deals with the topic of birth of new British Royal Family member. The attention of the public on the birth of Archie is great as the public is curious how The Duke and Duchess choose to behave about the birth of their first child. Archie Harrison Mountbatten-Windsor, the first child of The Duke and Duchess of Sussex, was born on May 6, 2019.

The examined British newspapers are divided into two groups. Serious newspapers and tabloid newspapers. The differences between serious and tabloid newspaper articles help with the analysis of how the newspapers deal with a specific topic. The distinction is noticeable, for example, in the used register of the articles, the number of articles, the content of articles and the use of visual devices. Due to a limited amount of information on the birth of the new Royal Family member, during the day of publishing the articles, is most of the content about The Duke and Duchess of Sussex.

This thesis aimed to demonstrate how the British press deals with the topic of the birth of the new British Royal Family member and the relationship of the press to the Royal Family. The relationship of the British Royal Family towards the British press is proved to be rather cold due to previous actions of the newspapers. The Duke of Sussex suggests he and his wife release only the information they want and rest of the information are speculations and unofficial information. This relationship is noticeable, especially towards tabloid newspapers.

It was proved that in tabloid newspapers there is a noticeably higher number of articles in contrast to the serious newspapers. It is due to the different focus of the newspapers. The serious newspapers cover a wide variety of topics, like politics, economics and more, in contrast to the tabloid newspapers which focus on a smaller scale of topics like gossips and people stories. The birth of the new British Royal Family member is a popular subject for public hence why the tabloid newspapers shifted their focus mostly on the birth of the new British Royal Family member during May 6, 2019, to satisfy the demand of readers.

The tabloid articles are discussing The Duke and Duchess of Sussex and their actions in the majority of each article. The alleged dispute of The Duke and Duchess of Sussex with The Duke and Duchess of Cambridge is frequently mentioned secondary topic in tabloid newspapers. In contrast, serious newspapers discuss the main topic, the birth of Archie Harrison Mountbatten-Windsor in the majority of each article published on May 6, 2019.

This shows that the function of informativeness is more important for the serious newspapers, once the information is conveyed to the reader the need for publishing more articles on the same topic during one day is minimal.

The need for entertainment is noticeable in the register used for articles, headlines of articles, use of visual devices and the content. The serious newspapers are less entertainment-based, and the main feature of the articles is to convey information. Serious newspapers mostly convey emotions from the actors of the articles, not by the register they use. The visual devices, pictures and videos, in serious newspapers are only additional support of the written text. Especially since the pictures or videos placed into the articles do not include the main actor, Archie Harrison Mountbatten-Windsor, the use of them in serious newspapers is low. On the other hand, tabloid newspapers include phrases showing emotions that manipulate with the view of the reader, and the register of the whole article helps with it. The visual devices like pictures or videos are used frequently in the articles for making the article seem like it conveys more information to the reader. Although Archie Harrison Mountbatten-Windsor is not on any of the pictures or videos, his parents The Duke and Duchess of Sussex are on most of them, and The Duchess is frequently captured during her pregnancy.

The use of advertisements with pictures means higher attractivity for the reader hence higher chances the reader will react to the advertisement placed within the article. However, the advertisements are frequently without any relation to the birth of the new royal. The advertisements are mostly to online shops or to another article in the newspapers. Despite the advertisements not having the connection to the birth of Archie Harrison Mountbatten-Windsor, they play an important role in the functioning of both serious and tabloid newspapers. Hence the accessibility of the online articles needs the revenues from advertisements.

Both categories of newspapers show a common feature of designations of The Duke and Duchess of Sussex which lowers their royal status: it is making them seem like ordinary people from masses, which is perceived, for example, through the use of “Meghan Markle” instead of naming her by her official title. However, the designation of Archie Harrison Mountbatten-Windsor is minimal as the name is not released at the time of publishing. The articles use mostly designation “Baby Sussex”. This designation can not be used for any other baby hence the reader immediately recognizes the main actor of the article.

Overall, the British press, no matter if serious or tabloid, tries to convey as much information about the birth of The Duke and Duchess of Sussex’s baby as possible. The amount of information available on the day of baby Archie’s birth is very limited. All the available

information are discussed in the published articles. The British press informs on the life of The Duke and Duchess of Sussex, and their baby and the reader can now recognise the features behind writing the article.

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