

Popular and quality press in Britain. Newsvalues

Popular/Yellow/ Gutter Press / Tabloids

- **Size, layout:** small in size
- big headlines
- eye-catching layout
- lots of colour
- about 25% of the total area of the
- paper taken up by pictures
- most pictures from private lives of
- celebrities, often half-naked women

- **Readership:** working class, people who are not intellectual
- **Content** shocking and sensational stories
lurid details of crime and scandals
more focus on personalities when dealing with political stories
foreign affairs, politics only dealt with in a very biased and personal manner

- **Length of articles:** relatively short articles usually one main story on front page
- **Language:** more subjective language use of emotive language opinions are presented like facts

Examples

- *Daily Express*
- *The Daily Mail*
- *The Daily Mirror*
- *The Daily Star*
- *The Sun*

Quality/Serious Press / Broadsheets

- **Size, layout:** large in size
smaller headlines
black and white mostly
about 10% of the total area of the
paper taken up by pictures
most pictures show celebrities at
premieres or doing charity work

- **Readership:** educated people who are interested in politics, etc.
- **Content:** objective, factual news coverage
politics, economics, foreign affairs
- **Length of articles:** longer articles featuring political stories with focus on the actual issue
- **Language:** more objective language
more complex sentences

Examples:

- *The Daily Telegraph*
- *The Guardian*
- *The Financial Times*
- *The Independent*
- *The Times*

DAILY EXPRESS

THE WORLD'S GREATEST NEWSPAPER

#DAILYEXPRESS



WEATHER: COLO, WET AND WINDY

WEDNESDAY NOVEMBER 17, 2010 45p

OFFICIAL: Royal wedding next year

SEALED WITH DIANA'S RING



By **Richard Palmer**
Royal Correspondent

DELIGHTED Prince William told last night how he proposed to Kate Middleton using Princess Diana's engagement ring.

The future King, beaming with happiness, said: "It was my way of making sure my mother didn't miss out on the excitement and the fact we're going to spend the rest of our lives together."

After a seven-year courtship, William finally proposed on a romantic African safari holiday a month ago, sliding the ring in his mother's hand and worrying that he would lose it.

He only rang his father Prince Charles and the Queen yesterday morning to tell them the news.

Kate, showing off the distinctive blue sapphire and diamond ring, said the proposal was "very romantic and very personal".

They are expected to marry in the spring or early summer.

WILL STORY AND MOTHERS





FREE INSIDE

Superb 16-page souvenir pull-out

Daily Mail

WEDNESDAY, NOVEMBER 17, 2010

www.dailymail.co.uk

50p



**We got there
in the end,
darling!**

(And it's sealed with Diana's ring)

SPECIAL REPORTS:
PAGES 2-14

M DAILY Wednesday November 17, 2010 Mirror

ROYAL NEWS... ROYAL ENTERTAINMENT 45p



FREE INSIDE
8-page royal engagement souvenir edition

WITH THIS RING ..DI THEE WED



BY MARTIN PUGH
IT'S a sparkling moment of royal history – and a touching tribute from a son to his beloved mum.
Kate Middleton shows off Princess Diana's engagement ring as she and Prince William announce they are to wed. William carried the priceless ring around in his pocket for three weeks before proposing in Farnham town. "It's very special to me," he said. "As Kate's very special to me now, it was right to put the two together."
Kate said Diana was an "inspirational woman" and that becoming a royal was a "daunting prospect". The couple, both 30, will marry next week after eight months of courtship.

✓ HAPPY IN
Kate's new

20p

WWW.DAILYSTAR.CO.UK
DAILY STAR

WEDNESDAY, NOVEMBER 17, 2010

20p

WILLIAM & KATE ROYAL ENGAGEMENT

November 16, 2010

**SPECIAL
SOUVENIR
EDITION**

P2-3-4-5-6 & 7

PAUL WARD/GETTY IMAGES



‘I’ve given Kate my mum’s ring. I want her to be with us at such a happy time’

The Daily Telegraph

Wednesday, November 11, 2010 14p

NEWSPAPER OF THE YEAR

No. 40,254 6100

Kate's very special

Prince's verdict on his bride-to-be – and that's why she deserved his mother's ring

By Sarah Hester
Staff Reporter

When it is first proposed to that she is to be married to the Prince of Wales, she is not only a woman of exceptional beauty but also a woman of exceptional character. She is a woman who is not only a woman of exceptional beauty but also a woman of exceptional character. She is a woman who is not only a woman of exceptional beauty but also a woman of exceptional character.

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The engagement ring
A token of love in sapphire

Prince William proposed to Kate Middleton with his mother's engagement ring, which she also inherited from Prince Charles. The ring is a sapphire and diamond ring, which was given to Prince Charles by his mother, Queen Elizabeth II. The ring is a sapphire and diamond ring, which was given to Prince Charles by his mother, Queen Elizabeth II.

- Home (1/1)
- World (1/1)
- UK (1/1)
- Politics (1/1)
- Business (1/1)
- Culture (1/1)
- Opinion (1/1)
- Local (1/1)
- Special (1/1)
- Travel (1/1)
- Health (1/1)
- Education (1/1)
- Environment (1/1)
- Science (1/1)
- Technology (1/1)
- Arts (1/1)
- Religion (1/1)
- Sport (1/1)
- Weather (1/1)
- Obituary (1/1)
- Index (1/1)



The Prince of Wales and the Duke of Cornwall. The Prince of Wales is the title held by the heir apparent to the British throne. The Duke of Cornwall is a title held by the Prince of Wales when he is under the age of 17. The Prince of Wales is the title held by the heir apparent to the British throne.

EU left 'fighting for survival' after Ireland refuses bail-out

By Sarah Hester
Staff Reporter

The European Union is left in a "fighting for survival" after Ireland has refused a bail-out. The European Union is left in a "fighting for survival" after Ireland has refused a bail-out. The European Union is left in a "fighting for survival" after Ireland has refused a bail-out.

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Advertisement for Sandals resorts. Text: "Sandals SAVE UP TO 40%". Includes images of a beach, a couple, and a resort building.



Sponsoring equality

Sylvia Hewlett on a woman's path to the top. Comment, Page 15

What happens when a start-up grows up
Judgment call, Page 16



News Briefing

BT warns of challenge to Q1000 user fees
The company says it will not be able to pay for the extra capacity it needs to handle the extra traffic that will be generated by the new service.

UK claims hit Google
The UK will sue the search engine for allegedly breaching copyright law by scanning books for its search engine.

Real estate in US
The US real estate market is expected to show a modest recovery in 2011, according to a report from the National Association of Realtors.

Guatemalan pay rise
Guatemala's minimum wage will rise by 10% in 2011, according to a report from the International Labour Organization.

US arms deal with UK
The US will sell the UK a new type of missile, according to a report from the Defense Department.

Germany presser
Germany's Finance Minister will announce a new package of tax cuts, according to a report from the Financial Times.

Spain urged to act
Spain is urged to act on the debt crisis, according to a report from the International Monetary Fund.

Legende books
The book 'Legende' by the author will be published, according to a report from the publisher.

Scotland close to deal
Scotland is close to a deal with the UK government, according to a report from the BBC.

Small 10% sales
Small 10% sales are expected, according to a report from the analyst.

Fed mandate presser
The Fed will announce a new mandate, according to a report from the Fed.

Alu (Shell) discovers
Alu (Shell) has discovered a new oil field, according to a report from the company.

UK inflation hit
UK inflation is expected to hit a new low, according to a report from the Bank of England.

Wallace dies
Wallace has died, according to a report from the news outlet.

World Markets
World Markets are expected to show a recovery, according to a report from the analyst.

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World Markets are expected to show a recovery, according to a report from the analyst.

Rescue team sets up talks in Dublin

UK creditors in Ireland in talks for neighbour

Adi led inevitable says Irish lender

By Peter Taylor and John Hurley in Dublin

UK creditors in Ireland in talks for neighbour

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UK creditors in Ireland in talks for neighbour

Royal union Prince William to wed



Prince William, second in line to the British throne, and his fiancée, the former Kate Middleton, will marry on Saturday. The wedding will be the first to be held at the Royal Albert Hall since 1947.

Shadow banks to face global scrutiny, says Turner

UK Finance warns

UK Finance warns that shadow banks will face global scrutiny, according to a report from the Financial Times.

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Inflation in China and Europe's woes jolt stocks and commodities

Europe drops 2.5% while dollar rises

By Michael Stewart in New York and Scott Lee in Beijing

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**ROYAL
WEDDING
SPECIAL**
P3, 4-5 & 7

William asks Kate to marry him and seals it with his mother's band



Royal Ink: Kate and William beam at St James's Palace yesterday. Inset, Kate wears Princess Diana's ring

Proposal with a familiar ring



By **aidan madedge**

PRINCE WILLIAM sealed his long-awaited engagement to girlfriend Kate Middleton with the ring worn by his mother, Princess Diana.

His family showed off the blue sapphire engagement ring hours after revealing they would marry next year. He proposed in Kenya last month, carrying the ring in a rucksack for three weeks.

He chose to use the heirloom as his late mother 'didn't miss out on the excitement'.

But the couple both insisted Miss Middleton would not be trying to be a 'new Diana'.

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Wills & Kate engagement

SOUVENIR EDITION



Treasured... in O's finger in 1981

By JAMES CLANCY, Royal Reporter

HAPPY Prince William gave bravely at bride-to-be Kate Middleton yesterday as she wore his mum Queen's engagement ring.

Wills, 28, gave Kate the treasured sapphire and diamond band which she accepted his proposal.

In a bid to give "W's" more special to me and Kate's very special to me now as well. It's only right the two are put together. The pair will marry next year.

Real wedding special - Page 2 in 8



With Mummy's ring I thee wed

THE INDEPENDENT

Plus the award-winning *Viewspaper*

www.independent.co.uk

WEDNESDAY 17 NOVEMBER 2010

NUMBER 7,319

£3 (PUBLISHED)



Ghost estates and broken lives: the human cost of the Irish crash



By Michael Savage in Dublin
and Donald Mahoney in Manchester

Since cracks opened across Ireland's stock markets early in 2008, Ireland has built 300,000 unoccupied homes, a silent reproach to those who built them believing that the country's economic boom would never end. As Europe's

finance ministers laboured in vain to reach an agreement on how to ease Ireland's economic misery last night, the so-called ghost estates were an awful reminder that the "survival crisis" the politicians were warning was under way had already hit ordinary people.

Dave O'Hara was one of those who

bought into the "Celtic Tiger" at the beginning of the decade, embracing a seven-generation family tradition of owning headstones in honor of a piece of the country's building boom. He founded a firm that constructed bespoke windows and doors for the thousands of upscale homes being

built. The firm grew into a multi-million-euro enterprise, until the recession - and the collapse of the building industry - hit in September 2008.

Now his company is in liquidation, and Mr O'Hara, 41, who has one child, is on the dole. He owes the Bank of Scotland more than €1m (£200,000).

Like many others, Mr O'Hara's anger is aimed at the banks, which have already been bailed out, and seem destined to force the government to seek further help of some kind from Ireland's European partners. "Everyone

CONTINUED ON PAGE 2



Julie Burchill

'I wish her well, but Kate Middleton is marrying beneath her'

NEWS, PAGE 5



Christina Patterson

'If you can't win a war on terror, what's the point of the Army?'

VIEWSPAPER, PAGE 3



Stephen Brinkley

'The day I faced the England bowling machine'

SPORT, PAGE 40



PRINCE WILLIAM and KATE MIDDLETON at St James's Palace yesterday. Below, William gave his bride-to-be his mother's engagement ring. (SUSANRAJ PILLAI)

A tweeted announcement: Britain gets ready for a 21st-century royal wedding

By Carol Milne
Star reporter

FOR SIXTY-NINE emps and T-shirts are already on eBay. The brides' names a date in July, and one poster has put £10,000 on a keypad to ensure Britain has not had her royal wedding to look forward to and, amid a wave of officially sanctioned expertise, the nation has already developed a serious case of "Will and Kate" mania.

The widely anticipated announcement of the betrothal of Prince William and Kate Middleton yesterday fired the starting pistol on a race to provide everything necessary for suitably flag-waving spectators, from millions of commemorative tea towels to an apparently limitless flow for the bride. While royal air was held in the House of Windsor to last the bill in a time of austerity, and others predicted a new generation of lasting royal marriages, the first signs of an estimated £500m wedding would come within hours of the official details being released - naturally - on Twitter and Facebook.

Memoabilia was instantly available on eBay (TM) for a "Kate and William 2010" mug, while one woman's pre-announcement had started months ago by

John Wallis, sales director of Agency China, who expects its first "royal" line of china to hit the shops by the new year, said: "We'll be making items to commemorate both the engagement and the wedding. Royal weddings are always very popular with collectors all over the world."

The factmaker William III taking dozens of bets from gamblers willing to take odds ranging from 1/11 on Prince Harry being the last man to £20,000/1 on the potential future Queen Catherine arriving for her big day sporting Elizabeth Duke jewelry and heading with the second in line to the throne to honeymoon in Malindi. A spokesman said: "It is a brisk market."

To what extent this reflected what David Cameron (chair) termed as "a great day for our country" remained unclear, but there was at least no doubting the sense of excitement that swept the highest offices of the land shortly after 11am yesterday.

Mr Cameron, who revealed that as a 14-year-old he had slept out on the Mall the day before the wedding in 1981 of Prince Charles and Lady Diana Spencer, said the latest announcement had led to a "great boning out of the table" during Cabinet, adding: "It is incred-

very how wishes to the happy couple, and wish them an incredibly long and happy life together."

The Queen, and the parents of Mr Middleton, likewise offered their warmest wishes to the pair, who are both 28 and became engaged last month during a holiday in Kenya.

They will live in North Wales after the wedding, allowing William to continue his career as an RAF warplane pilot, though he is expected to be promoted to pilot in the next few weeks. Throughout proceedings, there was also a sense of history in the couple's first appearance before the cameras. William appeared to have given his fiancée the sapphire and diamond engagement ring his mother received as a ceremony 72 years ago.



Ms Middleton, meanwhile, displayed some of the merchandise she has been handed. Asked what her future role as a royal, she said: "It is a daunting prospect. Hopefully I will take it in my stride." Mr Middleton, whose patent will for a proposal and decision to work for her family firm rather than pursue an independent career had earned her the sobriquet "Windy Katy", will be the first son-in-law to marry in his high-profile since Anne Hyde's second wedding to the future James II in 1670.

But while the daughter of Ma and Geraldine Middleton, a former British Airways dispatcher and stewardess respectively, cannot claim aristocratic lineage, she is surely from the highest echelons of British society.

The success of her parents' business selling toys and party supplies has made them millionaires, and their eldest daughter attended the £5,000-a-year Marlborough College before going to St Andrews University, where she met William in 2001 while they were both studying history of art.

The father of the bride will not be footing the bill for this wedding. Costs will largely be met by public funds. The bulk will be the security bill, while the Queen and the Prince of Wales will be

Despite weeks of rumour fuelled by the sighting this month of Mr Middleton's parents at a private dining party at Foleston, the precise timing of the announcement was successfully kept secret until the Press Association ran a single line newsflash at 11.05am. The news then spread across cyberspace via the newly minted Twitter and Facebook pages of the British monarchy.

In a statement, Clarence House said Prince William had sought the permission of his father's father, asking: "The Prince of Wales is delighted to announce the engagement of Prince William to Miss Catherine Middleton. The wedding will take place in the spring or summer of 2011, in London. Further details will be announced in due course."

Everything you need to know about the wedding

News page 4

John Welsh: All change since Charles and Diana

Wednesday cover story

Matthew Norman: We don't expect normality from royalty

Wednesday page 7



Moscow loses out in arms case as Thais extradite Bout to U.S.
EUROPE NEWS 1

Nokia bets future on using own smartphone software
BUSINESS & FINANCE 20

THE WALL STREET JOURNAL.

VOL. XXVIII NO. 264 Thursday, November 11, 2010 **EUROPE** europe.wsj.com

Prince William and Kate Middleton to marry



Prince William, the second in line to the British throne, and Kate Middleton announced in London Tuesday that they are to marry next year. The Prince presented Miss Middleton with the engagement ring worn by his late mother, Queen, Princess of Wales. Article on page 8

EU, Ireland discuss ideas for Dublin aid

By Marcus Watson
and Frances McManis

European finance ministers and Ireland remained steadfast Tuesday in a possible bid to shore up the country's banking system and meet its renewed public debt needs.

After meeting Tuesday night, the ministers agreed to hold a quarterly budget meeting to reduce a mounting government deficit.

Some more senior ministers, whose finance portfolios will continue to meet Wednesday alongside counterparts from the rest of the European Union, were to consider an aid package of as much as €100 billion (€133 billion) for Ireland, according to people familiar with the matter, in a bid to offset financial market worries that threaten to spread on the continent.

An Irish package, these people said, could include de-

Overexposed

Foreign bank exposures to Ireland by bank nationality in billions of dollars



We have one of them in our news area on international business.

The ministers are expected to agree packages for Irish banks' losses and its public finances as well as a proposal to stabilize the banking sector.

A package of aid for Irish banks could be valued at €15 billion to €20 billion, while a broader package designed to ensure confidence in Ireland's public finances as well could range from €20 billion to €30 billion, an official familiar with the negotiations said.

In any deal, the EU would likely contribute half as much aid as the EU and U.S. combined.

No further decisions on the provisions of aid country leaders have been made, the official said, as ministers expect to discuss whether they should act singly in their up the banking sector or make a joint move to pass it.

▶ Ireland's prime minister leads a delicate path

ELSO

THE WALL STREET JOURNAL.



The Quirk



Who you gonna call? For Belgium, an ant-eater with wings. Page 33

World Watch

A comprehensive roundup of news from around the world. Pages 16-25

Editorial & Opinion

A think director's long journey back home. Page 21

Geithner says agreement 'likely' on U.S. tax cuts

By Dennis Poynter

WASHINGTON—U.S. Treasury Secretary Timothy Geithner said Tuesday it was "quite likely" the White House and Congress would reach a deal to address the expiring Bush-era tax cuts by the end of the year.

"It's not pocket money," Mr. Geithner said at The Wall Street Journal's CEO Council in Washington, adding that "it should not be a complicated problem to solve."

In explaining the administration's negotiating position, Mr. Geithner said the White House wanted to see a permanent extension of the Bush-era tax cuts for the middle class. He said the administration

"would not favor" extending tax cuts for wealthy earners and "would be very much opposed" to a permanent extension for high-income individuals.

The major sticking point between "would not favor" and "very much opposed" appears to be the negotiating speed, in which the administration and Congress will both act as negotiators. Mr. Geithner said the administration would agree to a multiyear extension of the tax cuts.

He said any deal on the tax cuts should include an agreement to address the alternative minimum tax and the estate tax. He said the country needed an overhaul of the tax

system, in part because so many tax provisions have to be extended each year, causing uncertainty for the business community.

"I will say that it's not a realistic way to run a country to have this magnitude of tax laws left to annual negotiations," he said.

Mr. Geithner's comments were widely praised, reflecting the broad spectrum of opinion on his plans. He responded to a question about criticism of U.S. policy from abroad by saying the financial crisis "created a large amount of doubt in our credibility."

▶ U.S. CEOs call for more certainty on taxes, rates

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Wednesday November 17 2010 | thetimes.co.uk | No 70937

2010

E1

The new romantics

Something borrowed, something blue: Diana's ring seals royal engagement

VERONICA LAW

Prince William reached into his family's unhappy past for his proposal to Kate Middleton when he gave her his mother's engagement ring.

In a gesture that will be seen as trying to not the ghosts of his parents' broken marriage, he gave her the same sapphire and diamond ring that his father had given Lady Diana Spencer when he proposed 20 years ago.

Yesterday, as Miss Middleton showed off the ring at their first official photocall at St James's Palace, Prince William explained: "It's very special to me, and Kate is very special to me now as well, and it is only right that the two are put together. It was my way of making sure my mother didn't miss out on today, and the excitement and the fact that we're going to spend the rest of our lives together."

After a relationship that has lasted seven years, to see nothing of one break-up and an endless chorus of speculation about when they would marry, William and Miss Middleton, both 29, got engaged on holiday in Kenya last month and will marry in May.

The Prince said that he had taken the ring with him in his pocket, never daring to let it out of his sight. "I literally would not let it go," he said. "Everywhere I went I was keeping hold

A seven-year hitch

10 pages of the best news, analysis and pictures

pages 4-13

Leading article, page 7
Alice Thomson, page 10
David Karpman, page 10

of it because I knew... if it disappeared I would be in a bit of trouble."

As the posed for photographers last night, Miss Middleton admitted that joining the Royal Family was a "daunting prospect", but she added: "Hopefully I'll take it in my stride."

In an interview with Tom Brady of ITV News, the couple said they hoped to start a family. Asked about the possibility of children, William said: "I think we'll take it one step at a time. We'll sort of get over the marriage first and then maybe look at the kids. But obviously we want a family so we'll have to start thinking about that."

Miss Middleton said family was very important to her. "I hope we will be able to have a happy family ourselves."

Claremont House said they would marry in London in the spring or summer, although the venue has yet to be decided. After the couple will



Literature:

- <http://www.gho-englisch.de/Courses/2009-2010/LkE-10/GB-Then-Now/Popular%20&%20Quality%20Press.pdf>
- <http://www.guardian.co.uk/media/gallery/2010/nov/17/prince-william-kate-middleton-front-pages?INTCMP=ILCNETTXT3487#/?picture=368779350&index=13>