

# The Contrast between the Daily Mail and the Independent .

Newspapers need to aim at a specific corner of the market to be successful. The main reason for this is that if you have a readership consisting of a specific class or type of people eg. Middle class business men. Then advertisers who want to appeal to that specific audience will use that paper for their advert and the paper can obtain large profits from adverts and the advertisers can sell lots of products. Therefore the paper needs to know the readers status so it can tell the advertisers what kind of people they could reach by advertising with them. Whereas the Mail doesn't put adverts on the front page (as there is limited space), the Independent being a broadsheet newspaper has more space to be able to show one or two adverts as well the copy.

The mastheads for the two papers are totally different. The names Daily Mail and Independent have significant meaning that gives an outline of what the paper is about. The name 'Daily mail' is supposed to give a sense of regularity and reliability as it is 'Daily' and it regular like the post. The name 'Independent' relates that the paper will present a balanced report and leave you to make your own personal conclusion. The Mail uses a gothic type font; this is to make the paper look well-established and authoritative. The Independent uses a bold but elongated writing to imply an authoritative but more modern and stylish look. This is hoped to convey an up-to-date feeling that makes the paper seem the right choice for current news and issues.

The Mail uses no motto but in-between Daily and Mail is the Royal Crest of Arms which further emphasises the authoritative look that the paper wants to convey. The Independent has a motto of 'THE BROADER VIEW' which is the same font as the masthead and shows that the paper intends to give both sides of the arguments. It also uses the symbol of an eagle which conveys an image of class and elegance as well as wisdom and authority as the eagle is the top of its food chain.

The headlines of these two papers differ vastly as they are trying to achieve different aims. The Mail's headline of 'THE BLAIR MUTINY' was designed to give a dramatic look to the page as it is in a huge, bold text. It is also a WOB (white on black) which is only used when it is a serious and important issue. It uses the word 'Mutiny' which adds lots of stress to the headline as it is a powerful word that has a dramatic. The use of 'Blair Mutiny' is clever as it mimics 'The Cain Mutiny' which was when the crew of Cain's ship mutinied, just like now as Blair's 'crew', the cabinet are revolting.

The Independents headline of 'Short faces the sack over act of treachery' is much less in your face as it is printed in a much smaller print than the Mail's and also it isn't in bold. Unlike the Mail the independent haven't used WOB (white on black) which gives it a lower profile. The use of the word 'treachery' gives it more drama and emphasis. Although it is obvious to see that this paper is not looking to attract readers by impact and dramatic looks, it is more aiming at people that will read it for the accuracy and complexity of the reports on the issues.

The articles on the front pages of these papers have very distinct differences. For instance the first sentence length of the Independent is 27 words whereas the first sentence length of the Mail is only 20 words. The Independent uses much more educated words and they are ostentatious about their sophisticated vocabulary. An example of this is in the copy is: 'The whole country should support Tony Blair in his determination to secure international agreement for a second UN resolution and fir the disarmament of Saddam Hussein.' The article itself is forwarded in a very balanced manner so it leaves you to make your own conclusion. The Mail has much more bias and will write a more one sided report. Whereas the Mail uses a more limited vocabulary, this is to simplify the issues so it is easier for their, more intelligence lacking, readers to understand.

The photo used by each paper tells you something about the image that they want to pass on to the reader. The Mail's photo is a close up on Blair's face which shows deep concern and thought. As the conservative Mail is trying to put Blair down this image backs up the idea of Blair's troubles and problems. The caption of this photo really sums up the report made on this issue as it says 'Leader in crisis: Having lost the confidence of many in his party, Blair is facing an extraordinary threat to his premiership.' In this caption you can also see the general template of the Mail which is to make the issue simple, eye-catching and dramatic. The Independent uses a picture of Clair Short, the cabinet member who has been opposing Blair, walking out of her London office with a smirk on her face.

The layout the two papers are very different also as they both have different views over which feature of the front page deserves the most space. The Mail on one hand feels that both the Headline and the Photo deserve about a third of the page whereas the copy, strap lines and masthead are left to share the final third. Whereas the on the Independent's front page the copy is seen to be much more important and about a half is given over to this, they use a small photo and headline, the opposite of the Mail front page as they are attracting different minded groups of people. Therefore it proves the need for a paper to specify its readership class.

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