**Curran and Seaton present the view that a free press relies on a free market where individual newspapers can compete through their political stances and points of view.**

**Analyse the ways that The *i* and the Daily Mail attempt to establish a distinctive identity within this free market. To what extent has this been successful? Refer to the specific edition of your case study – for both papers - as well as, on-line versions of these publications.**

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| **Media Studies**  **Assessment Feedback Sheet** | |
| Student Name |  |
| Assessment | Newspaper |
| Date | November 2020 |
| Mark Breakdown | /20 |

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| **Assessment Objectives – AO2 1 and AO2 2**   * **Apply knowledge and understanding of the theoretical framework of media to analyse media products through the use of academic theories** * **Make judgements and draw conclusions** | | | |
| Level | Range | Description |  |
| 5 | 17-20 | • Excellent and judicious application of knowledge and understanding of the theoretical framework to analyse the newspaper.  • Excellent, detailed and accurate use of The Liberal theory of press freedom (eg summarised by Curran & Seaton) to analyse the product.  • Analysis is detailed and critically engages with the nuanced aspects of the ways in which newspapers behave within free markets to have their distinctive position and survive in relation to the product.  • Excellent, astute judgements and conclusions that are consistently well supported by relevant and detailed analysis of specific aspects of the product.  • Consistently appropriate and effective use of subject specific terminology throughout. |  |
| 4 | 13-16 | Good, accurate application of knowledge and understanding of the theoretical framework to analyse the newspaper.  • Good, accurate use of The Liberal theory of press freedom (eg summarised by Curran & Seaton) to analyse the product.  • Analysis is logical and frequently engages with the nuanced aspects of ways in which newspapers behave within free markets to have their distinctive position and survive in relation to the product.  • Good judgements and conclusions that are often supported by appropriate analysis of relevant aspects of the product.  • Mostly appropriate and effective use of subject specific terminology |  |
| 3 | 9-12 | • Satisfactory application of knowledge and understanding of the theoretical framework to analyse the newspaper.  • Satisfactory, generally accurate use The Liberal theory of press freedom (eg summarised by Curran & Seaton) to analyse the product.  • Analysis is generally sound and engages with the straightforward aspects of the ways in which newspapers behave within free markets to have their distinctive position and survive in relation to the product.  • Satisfactory judgements and conclusions that are reasonable and supported by analysis of relevant aspects of the product.  • Often appropriate use of subject specific terminology, but inconsistently effective. |  |
| 2 | 5-8 | • Basic application of knowledge and understanding of the theoretical framework to analyse the newspaper.  • Basic use of The Liberal theory of press freedom (eg summarised by Curran & Seaton) to analyse the product.  • Analysis is undeveloped and tends towards description of the product and its reception with minimal reference to the ways in which newspapers behave within free markets to have their distinctive position and survive.  • Basic judgements and conclusions that are only partially supported by reference to the product.  • Occasional appropriate use of subject specific terminology and with limited effect. |  |
| 1 | 1-4 | Minimal application of knowledge and understanding of the theoretical framework to analyse the newspaper.  • Minimal, if any, use of The Liberal theory of press freedom (eg summarised by Curran & Seaton) to analyse the product.  • Analysis contains multiple inaccuracies or irrelevant points and is almost always descriptive.  • Limited judgements and conclusions that lack reasoning and are unsupported by examples.  • Little, if any, appropriate use of subject specific terminology with no real effectiveness. |  |
| 0 | 0 | Nothing worthy of credit |  |

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| To move to the next level you need to:   * Make sure you are aware and able to discuss Curran and Seaton’s ideas around the liberal press. And that you are able to use quotation from them to support your ideas and to illustrate your knowledge. * Go back to your notes on the key words, phrases and ideas; reflect, expand, develop and extend your thinking and your definitions.   Student Reflection & Actions: |

Indicative content:

This is an extended response question. In order to achieve the highest marks, a response must construct and develop **a sustained line of reasoning, which is coherent, relevant, substantiated and logically structured**.

**Responses are required to apply these ideas about press freedom (aka The Liberal theory of press freedom (eg summarised by Curran & Seaton)** to the set newspaper and to make judgements and draw conclusions around the extent to which the product has been successful in its attempts to find its place in this free market

Responses in the higher bands will explicitly engage with the 'to what extent' aspect of the question through reference to the set product and will demonstrate an understanding of the complex character of relationships between production, markets and audiences.

Responses at band 3 may straightforwardly apply the theory to the set product rather than explicitly evaluating its success, whilst responses in the lower bands may not engage with the theory or may simply describe the theory or aspects of the set product.

Although candidates are required to evaluate the success of the product in terms of the stated theories, there is no requirement to argue that the product is successful in this respect; candidates might equally argue that the product is not successful or that these ideas about press freedom do not provide a convincing explanation of these processes. Analysis of the product is likely to focus on aspects of Media Audiences and Media Industries, however, elements of Media Language (particularly in relation to codes and conventions and ‘liveries’) and Media Representations (particularly politically interested ones) could also feature. Prominence need not be given to any aspect of the theoretical framework in this analysis as long as the points made link back to the given ideas about press freedom.

Content below is not prescriptive; all valid points should be credited. It is not expected that responses will include all points listed.

Answers are likely to consider:

**General points:**

• The significance of economic factors, including commercial and not-for-profit public funding, to media industries and their products.

• How media organisations maintain, including through marketing, varieties of audiences nationally.

• How media producers target, attract, reach, address and potentially construct audiences.

• How media industries target audiences through the content and appeal of media products and through the ways in which they are marketed, distributed and circulated. The Liberal theory of press freedom (eg summarised by Curran & Seaton)

• In this view of freedom of expression, it is the interests of the press, not of its readers nor of the subjects of its coverage, which are fundamental. (‘Free enterprise is a pre-requisite of a free press’)

• Based on the assumption that democracy is best served by the free exchange of ideas, for which freedom of expression is vital. (‘the best test of truth is the power of the thought to get itself accepted in the competition of the market’)

• In the case of the press, with certain limited exceptions, no legal restriction is placed on the right to buy or launch a newspaper. (This ensures, in liberal theory, that the press is free, diverse and representative (Curran and Seaton 2003: 346-7).

• ‘the United Kingdom regards press freedom as an absolute freedom.’ The government leaves it to the market forces to decide which press products survive’ (1992: 53).

• ‘press freedom is a property right exercised by publishers on behalf of society.’ Any other form of regulation simply distorts the market, operates against the interests of both producers and consumers, and violates the private property rights on which this whole edifice rests.

**The i newspaper**

• The i launched to pose a challenge to existing ‘quality’ newspapers with low cover price and tabloid format.

• In the context of declining newspaper sales it made a bold statement: “condense, re-format, repurpose – and produce a terse, intelligent summation of the day’s news that busy commuters can enjoy” (Peter Preston).

• It has battled to remain ‘cheap’ or at least ‘cheaper’: the weekday edition rising from 20p to 50p.

• Historical lineage going back to a much-missed ‘parent’ paper, the Independent, now defunct in print form: A significant number of staff joined the team from The Independent.

• It has maintained a reputation: named National Newspaper of the Year in 2015.

• Actually this link was broken when it was purchased by regional publisher Johnston Press (this has not affected its identity).

• It has a distinct ‘independent’ register, crisply edited: aimed at "readers and lapsed readers" of all ages and commuters with limited time: you don’t have to ‘identify’ yourself as a reader of a newspaper.

• Appearance is vital: USP: inside and out: compact, "matrices" for news, business and sports— small paragraphs of information which are expanded upon in full articles further on in the paper”.

• Its title reaches back to ‘independence’ but also forward to internet: i-pad, i-phone, i-player, i!

• The paper is active on social media, reinforcing its youthful feel: there is also a discounted student subscription that lasts for one academic year