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**POROVNÁNÍ UŽITÍ JAZYKA VE SPORTOVNÍCH
ČLÁNCÍCH MEZI DENÍKY *THE GUARDIAN* A
*DAILY MAIL***

Karel Holoubek

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University of West Bohemia

Faculty of Education

Department of English

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**COMPARISON OF THE LANGUAGE USED IN
SPORT ARTICLES BY *THE GUARDIAN* AND *DAILY
MAIL***

Karel Holoubek

Plzeň 2014

Tato stránka bude ve svázané práci Váš původní formulář *Zadáni bak. práce*

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ABSTRACT

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This undergraduate thesis compares the football match reports published in the *Daily Mail* and *The Guardian* with the focus on finding distinctive features in the text. In fact, the analysis deals with more than just text. It examines the structure of the text, layout of the page, vocabulary, and bias as well. Theoretical part introduces the British newspapers and their division, explores the differences between serious and popular press, and offers more detailed description of the both aforementioned newspapers in order to set ground for the analysis. Method of the analysis simply set basic rules for the analysis which has a form of four texts that are examined separately. The analysed texts are further complemented by two short summaries of the main differences. Conclusion offers results and summarises the research.

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1. INTRODUCTION

This thesis deals with the issue concerning the differences between football match reports that appear in the *Daily Mail* and *The Guardian*. *The Guardian* represents the British serious press while the *Daily Mail* belongs to the middle-market newspapers. The differences should be recognisable as the latter may be also regarded as a representative of popular press from certain point of view. The analysis naturally researches the language used in the articles, but it considers the related aspects of the journalism as well.

The reason for selecting this topic was the genuine interest in the way how English is presented in the newspaper reports and football in particular. The both newspapers were chosen due to their rich history and market domination. Furthermore, the type of football competition was taken into consideration. Therefore, the first report refers to the domestic Cup whereas the second report relates to the European competition in which the English clubs participate and encounter teams from foreign countries.

The aim of the thesis is to ascertain which language features occur in the articles, what kinds of structure and layout of the reports are employed, to what degree readers may be influenced by the content, and to what degree the content is biased.

The thesis is divided into five parts: Introduction, Theoretical background, Method of analysis, Analysis, and Conclusion. The Introduction presents the topic, provides reasons for selecting the topic, and gives the aim of the thesis. Theoretical background covers the division of the British newspapers, description of serious and popular press, and introduction of the *Daily Mail* and *The Guardian* and their structure. Method of the analysis shortly describes some basic rules concerning the actual analysis which comprises the fourth part of the thesis. Lastly, the final part offers conclusion.

2. THEORETICAL BACKGROUND

British newspapers and their division

Newspapers published within the area of United Kingdom of Great Britain are distinguished by location, type and format, credibility, circulation, content, or preferred political party. More specifically, distinction according to location means that there are local, regional, and national newspapers. However, the other various divisions are associated with each other. Format division consists of broadsheet, the tabloid format or as the case may be the Berliner format. In addition to that, some formats appear to be used by newspapers with particular kind of content, which also links the format to the seriousness of the publication. Broadsheets are frequently thought to be highly serious, whereas tabloids are treated as the opposite. The Berliner format belongs somewhere between the mentioned types. Furthermore, the credibility is connected with the use of language and style of writing. The circulation simply deals with the number of sold copies and consequently with the popularity among readers or in other words the audience. Lastly, most of the newspapers tend to represent a political view, hence there may be right wing or left wing. Those which do not have a political opinion are assumed to be neutral. In short, there exists wide range of newspapers from which the reader can choose and most of the types are associated with each other.

The United Kingdom consists of four countries that form the major regions: Northern Ireland, Scotland, Wales, and England. Newspapers encompassing these whole regions are called national newspapers. Besides that, there are several large regions within the area of England: North East, North West, Yorkshire, West Midlands, East Midlands, East of England, South West, South East, and London. The regional press covers the large regions, while the local press tends to cover smaller areas within the region. In actual fact, this seems to be the main difference and the term *local* often means *regional* as well.

Although it is known that national newspapers have the greater share in providing information to people about the most significant national and international events or affairs, local and regional press, on the other hand, furnish the readers with the details relevant to local and regional occurrences. Temple (2008) confirms this:

Nowadays, the content of local and regional papers is almost exclusively local, with perhaps one or two pages of national and international news on inside pages. No

local editor today would dare to lead the paper with a national story unless it was of major significance – the death of Diana or the 9/11 attacks, for example. (p.94)

Describing and dealing with local and regional events is basically what gives the local and regional press an advantage over the national. Temple (2008) further continues: “Even then, the best papers will seek a local angle. The concentration on local issues has become the ‘unique selling point’ (USP) of local newspapers in the face of increasing competition” (p.94). Another advantage may be the fact that local and regional news are still not readily found online, even though the challenge from national newspapers, eager to cover local news online, rises. In contrast, national news can be sought online very comfortably and not only on one website, but on quite a bit of them. On the other hand, unlike the national, the local newspapers miss some sort of competition as there is rarely more than only one of the kind nearby.

This also leads to neutrality in political stance. In fact, it is not only neutrality in politics, but the absence of bias in delivering sensitive topics comprising the people from the region as well. As a consequence of potential dissent, people could most likely become disconcerted with the content and refuse to buy, read, and support the only printed provider of information in the vicinity. Therefore, the position of the newspaper or at least the position of the journalist would be under threat. Nevertheless, the lack of bias disappears for example when a local football club participate in no matter which competition. In this case, support, encouragement, and prejudice in favour of the club are expected in any situation.

In addition, it is probably fair to say that British people rank among the most eager readers and the regional along with local press do enjoy greater popularity than the national press among them. According to Keeble (2005), “[a]bout 70 per cent of adults regularly read a national newspaper. The figure for the regional and local press is even higher, with some 85 per cent of adults reading these papers” (p.22). Providing the same statistics, McNair (2009) affirms that “[t]he British regional press, including that of the nation-regions, has until quite recently been in what one commentator calls ‘boisterous health’ ” (p.8). In conclusion, despite the rising challenge and menace from national newspapers and other media such as the internet, local and regional newspapers sustain their position, offer certain qualities that attract the readers and remain profitable and popular.

The national press market is greatly segmented thus divided into 3 categories: The quality press, the popular press, and the middle market. The quality newspapers are also

called serious newspapers or broadsheets, which is associated with the format. Broadsheet refers to the most common and simultaneously the largest newspaper format. For a full two-page spread, this format measures peculiarly 29.5 inches x 23.5 inches = 749 mm x 597 mm. Nonetheless, the credibility is not always connected to format, as some of the newspapers such as *The Independent* or *The Times* switched from the broadsheet to smaller tabloid format. Instead, the term compact format is used to avoid confusion with popular newspapers. Considering the fact that most people have the opportunity to read the news mainly while using public transport, the size may become a key factor in order to ensure comfortable reading. Apart from *The Independent* and *The Times*, the other well-known quality newspapers are *The Guardian*, *Financial Times*, *Daily Telegraph*, and furthermore their Sunday companions *The Independent on Sunday*, *The Sunday Telegraph*, *The Sunday Times* or *The Observer*. Finally, the national quality press usually furnish well-educated and moneyed classes of people with solid and reliable news.

The popular newspapers, commonly known as redtops, tabloid newspapers, or just tabloids, keep the compact-sized format or in other words the tabloid format. Unlike *The Independent* and *The Times* the term *compact* is rarely used here. In fact, tabloid as well as broadsheet refers to the format size and also layout. In contrast to broadsheet, tabloid is the case of the smallest size among newspapers. Thanks to the size, this format is very popular among readers as the reading is more comfortable with pages approximately 17 inches = 430 mm high and 11 inches = 280 mm wide. Consequently, articles have a tendency to be shorter than those written in the broadsheets. The term 'red-top' is explained by Keeble (2005) as "a more colloquial term for tabloid [that] refers to the masthead [the masthead's colour is red] or title piece of papers like the *Sun*, *Mirror* and *Daily Star*" (p.23). Besides *The Sun*, *Daily Mirror*, and *Daily Star* the other popular tabloids in United Kingdom are mostly their Sunday versions more specifically: *Sun on Sunday*, *Daily Star Sunday*, *Sunday Mirror*, or also *Sunday People*. Clearly, the tabloid newspapers offer rather sensational and entertaining coverage, which is oriented towards lower and working class readers.

Somewhere between the popular and quality newspapers lies the third and last type known as middle-market newspapers or the mid-markets. The *Daily Mail*, *Daily Express*, and possibly *Morning Star* as well as *The Mail on Sunday* and *Sunday Express* belong there. All mentioned use tabloid format. This kind provides both credible and entertaining news. However, this category is minor and at least from conservative point of view the newspapers belonging here may be considered as the tabloids rather than the broadsheets.

But to certain extent, it may be also seen conversely. The border does not seem to be very thick.

Before closing this chapter it is worth mentioning two more things. The first one is the remaining format of newspapers, namely the Berliner format, which in terms of size has its place between broadsheet and tabloid. The most famous user of this particular format is *The Guardian* and its Sunday version *The Observer*. The format itself does relate neither to quality nor the popular press. But *The Guardian* belongs to the serious newspapers and owing to the size, people are able to read the quality news easily whenever they are. Hence, it stands out from the others and makes it unique and special.

Last of all, another important division regarding newspapers concerns readers. The differentiation of newspapers has its purpose in finding their own audience among people and satisfaction of both sides. The newspapers seek profit whereas readers claim the wanted content. Fundamentally, the market of the United Kingdom consists of the so called 'black-top' readers and 'red-top' readers. While the 'black-top' readers are attracted to quality reading material, the 'red-tops' readers, on the other hand, are generally interested in entertainment, gossip, and scandals. They also have an inclination to demand opinions that correspond with theirs. In summary, Worcester (as cited in Richardson, 2007, p.80) asserts that "broadsheet newspapers tend to sell more within the elite and upper middle classes, the mid-markets tend to sell to the middle and lower middle classes and the red tops tend to sell to the working classes." Nevertheless, a lot of people favour to buy both broadsheet and tabloid to gratify their desires.

The serious press in the United Kingdom

The quality press characteristically presents detailed reporting and hard news, which imply politics, economy, war, science, law, crimes etc. But to believe that the serious press provides solely serious and credible news may be fractionally imprudent. It offers much more. Actually, the share of pages containing news customarily comprise less than half of the content. According to analysis Reah(2002), "[b]roadsheet newspapers contain slightly more news overall than tabloids, and a lot more overseas news, but the bulk of the content in both cases is devoted to other things" (p.9). The remaining pages are chiefly filled with advertising, sport, and entertainment. Even though broadsheets are proverbial for their content of serious news, they still have to keep up with their competitors to a certain extent. Conboy (2004) suggests that "[i]n order to survive the intensification of competition, broadsheets have become heavier and have more lifestyle

and consumer coverage. They have increased the numbers of specialist supplements and size and quantity of high profile advertisements” (p.184). Particularly the advertising plays a big role as it is a primary source of funds for the quality press. All in all, Keeble asserts that “[m]ost broadsheet/compact newspapers, for instance, make the majority of their money from selling advertising space and so are not reliant on their relatively modest circulations” (p.194).

Besides the content, it is important to take into consideration the bias as well. Notwithstanding that broadsheets are expected to provide readers with facts and neutral language, thanks to various ownerships and readers’ interests there may exist some doubts about that too. For example Fowler (1991) suggests that language used in newspapers forms ideas and beliefs. From his point of view, “the ‘content’ of newspapers is not facts about the world, but in a very general sense ‘ideas’ ... [and] language of news is not neutral, but a highly constructive mediator” (p.1). Moreover, he dispenses with the word ‘bias’ as a central theoretical term and replaces it with ‘mediation’ or ‘representation’. In addition, Keeble (2005) claims, “[c]onsidering the highly selective process of news gathering, the financial, political and legal pressures on newspapers and the absence of any neutral language, they [media theorists] argue that objectivity is unattainable and a myth”(p.54). Anyway this subjectivity more involves popular rather than serious press. Apart from bias, there occur many distinctive features worth to mention.

The first distinctive features can be found on front page. The front page of broadsheet typically consists of the main story, which tends to be of serious nature. The font size of the headline is of course bigger than the text of the story itself, but no bigger than approximately one tenth of the page. As a result of that, the potential buyer is not very distracted only with the main article, but it catches his/her attention anyway. Then, usually two or more stories containing smaller headlines are situated there. The stories include indications on pages, where the reader is able to continue in reading. Roughly one quarter is covered by the image related to the main story. Appropriate language, which does not indicate any kind of sensation, is used. At the top lies masthead comprised of the newspaper name, price, and date of publication. Lastly, the text may be sometimes supplemented with subtle colours.

The headline itself is basically a short summary, which serves as an introduction to the story. The headline does not function as a full sentence thus some words are frequently excluded. The broadsheet headlines have the proclivity to be more serious and deliberate.

They occasionally contain so called word plays, but they are not very striking. These headlines occurring in serious newspapers tend to be small.

The photographs used in quality press are also smaller. Pictures are applied to exemplify the story and supplement additional details. The images portray people in natural pose and do not make fun of them either. Keeble (2005) explains that “the quantity, size and use of pictures say something about the publication; its use of illustrations will change the face it presents to the world. A broadsheet newspaper, for instance, uses pictures with restraint [in contrast to tabloids] ” (p.193).

The use of vocabulary together with the length of sentences and paragraphs are other specific features. Lexis is more formal and rather factual than emotive. The vocabulary is sophisticated and complicated at times. Some people even stress that the use of dictionary is needed. This relates with the type of quality press audience mentioned before. Moreover, the sentences appear to be longer and complex, too. Keeble (2005) maintains that “thirty to thirty-five words for broadsheets/compacts are a fairly reliable indicator ... Broadsheets/compacts are more likely to have two or three-sentence paragraphs, again with design factors in mind” (p.91). The serious newspapers anticipate that the readers devote the requisite time to reading longer articles. Besides that, the use of the passive voice is apparent, especially in long and in-depth articles about national and international happenings.

Finally, the choice of advertisements also has its own criteria. As mentioned before, the broadsheet audience is characterised by education, intelligence and social class. Accordingly, the advertisements promote mostly films, theatre performances, accommodation facilities, consumer electronics and other material items, since the readers can afford the prices. For that reason, they do not promote anything for free.

The popular press in the United Kingdom

The popular press concentrates more on soft news. The news are conventionally timeless and engage in issues that affect the readers’ lives, community, and people in general. The tabloid newspapers have the ability to heavily influence the whole media world with their original content. Furthermore, as Conboy (2010) clarifies: “Tabloidization may refer to an increase in news about celebrities, entertainment, lifestyle features, personal issues, an increase in sensationalism, in the use of pictures and sloganized headlines, vulgar language and a decrease in international news ...”(p.130). In addition, the tabloids tend to foreground sensational crime incidents, gossip columns reiterating

discreditable insinuations about private lives of celebrities, and sports superstars. The gossip columns often embrace personages' sexual practices or misuse of drugs and sometimes exceed the limit of calumny. Finally, the majority of the content not surprisingly belongs to advertising, while sport and entertainment along with news coverage remain to fill practically the rest of the space.

Bias counts as an element more befitting tabloids' characteristics than broadsheets'. Conboy (2006) states that "bias is even more pronounced in the tabloids as they exaggerate the nationally specific, while in the main ignoring international news. Some have observed this as one of the defining features of the tabloid newspaper" (p.48). Apart from favouritism for the nation, the language used in popular newspapers has a tendency to be biased, contentious, dramatic, subjective, and naturally manifests emotions. This simply leads to furnishing readers with specific and simplified opinions. Johansson (2007) further suggests that "the tabloid newspaper, in replacing reason with emotion and analysis with sensation, reduces citizens' ability to understand the world and thus to control it" (p.38). Since the policy of redtops is to draw readers' attention to sensational news, it is no secret that the tabloids are accused of distortion of reality and providing false information in order to augment circulation.

The front page qualities differ considerably from those of serious newspapers. Whereas broadsheets incline to display two or more stories, tabloids usually present a single story controlled by a noticeable headline. The font size of the headline is huge and capital letters are utilised. It covers approximately one third of the page. The headlines are both eccentric and conspicuous and make the most of the given space. In addition, they are sometimes complemented with bold, mostly black colour to highlight the telegraphic text. The frequent use of puns and jocular language strengthens the power of the headline to allure potential buyers. Conboy (2006) claims: "Though far from being the sole preserve of the tabloids, they take word play into areas of irreverence and mockery inconceivable for the more serious-minded newspapers" (p.18). According to Keeble (2005): "Tabloid headlines are friends with everyone – they use first names and nicknames freely and will assume their readers know who Posh, Becks, Gazza and Cherie are. ... Slang finds its way into headlines very rapidly" (p.113). To sum up, the headlines of tabloid newspapers is simply the key element of the front page.

The other third of the front page roughly covers a large picture affiliated to the main story. As opposed to broadsheets the content of the image aims to raise emotions and laughter in particular. Johansson (2007) says: "Embedded in texts, pictures and headlines,

the joke is a constant connector of the popular tabloid news discourse” (p.90). People participating in the image are often depicted in unnatural poses, which make them look for instance like fools. As regards layout, the pictures in tabloids are also more prominent than anywhere else. Finally, the last third of the front page is mainly filled with the masthead.

As a result of the small tabloid format, the articles tend to be briefer than those printed in broadsheets. Equally, the length of sentences is shorter. More specifically, tabloid sentences consist of fifteen to twenty words. Lexis is informal and endeavours to scheme readers with emotive expressions. Keeble (2005) suggests that “[p]opular tabloids tend to heighten the sensational, emotional content by adding adjectives and adverbs” (p.115).

The articles in tabloid newspapers have an inclination to use less complex, straightforward vocabulary and grammar, which is closely connected with the audience. Conboy (2006) declares:

In using a range of distinctive and identifiable dialects, the tabloids enable the reader to use the newspaper as a textual bridge between their own experience of the culture in which they live, and their own attitudes and beliefs within a range of language which is a close approximation to what they imagine themselves to be using when they speak of these things themselves. In other words, the language of the tabloids talks their language. (p.11)

Furthermore, the use of such features as conversational, colloquial language and slang is also very common. In short, the language of tabloids proves to be both entertaining and comprehensive, which seems to be exactly what the audience desire.

Lastly, the advertisements normally occurring in tabloids have also their own traits. However, there are fewer advertisements in popular newspapers. Keeble (2005) states that “[t]abloids are generally much more reliant on sales as they do not carry as much advertising and cannot charge as much for it” (p194). As the redtops target lower class readers, the nature of advertising must be adapted to the circumstances. These people ordinarily cannot afford to spend vast amounts of money; therefore, the advertisements focus on cheap items such as food and beverages, cosmetics, detergents etc. In addition, they highly concentrate on promoting free items, special offers, and discounts. Hence, the readers presume that they may benefit from the purchase of the newspaper.

Daily Mail and its structure

The *Daily Mail* is a British middle-market newspaper using the tabloid format, founded in 1896 by the Harmsworth brothers, namely Alfred (also Lord Rothermere) and Harold (also Lord Northcliffe). It is published daily in London only with the exception of Sunday. The sister newspaper called the *Mail on Sunday* is printed instead since spring of 1982. Both the *Daily Mail* and *The Mail on Sunday* are in the ownership of conglomerate *Daily Mail & General Trust PLC*, which is based in London. *DMGT* is an international group quoted on the London Stock Exchange with a portfolio of market-leading digital, information, media and events businesses (“Who We Are,” n.d.). Apart from the *Daily Mail* and *Mail on Sunday*, the *DMGT* embraces other British popular brands such as *Mail Online*, *Metro*, *London Evening Standard*, *Wowcher*, *Jobsite*, or *Jobrapido*. All these brands come under *DMG Media*; a company falling within the *DMGT*. Other companies, which belong there are *DMG Events*, *DMG Broadcasting*, *DMG Information*, *RMS*, and *Euromoney Institutional Investor PLC*.

From a historical point of view, the *Daily Mail* is mainly known for reporting international news and for using enticing language. Once an unsensational broadsheet, now more likely regarded as tabloid, the *Daily Mail* created the mass market for newspapers which set the cultural scene that enabled the tabloid papers to later extend the experiment with the language of popular appeal (Conboy, 2006, p.115). Moreover, it preserves the right-wing conservative political stance, which, however, used to be more fanatical. At any rate, according to Temple (2008), the *Daily Mail* belongs to those newspapers that are feared by politicians, who are careful and try not to offend it as the *Daily Mail*'s readership represents the largest concentration of ‘swing voters’ voters’ (that is the group of voters whose help is considered as essential to winning a general election). Although, the readership mainly consists of the lower middle and middle class Temple (2008) even further asserts that the *Daily Mail*, “despite its reputation as appealing to women, 48 percent of its readers are men, two-thirds of its readership are the much sought after ABC1 social classes and 30 percent of them live in the London area” (p.190). The term ABC1 is explained by McNair (2009) as “generally more affluent, better educated sectors of the reading public, estimated to number just over 50 per cent of the population” (p.5). Finally, the *Daily Mail* ranks among the newspapers with the largest circulations not only in the United Kingdom, where it competes for first place with *The Sun*, but also in the world.

The *Daily Mail* or more precisely *Mail Online* is successful in online reporting as well. McNair (2009) reports that “in June 2008, Audit Bureau of Circulation figures

showed that the *Daily Mail* had overtaken the *Guardian* as the UK's most used newspaper website" (p.142). Furthermore in 2011, *Mail Online* overtakes the *New York Times* as the most visited newspaper website in the world ("The History of DMGT," n.d.).

The structure of the *Daily Mail* appears as follows. First is the front page containing the main story, which is supplemented with well-marked headline and related picture. The masthead includes the newspaper name, logo, price, date of publication, website, and title 'newspaper of the year'. From time to time an advertisement is used there as well. On the second page is the weather forecast and there also starts the section containing news reports, various stories, and topics. These stories and reports are rather national than international and quite often focused on issues from peoples' everyday life, miscellaneous crime incidents, community problems, misbehaviour of celebrities while all mixed with editorials, comments and advertisements together. This part of newspaper differs in length. However, it covers approximately 30-40 pages. Yet, the very same part lacks a certain set of rules as the national news and international reports are erratically mixed together in one section. Perhaps, in round figures the first 14 pages deal with more substantive topics and incidents. Approximately in the middle of the publication can be found a special, broad section commonly oriented towards women. It concerns health, lifestyle, occasional affairs and also crosswords and brain teasers. The section tends to be roughly 20 pages long. It is followed by 4 pages of TV and radio schedule. Another 4-5 pages are filled with letters from readers, jokes, debates and more advertisements. The next 5-6 pages long section is dedicated predominantly to finances, since the section is labelled 'CITY & FINANCE'. The rest of the content concentrates on sport. It is seldom customary to include different sport than football, cricket, rugby, tennis, horses, or possibly motor sport in United Kingdom. Sport usually covers 10 pages of the newspaper. In brief, considering the position in the market the *Daily Mail* offers the expected content, but maybe does not completely live up to its reputation regarding international news coverage.

The Guardian and its structure

The Guardian represents the national serious press in the United Kingdom. Formerly known as *The Manchester Guardian*, it was founded in 1821. In 1959 the name changed to *The Guardian* and to make itself special, it started to employ the Berliner format in 2005. *The Guardian* became the UK's first full-colour national newspaper, and the first UK national newspaper ever to adopt this size ("History of The Guardian," 2002). Moreover, Boyle (2006) claims that "*The Guardian* was one of the first papers to pioneer

the tabloid supplement” (p.50). The tabloid supplement is called *G2* and the name of sister newspaper published on Sundays is *The Observer*. Both newspapers are in the ownership of *Guardian Media Group*. Keeble (2005) states the following:

The ownership and business objectives of the Guardian Media Group (GMG) are distinct from other major newspaper owners. GMG is a private company completely owned by the Scott Trust that exists to protect and support the editorial objectives of the titles it owns. This means the company is more or less immune from takeover and can probably take a longer view on investment and its return than other publishers. (p.44)

Aside from *The Guardian* and *Observer* newspapers, the remainder of *GMG* core business comprises *Guardian News & Media*, publisher of theguardian.com. *The Guardian* does not disguise its centre-left liberal political stance and such is its reputation among readers. The readers are thought to be young, educated, and majority of them supposed to be members of middle-class. Johansson (2007) insists that “the *Times* and the *Guardian*, have the most affluent and well educated readerships, with over 50 per cent of readers in the AB (upper professional and managerial) social grades” (p.24). The readers also acknowledge the fact that *The Guardian* is besides other things a national newspaper that has well-structured designated classified advertising, forming sections like Media, Education and Society and what particularly young readers appreciate the most, these sections includes jobs and property in great numbers.

Similarly to the *Daily Mail*, *The Guardian* offers the online news service. Steen (2008) states that “The *Guardian*, through *Guardian Unlimited*, were first to produce a Web version” (p.37). The website covers much more than just news coverage. There can be found sections devoted to sport, culture, business, money, life & lifestyle, travel, environment, tech, or TV.

The structure of the newspaper is distinctive. Starting with the front page that embraces the usual traits such as main story enriched with decent headline and picture, then 2 more stories, and a masthead providing the newspaper name in the form of logo, price, date of publication, website, and barcode. The first coherent part pursues national news, while also containing a few advertisements. This part fills 18 pages in length. Where the national news terminate, the international commence. The international news section continues until the financial part is encountered. Financial news and reports begin

approximately between pages 23-26 and disappear around the 30th page. Somewhere among these pages is usually located the 'eyewitness', a large picture unrelated to news articles, but showing some topical issue or current event. Browsing onwards, non-news sections like obituaries, reviews, and comment & debate are expected to be found. According to the day, Education, Media, or Society follows. Sport finishes the content of *The Guardian* as the last individual chapter. The sports section tends to be slightly broader since it covers eight pages of the newspaper and includes a weather forecast on the last page but one. In summary, *The Guardian* offers very accurately labelled content, which is transparent and on top of that offers a the tabloid supplement filled with the typical content of popular press plus contains pages that include Arts, Television, Radio, and Puzzles.

3. METHOD OF ANALYSIS

The aim of this chapter is to introduce some basic rules regarding the following analysis. Two pairs of football match reports are examined with the main focus on the structure of the text, layout, register, vocabulary, and bias. Each report is analysed individually. Texts 1, 3 are obtained from the *Daily Mail*, while Texts 2,4 are obtained from *The Guardian*. Firstly, the topic and context of the article are introduced in order to better understand the event. Subsequently, the location and significance of the article in the publication are assessed. Furthermore, the layout of the page containing the report is described with stress on photographs and headlines. In addition, the headline and the sub-headline are analysed in detail in single paragraphs. The following paragraph deals with the structure of the text and studies the leading paragraph, length of the paragraphs, and length of the sentences. The next part concerns chiefly vocabulary and register. More specifically, the occurrence of passive voice, phrasal verbs, football terminology, jargon, emotive, sophisticated, and imaginative language is discussed. The bias, degree of criticism, possible formed opinions, and influence on the reader are examined as the final elements of the analysis. Lastly, a brief summary is offered to emphasise the most important differences between the articles from the *Daily Mail* and *The Guardian*.

4. ANALYSIS

Analysis 1

The first analysis utilises two football match reports concerning one of the English domestic cups. Ian Ladyman is the author of the report printed in the *Daily Mail* whereas Daniel Taylor happens to be the writer of the report for *The Guardian*. In this case the domestic cup is *The Football Association Community Shield* commonly known as the Super Cup. The rules are very simple. The winner of the English *Barclay's Premier League* and the winner of *The Football Association Cup*, which is regarded as the most prestigious Cup in the United Kingdom, encounter each other in one game and the club that achieves victory also wins the trophy. The match is played just before the start of the new season and takes place on neutral ground. It is probably fair to say, that *The FA Community Shield* does not count among the most prestigious competitions, but every triumph is considered as a success and even more every loss is seen as a failure in the football world nowadays. The game in which the aspirant to win as many trophies as possible Manchester City FC defeated a similar candidate Chelsea FC was chosen for the needs of the first analysis in this thesis. Lastly, the result of the game was affected by the early red card given to Serbia defender Branislav Ivanovic thus it makes the article a bit more interesting for the objective of the analysis.

Text 1 (see Appendix: Text 1)

The report appears on the 58th as well as on 59th page out of 72. It is a case of the second article in the sport section right after a single page filled with golf-related content. The Olympics taking place in the United Kingdom just finished the day before the publication thus the rest of the sport section deals with Olympic coverage, especially as the particular Monday was the first day after the closing ceremony. Nevertheless, one exception occurs in form of two pages dedicated to cricket on the last two-page spread. Owing to the position and extent of the chosen football report in the publication, the article seems to be neither of any special importance nor negligible.

The layout of the article looks inventively. The whole text of the report is situated on the first page exclusively in the upper half and has a form of four columns. The bottom part of the page consists of an advertisement related to watching football on television. Namely *Sky TV* which is surely cunning. The first half of the striking headline is located at the top of the page. The final score, the name of the author supplemented with the picture

of his face, and the sub-headline are situated right below the headline. On the right side next to the sub-headline fits the smallest of three photographs that portrays the referee Kevin Friend showing the red card to Branislav Ivanovic who looks surprised.

Furthermore, there is utilised a note commenting the foregoing photograph as well as the largest one, which is split in half and depicts the unlucky Chelsea defender making the two-footed sliding tackle. The third snapshot already occurs on the second page and captures Manchester City player Carlos Tevez celebrating his decisive goal. Below the picture can be again found a relevant note, name of the photographer, and match facts including the line-up with formation in brackets, substitutions, scorers, bookings, player ratings, referee, and attendance. The page is also divided into two halves. The upper half is completed with the editorial related to the game whereas the whole bottom half covers football results, upcoming fixtures, and brief information regarding other sports.

The employed headline belongs to the typical category of popular press. Big enough to cover a two-page spread and written in capital letters to emphasize the bold font the headline says 'FIRST BLOOD TO CITY'. The headline surely excites the reader's feelings. It is tempting to be under the impression that City is a gang of bloodthirsty murderers, merciless warriors, or cruel savages who has just hunted down the prey. Readers with less vivid imagination may be at least having the notion of the battle in which the City's opponent bled to death. Moreover, the headline seems to imply that the defeat is probably huge and that the losing side suffered a lot. Potentially, the text sounds a bit sovereignly and hints that achieving the victory was not very difficult. Lastly, the word 'first' certainly notifies the first significant victory or possibly the first won trophy and indicates that there should be more 'blood to City' in the new season.

In contrast to headline, the sub-headline is approximately three times smaller. The font is also bold, but not written in capital letters. The sub-headline offers more information to the reader as it says 'Ivanovic off and eight booked as Mancini's men edge feisty clash'. Therefore, four pieces of information are provided. The first suggests that Ivanovic was sent off, while the word 'sent' is omitted. The second hints that eight players were booked omitting the word 'players'. The third provides the fact that Manchester City FC won the game as Roberto Mancini is their manager and the last mildly describes the nature of the game by saying 'edge feisty clash'.

The leading paragraph makes use of the slightly larger font than the rest of the article. In addition, the first letter of the paragraph is the size of five lines. Furthermore, the first two words are also written in capital letters. The paragraph does not provide any

details of the game, but the author merely emphasises the fact that the first competitive game of the season arrived, while the Olympics are about to finish. Apart from the leading paragraph, there are employed other twenty paragraphs using the same modest font. Each paragraph consists of no more than 3 sentences. These sentences are both long and short. Some of the longer complex sentences even comprise the whole paragraph. The first six paragraphs, excluding the leading one, deal with the most important matters such as dividing teams into the winner and loser, the consequences of the result, the sending-off and its impact on the game, the location of the event, and two quotes from the aforementioned manager of the winning side commenting the influence of the given red card on the game. Moreover, the first six paragraphs, plus the leading paragraph, include ‘the five W’s’, the term explained by Keeble (2005) as “[w]ho’, ‘what’, ‘where’, ‘when’ and ‘why’” (p.111). Andrews (2005) further suggests that “[a]nswering these questions – and the supplementary question How? – usually allows us to assemble all the information needed to understand a story, although it is not always necessary to answer all of them in the intro” (p.65). The remaining paragraphs describe individual plays and other related matters in chronological order, even though the very last two paragraphs concern with the poor behaviour of supporters mainly towards Chelsea captain John Terry and other possible sending-offs. Hence, the last two paragraphs consist of the least important information. Subsequently, the author offers his email address at the end of the article. In conclusion, the article has the structure of inverted pyramid, which is according to Steen (2008), “[made] on the basis that the most important elements should come early, and that the copy could be cut from the bottom without losing anything essential” (90).

The use of the vocabulary is quite assorted, however, the text does not give the impression of being formal to the reader. For example the elision is used in the negative form of the verb ‘do’ twice throughout the text. Similarly, the elision is employed in the modal verb ‘could’ in 16th paragraph of the report. In contrast, the elision is omitted in the sentence ‘Just in front of him, John Obi Mikel was not much better’, which makes the whole elision usage inconsistent. Although it is not necessarily an attribute of formal language, the use of passive voice is nearly nowhere to be found in this article. More specifically, it is not found in the description of the football match as in the last two paragraphs dealing with the additional information the passive voice occurs abruptly several times for instance ‘was subjected’ or ‘was thrown out’. The latter is at the same time an example of the feature of informal language. The verbs combined with an adverb or preposition are termed phrasal verbs and there are more examples all over the text such

as 'has gone on', 'fell over', 'turned out', or 'pick up'. Since the article deals with the football match, the utilization of the limited terminology and possibly jargon is expected. The reader can encounter expressions such as 'sending-off' as well as its synonym 'dismissal', 'first-half', 'studs', 'net', or 'to convert' in the text. As an example of jargon can be considered the expression 'backheel' referring to a pass executed by the player's heel or 'cut-back' which means passing the ball neatly back to a team-mate by using the countermovement of the opponent. Very interesting is the imaginative way of describing particular situations in the following two sentences. The first sentence is 'The dam, such as it was, burst in the 53rd minute when the imperious Yaya Toure drove a fierce shot into the corner after John Terry had only partially cleared'. In this case the metaphor refers to the advent of the turning point of the match. The second metaphor can be found in the sentence 'With half an hour left they already looked as though they felt they couldn't win and when Samir Nasri stretched to convert a Kolarov cross in the 65th minute it briefly looked as though they might succumb to an avalanche.' The ending of the foregoing sentence alludes that with still plenty time to go Manchester City FC looked most likely to concede even more goals. Furthermore, the choice of vocabulary tends to be emotive in cases like 'thundering climax', 'scored expertly', 'fierce shot', 'he was a liability', or 'gaping net'. Clearly, the last two examples are also related to the critical tone of the author.

As the article describes a domestic competition between two English clubs, the bias can be barely found. But the author inclines to be notably critical of no matter what or who he picks. By saying 'David Luiz remains a problem at centre half' and 'he was a liability' he harshly criticises Chelsea defender for his performance. The expression 'gaping net' is used to mock Manchester City forward Sergio Aguero, because of his inability to score a goal in the obvious opportunity. The sign of sarcasm can be noticed when Costel Pantilimon is called 'the champions' goalkeeper' who 'spilled a low shot from Daniel Sturridge'. Furthermore, the adjective 'low' demeans the quality of the shot and obliquely suggests that the goalkeeper should have done better. Previously, right in the beginning of the second paragraph the defeat for Chelsea is emphasised by saying that they have to 'downgrade' to now only six possible silverwares in the upcoming season. The dissatisfaction with the spirit of the game is obvious as the author compares it to the Olympics on numerous occasions for instance 'the Olympic spirit has not yet permeated the thick skin of our national game' in the very last paragraph. In addition, Chelsea winger Eden Hazard is picked to be derided through a mention of his misplay, which did not really

have an impact on the game. Although Carlos Tevez scored the decisive goal and both the goal and his performances are praised, the Manchester City forward is also marked as ‘capricious’ and ‘unpredictable’. On the other hand, there are paid some compliments as well. Another Manchester City player Yaya Toure is recounted as ‘imperious’ due to his dominance in the midfield area. All in all, the article does not show any signs of bias, but it produces several persuasive opinions thanks to the critical tone of the author and use of the aforementioned vocabulary.

Text 2 (see Appendix: Text 2)

The report exceptionally occurs on the 16th page out of 20, but it does not mean that the sport section was transferred from the end of *The Guardian* and put right after the international news in the front. As mentioned before the day of the publication was simultaneously the first day after the Summer Olympics termination. Therefore, the sport section enlarged up to the size of 20 pages and employed its own pagination. The Olympics covers the first 14 pages and are subsequently followed by one page of cricket, two pages of football, one page of golf, and by the rest of the content which does not deal with articles anymore. Accordingly, the football is given more space than the rest excluding the glorified event, of course. Moreover, both pages are dedicated to the only match, which shows its importance on that day. In conclusion, the FA Community Shield looks to be regarded as a significant fixture by the editor.

The layout of the article is very tidy and clearly arranged. The text of the article is divided into four columns placed below the reasonable headline in terms of size. No sub-headline is used after, just the name of the author as well as the name of the location where the match took place occur. Furthermore, the match facts appear and include the score with all the scorers, attendance, referee, and line-ups showed in formation on the coloured football pitch with both used and unused substitutes situated next to it. The bookings are neither missing as the players who were booked are marked with the associated colour of the card. The match facts are organised superbly and smartly. The picture depicting the crucial moment of the game lies further below the text. The photograph captures the tackle on Manchester City defender Aleksandar Kolarov and is further supplemented with a note including the name of the photographer. Lastly, the report is surrounded by two articles dealing with the additional topics of the game and there are two more on the other page along with exactly the same advertisement like in the *Daily Mail*.

The headline has the form of a complete sentence thus avoids omitting words and says in full wording ‘Menacing Tevez shows City intent as Chelsea are exposed and overwhelmed’. Two lines long text suggests the winner as well as the loser of the match and also names the player who scored the most important goal. The word ‘intent’ is classified as a formal expression. The whole sentence sounds decent and the all adjectives are implying the reality rather than trying to provoke the reader’s reaction. Perhaps the adjective ‘menacing’ is less timid in terms of arousing emotions, but it does not extend beyond the given boundary.

The report consists of 10 paragraphs of the same size and font. Every paragraph contains one to four sentences. The tendency to make use of longer texts can be noticed especially in the paragraphs formed by only one or two sentences. The short sentences also occur, but they are in the minority. In total, 29 sentences are used to describe the event. The first six of them comprise the first three paragraphs and offer considerable amount of background information such as Manchester City manager’s view on the chances of his team in the upcoming season, the mention of transfers, or partial reminder of the last season’s standing. The first paragraph does not stand out, however, it hints the nature of the game, whereas the third paragraph deals mostly with the assessment of the winner’s squad. The rest of the article chronologically pursue the essential moments of the game starting with the red card incident. However, with the exception of the last two paragraphs of which content is the least significant as it comments the other possible bookings, the performance of two Chelsea players, plus the verdict that the both clubs need to improve. In summary, the article obviously employs the inverted pyramid structure and besides other things offers the background information.

Overall the language tends to be rather formal and the occurrence of passive voice is common. The purpose of its occurrence in the following examples ‘damage was done’, ‘Roberto Di Matteo’s side were reminded’, and ‘Chelsea captain was also subjected to chants’ is to present the information as the result of the action and as the fact. On the other hand, the active voice is preferred in the actual description of the action. Nevertheless, the article is not purely formal as it may look until now. Occasionally a phrasal verb like ‘dwell on’, ‘came in’, or ‘got off’ appears. Still, these examples do not greatly vitiate the formal qualities of the report. In addition, the use of football terminology is not bypassed so expressions such as ‘goalkeeping’, ‘red card’, ‘first half’, ‘studs’, ‘blitz’ and ‘equalise’ are found in the article. Furthermore, the reader encounters jargon, for instance ‘jabbed out a foot to divert a cross’, ‘Nasri slipping a pass to Tevez who ducked along the edge of the

penalty area', or 'Toure had buried an emphatic right-foot shot past Petr Cech'. In fact, the report is full of impressive vocabulary especially adjectives such as 'affronted', 'erratic', 'accomplished', 'mitigating', 'emphatic' or nouns such as 'acquisition', 'ordeal', or 'ignominy'. In other words, the language is fairly consistent in the register throughout the whole text.

The bias does not belong to the elements examined in this text as there is none to be found. Nonetheless, the tone is formal thus a lot of factual information is provided to the reader. However, some opinions of the author are outlined too, but there is no real pressure exerted on the reader to be influenced by them. The author keeps his sensible attitude when evaluating the players as well. The goalkeeping of Manchester City player Costel Pantilimon is described as 'erratic', Branislav Ivanovic's tackle is judged reckless and foolish as it really was, Yaya Toure and Samir Nasri are considered as 'the driving forces showing flashes of brilliance', the match is described as 'a demoralising experience' for John Terry complemented with the mention of him being 'subjected to chants about his recent court case', the City's second goal is labelled 'a beauty', and the failure of Sergio Aguero in front of the empty goal is described decently as follows 'Sergio Aguero turned wide the easiest chance of the match'. Moreover, Carlos Tevez is praised for his performance and mainly his attitude by stating that he 'appears to be playing with a clear head', 'Chelsea is said to be 'vulnerable' and 'ordinary', and Eden Hazard's introduction to English football is reported as 'undistinguished' and 'notable mostly for an early dive'. Lastly, the aim of the report is to inform and describe rather than entertain and the author does not exaggerate and deride anybody.

Summary of the analysis

The analysis demonstrates three major differences between the chosen texts. Firstly, Text 1 tends to be informal whereas Text 2 is rather formal. Secondly, there is a significant difference between both headlines. The headline in Text 1 is a typical example of tabloid journalism as the headline is big, easily catches attention of the reader, and possesses imaginative meaning. On the contrary, the headline employed in Text 2 calmly summarises the match and serves more as a very short introduction. Lastly, the way how the players are treated is worth mentioning. Text 1 tends to be rather harsh and critical towards them, while Text 2 seems to quite neutral and factual in this matter.

Analysis 2

The second analysis also deals with two football match reports, but this time the articles concern the European competition. Matt Barlow, writing for the *Daily Mail* and Kevin McCarra, writing for *The Guardian* offer reports from the most prestigious club competition in European football, the *UEFA Champions League* commonly known as the *Champions League*. The competition is played annually by the best 32 football clubs from across Europe. The clubs are divided into 8 groups in which they play 6 matches and confront one another twice. The group stage is followed by the knockout phase, where 16 previously qualified clubs continue to play in round of 16, quarter-finals, semi-finals, and the final according to draw. The analysis employs the reports of the game in which the representative of English football Arsenal FC defeated Greek champions Olympiakos FC at home at the Emirates Stadium. It is a case of just the second game in the group stage, however, the importance of every match in this competition is huge.

Text 3 (see Appendix: Text 3)

The article appears on the 4th double page of the sport section which is also the penultimate double page of the publication. The exact pages are numbered 84 and 85. The arrangement of the sport content lays stress on football as the football news cover more than half of the section. The report is placed in the middle of the football-related content, which follows cricket, horse riding, rugby, tennis, and formula one news. The significance of the chosen report seems to be slightly lesser in contrast to the closing report concerning the same competition, but different English club. Nevertheless, the position of the analysed article is still very strong.

The layout of the double page is well organised, even though the report is surrounded by some previews and other information regarding football events. The text of the article has a form of nine columns and the first two columns are more extensive than the remaining seven. On the whole, the text looks to be subordinate for the effect of the large photograph, which is placed at the centre of the two-page spread and shows Arsenal midfielder Aaron Ramsey scoring the third goal in the 90th minute of the game. Furthermore, the picture contains a note praising the style and elegance of the finishing, name of the photographer, group's table, and additional short article regarding the game by Sam Cunningham. The detailed match facts including the score, scorers, line-ups with formations, player ratings, substitutes, both managers, bookings, referee, attendance, and name of the stadium where the match took place are located next to the picture on the left.

The leading paragraph, the sub-headline, and the author's name with the picture of his face are situated right next to the match facts. Lastly, all the aforementioned content lies below the spacious headline.

The headline possesses the typical features of the popular press style. It is considerably big, written in capital letters, and employs the bold font. The headline says 'GUNNERS RUN INTO FORM'. The expression 'Gunners' stands for the nickname of the club and the rest of the headline 'run into form' simply evokes a positive reaction about the performance and the result. All in all, the attitude of the headline towards the English football club is rather friendly.

On the other hand, the sub-headline reveals more information and cast a doubt on the Arsenal defence by saying in exact wording 'But victory only masks more back problems'. The choice of vocabulary is interesting for example the word 'problem' incorporates a negative meaning and words 'but' and 'only' diminish the main headline as well as the result. Moreover, the sub-headline also employs the bold font, but in terms of size it is much smaller in contrast to headline.

The leading paragraph naturally follows the sub-headline and stands out among the remaining 27 paragraphs thanks to the slightly larger font and the fact that the first three words are written in capital letters. Furthermore, the first letter of the paragraph is approximately half the size of any letter in the headline. The leading paragraph makes reference to the former sprinter and Olympic legend Michael Johnson who paid a brief visit to the English club. The author does not provide any additional details of the visit, however, he sarcastically questions the Arsenal performance by implying that the 'Olympian levels of excellence' were not reached. The remaining paragraphs make use of lower case letters. The length of each paragraph ranges from one to three sentences, but mostly only one sentence comprises the whole paragraph. Hence, the sentences tend to be longer. The most information in the first quarter of the report revolves around the match. For example the author remarks that Arsenal manager Arsene Wenger watched the game from the stands and further mentions the influence of the absent Arsenal defender Per Mertesacker on the team as well as the Arsenal's position in the group stage, or the impressive Olympiakos' record in their domestic league. Subsequently, the actual match report commenting the highlights of the game commences and continues until the end of the article. Nonetheless, there are several exceptions for instance the explanation why Arsene Wenger was not allowed to manage his team during the match, the observation about the presence of the English national team manager at the stadium, or the fleeting

reminder of the former Arsenal forward Robin van Persie. The last paragraph sums up the article and the author once more conveniently mentions the Olympic gold medallist. In short, the structure of the report resembles the structure of inverted pyramid, but the ending is quite accurately measured and rehearsed thus it would be difficult to shorten the text.

The vocabulary used in the article is diverse and the language of the text is rather informal. Although, the text sometimes resembles the formal register and the passages using the following expressions ‘to apply a header’, ‘the disorganised nature of the game’, or ‘they failed to apply pressure’ along with the other cases employing passive voice such as ‘the captain was unmarked’ and ‘Olympiakos were exposed’ illustrate that. Nevertheless, the informal features of the language are represented in bigger number. The application of phrasal verbs is considerable for instance ‘rattled in’, ‘cropped up’, ‘gazed down’ or ‘drift out’. Furthermore, the occurrence of imaginative expressions such as ‘triggered a frantic spell’, ‘relief washed around the Emirates’, ‘handed the initiative to the visitors’, and ‘the clock ticked into stoppage time’ also represents the informal language. The term ‘stoppage time’ belongs to the football terminology along with the other examples as ‘centre halves’, ‘goal-kick’, ‘corner’, ‘kick-off’, ‘bar’, ‘free-kick’, ‘post’, or ‘set-pieces’. Moreover, some signs of use of jargon can be observed for instance ‘a neat clip’, ‘miscued’, ‘side-footer’, and ‘scrambled back’. In brief, some adjectives such as ‘jittery’, ‘sloppy’, and ‘heavy-legged’ underline the rather informal tone of the article as well as they imply the critical attitude of the author towards the home team.

Thanks to the fact that the report concerns with the football match in which the English club encounters the club from abroad some sort of bias in favour of the English club is naturally expected. Nevertheless, it is quite the opposite. The author is greatly concerned with the imperfect defence of Arsenal FC and criticise their performance several times throughout the article. He describes the Arsenal manager Arsene Wenger as ‘skittish’ when watching the game and points out that ‘against a more clinical team, the hosts might have been trailing’. The great emphasis is placed on mistakes made by Arsenal players for example the goalkeeper Vito Mannone is mocked due to missing his team-mate with a pass ‘by yards’, Santi Cazorla is accused of spoiling a simple pass by stating that he ‘miscued a simple side-footer’, both Arsenal centre defenders are further questioned as they ‘were dragged underneath a right-wing’ thus let down their goalkeeper, plus their other challenges are described as ‘rash’ and ‘reckless’. The negative tone towards the home team is noticeable from the beginning to the end of the article and even the delineation of goals incorporates a reference to the element of luck with the exception of the third goal scored

by Aaron Ramsey. In addition, the words ‘foraging’ and ‘outburst’ complete the list of emotive vocabulary used in the report. In short, the author seems to be enjoying the criticising and presents the article more as an opinion than a fact, while the article is surprisingly biased against the English club.

Text 4 (see Appendix: Text 4)

The report occurs on the 39th page in the sports section of the newspaper. More specifically, it represents the second largest article in the football section. The largest football report deals with the other Champions league game which is probably slightly more attractive as the foreign opponent has more resounding name than in this case Olympiakos FC. The football section is preceded by two pages dedicated to rugby, horse racing, formula one, and tennis and is followed by a double page containing the cricket content, plus weather forecast and crosswords as it is a habit of The Guardian. To finish, the football section itself consist of several less significant news placed on the first page and the aforementioned two reports covering three pages altogether.

The chosen article extends over one page of the publication, however, it lets some space to advertisement and football, cricket, golf, tennis results and fixtures at the bottom. The layout of the page is very well organised, likewise is the layout of the report. The modest headline is situated above the text and most importantly above the highly visible picture portraying the Welsh Arsenal midfielder scoring the last goal of the game. The photograph is supplemented with a short note printed in bold including also the name of the photographer. The text is supported by additional information in form of match facts and the table of particular group along with the results and remaining fixtures. In more detail, the match facts are comprised of the score, scorers, line-ups, substitutes, formations, and referee. Furthermore, the small snapshot of the author’s face, his name, and the name of the stadium completes the content. The text is unevenly distributed into 4 columns and 15 paragraphs at the same time. Lastly, approximately one half of the text forms the first column, while the rest of the text fills the remaining three.

The headline says ‘Ramsey adds gloss on nervy night for Arsenal’. Obviously it is not the case of sensationalism. The headline seems to be unexceptional and ordinary, but it cleverly summarises the whole match in one short sentence. Aaron Ramsey is praised for scoring the neat late goal which merely improves the result and makes it look more convincing. Therefore, the author says that ‘Ramsey adds gloss’ while the rest of the headline ‘nervy night for Arsenal’ adequately characterises the nature of the game.

Accordingly, the reader comes to believe that the game was not easy for Arsenal and that the result probably does not precisely reflect the reality on the pitch. All in all, the headline perfectly serves as an introduction to the reader.

The article consists of 15 paragraphs employing the same small size and font. Each paragraph is composed of at least one and no more than four sentences. The length of the sentences varies as there can be found the short as well as the long. The single sentence even forms the whole paragraph three times in this report. In total, 37 sentences occur and majority of them tends to be longer. The content of the text is organised strangely at least in contrast to other analysed texts. The actual action or in other words the highlights from the game are described only in three paragraphs, plus in the note, which is associated with the picture. The other paragraphs mostly discuss the nature of the game and comment the performances of both teams. In the very beginning the author mentions that the Arsenal manager Arsene Wenger watched the game as a spectator because of his ban thus was replaced by his assistant Steve Bould. In addition, two quotations appear and make the report look factual and credible. More specifically, Steve Bould refers to the result and the upcoming fixture in the first quotation while the second quotation offers the Arsenal captain's view on the performance. Furthermore, the position of both clubs in the competition is outlined as well as the glimpse into the unsettled Arsenal squad in terms of its changeability. To sum up, the report reads well, although the structure does not seem to be restricted by any evident rules and the description of the action is limited.

The article employs formal register, therefore appropriate vocabulary occurs. Furthermore, the common use of passive voice proves the formal tone for example 'the Arsenal captain was disappointed', 'Victory was deserved', 'cross was blocked', or 'Olympiakos were kept at bay'. Moreover, the following four inconspicuous phrasal verbs 'held on', 'round off', 'deal with' and 'set up' appear in the text, but do not violate the register. On the other hand, the football terminology is numerously represented throughout the article by expressions such as 'stoppage time', 'touchline ban', 'clean sheet', 'centre-half', 'knockout stage', or 'cross'. In addition, the expressions 'warm-up', 'berth', and 'low drive' may be considered as jargon. The report also contains relatively sophisticated vocabulary including nouns 'endeavour', 'overhaul', 'alterations', 'vigour' and adjectives 'luxurious', 'incongruous', 'detached', 'agonising', or 'spasmodic'. On the whole, this particular match report is the typical case of serious piece of writing.

The analysed text tends to be rather neutral, but also slightly biased in favour of the English club. The author emphasises the strong position of not only Arsenal FC but also

the other English clubs in the competition. The performance of Arsenal FC is further supported by stating that ‘the European scene is the setting in which they are more likely to flourish’. The author also praises the performance of the opponent from Greece, but never really accuses Arsenal FC of making any mistake or playing badly. Instead, Arsenal is partially excused by stating that they ‘continue to be a work in progress after some recasting of the squad in a summer’. The English club is simply shown in the better light and convincingly presented as the winner, even though there was ‘a need to marshall forces and protect the advantage’ and achieving the victory was ‘full of jeopardy’ but ‘fascination’ as well. Accordingly, the nature of the game is described as ‘a pleasure’ for anyone ‘who cared for excitement and unpredictability’ thus the attractiveness of the match is highly rated. In conclusion, the report is considerably factual, but it also produces its own view on the match which is positive towards the domestic club.

Summary of the analysis

The analysis illustrates two basic differences between the selected texts. Firstly, Text 3 appears to be rather informal in comparison to Text 4 which is highly formal. It is fair to say that there were also found some features of the formal language in Text 3, but they do not affect the text to such degree that would diminish the significant difference. Secondly, the application of bias in Text 3 greatly varies from Text 4. More specifically, the bias against the English club occurs in Text 3, while the bias in favour of the English club occurs in Text 4. It is not an extreme case in either text, but the bias is noticeable enough to be examined. Moreover, the headline employed in Text 3 is positive in contrast to the subsequent content of the report whereas the headline used in Text 4 corresponds with the related content. Lastly, the photographs in both texts portray the same moment and show it just from different angle which is interesting.

5. CONCLUSION

The aim of the thesis was to ascertain which language features occur in the articles, what kinds of structure and layout of the reports are employed, to what degree readers may be influenced by the content, and to what degree the content is biased. Firstly, the register plays a big role in distinguishing the *Daily Mail* from *The Guardian*. The *Daily Mail* tends to be rather informal thanks to the frequent occurrence of diverse vocabulary, imaginative expressions, and phrasal verbs. On the other hand, *The Guardian* uses formal register which means more common use of passive voice, neutral, impressive and sophisticated vocabulary, along with providing the factual information. Secondly, the layout of the report in the *Daily Mail* is ordinarily too busy in contrast to the tidy and transparent layout in *The Guardian*. The headlines differ in size and conspicuousness, plus the *Daily Mail* further offers a sub-headline and leading paragraph. Thirdly, the *Daily Mail* obviously tries to influence reader by forming opinions and being critical and captious all the while. On the contrary, *The Guardian* seems to be rather neutral or possibly slightly nationalist. That leads to the bias which is found only in the second part of the analysis when examining Texts 2 and 4. *The Guardian* stayed loyal to the aforesaid, but the *Daily Mail* was surprisingly biased against the English club participating in the European competition. That may only confirm the common knowledge that the British media, in this case the journalists, are very demanding in terms of quality of the game which creates considerable pressure on the players.

Moreover, the number of employed paragraphs systematically varies, but more importantly the difference in providing match facts is worth mentioning. *The Guardian* furnishes with more background and factual information regarding the match whereas the *Daily Mail* tends to describe the action and primarily lays stress on player ratings. This finding may be considered as another opinion making device used to influence reader. However, the style of writing no less depends on the author and his skills. Lastly, the most popular middle-market newspaper in the United Kingdom simply wants to catch attention of the reader in a similar manner as the tabloids do, while the other major British newspaper *The Guardian* keeps the conservative formal approach to writing.

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SUMMARY IN CZECH

Tato bakalářská práce porovnává reportáže z fotbalových utkání, které byly uveřejněné v britských denících *Daily Mail* a *The Guardian*. Práce se zaměřuje na hledání charakteristických prvků v textu a nejen tam. Dále také rozebírá strukturu textu, grafickou úpravu a rozložení stránky, použitou slovní zásobu a zaujatost obsahu. Teoretická část představuje britské noviny a jejich rozdělení, zkoumá rozdíly mezi seriózním a bulvárním tiskem a nabízí detailnější popis obou dříve zmíněných deníků tak, aby se připravila půda pro analýzu. Metoda analýzy jednoduše popisuje pravidla pro samotnou analýzu, která se skládá ze čtyř samostatně rozebraných textů. Analyzované texty jsou ještě doplněny dvěma krátkými přehledy, které shrnují hlavní rozdíly. Závěr nabízí výsledky a shrnutí práce.

Text 1: Daily Mail: FIRST BLOOD TO CITY

FIRST BLOOD

AS THE Olympics reached a thundering climax in London yesterday, the football season snuck in almost unnoticed through the side door. The Community Shield did at least provide us with a decent game, though, and for that we should all be thankful.

Manchester City, helped by the first-half sending-off of Branislav Ivanovic, have another trophy to take home to the Etihad Stadium. Chelsea, meanwhile, approached the season with the chance to win seven competitions but will now have to downgrade to six.

Certainly Ivanovic's dismissal helped to shape this game. Chelsea were leading by a Fernando Torres goal on an afternoon that was at that point short of drama when the Chelsea defender – who has some previous – slid his studs into Aleksandar Kolarov's ankle moments before half-time.

Referee Kevin Friend didn't hesitate to send off the Serbia defender and from that point on the ferocity, the impetus and, ultimately, the game belonged to City.

It would have been interesting to see what would have happened had all 22 players remained on the field. It may have provided us with more of a marker for the season to come.

As it was, City moved through the gears in the second half to disable Chelsea's challenge and secure

	2
	3

IAN LADYMAN
Northern Football Correspondent

victory with three very good goals. 'We were certainly better after the sending off,' conceded City manager Roberto Mancini. 'I can't deny that it helped us. It was easier after that and we played better.'

Given all that has gone on in London over the last fortnight, this game had a peculiar look to it at the start. The fact it took place at a less-than-full Villa Park didn't help.

Early on it threatened to live down to expectations. Chelsea's new signing Eden Hazard looked lively at times but then fell over when attempting a backheel. For a while that was a highlight.

Happily things soon improved and in the 40th minute Chelsea's Brazilian Ramires skipped past Pablo Zabaleta and passed to Torres, who controlled the ball with his right foot and scored expertly with his left.

It was a lead that Chelsea perhaps deserved. City at this point were only fitfully fluent. Nevertheless Ivanovic's dismissal

Ivanovic off and eight booked as Mancini's men edge feisty clash

proved too much for Chelsea to cope with in the second half. David Luiz remains a problem for them at centre half and he was a liability when faced with a monopoly of City possession after the interval. Just in front of him, John Mikel Obi was not much better.

The dam, such as it was, burst in the 53rd minute when the imperious Yaya Toure drove a fierce shot into the corner after John Terry had only partially cleared. Twelve minutes later it was 3-1 and the game was over.

There was something to admire in each of the goals but Carlos Tevez's strike to make it 2-1 was perhaps the pick.

Enthusiasts should be careful before they get too carried away with Tevez's pre-season form. He remains capricious and unpredictable.

Nevertheless he does look fit, ready and eager at the moment and his right-foot shot into the top corner from 18 yards just before the hour was one of his best in City colours.

It served to deflate Chelsea, too. With half an hour left they already looked as though they felt they

couldn't win and when Samir Nasri stretched to convert a Kolarov cross in the 65th minute it briefly looked as though they might succumb to an avalanche.

As it turned out City could not score again. Sergio Agüero did shoot wide of a gaping net in the final minute following a James Milner cut-back but by then Chelsea had scored with one of their few second-half attacks. Ryan Bertrand converting after the champions' goalkeeper Costel Panaitimon had spilled a low shot from Daniel Sturridge.

At times the game threatened to become nasty. There were eight bookings and Frank Lampard and Ramires were fortunate not to pick up two each.

Terry, meanwhile, was subjected to constant abuse by City supporters and a man dressed as Zippy from *Rainbow* was thrown out by stewards at half-time.

Proof, if it were needed, that the Olympic spirit has not yet permeated the thick skin of our national game.

Ladyman@dailyemail.co.uk





Stuck in: Ivanovic (inset) is bonused after his red card for fouling Kolarov (right)



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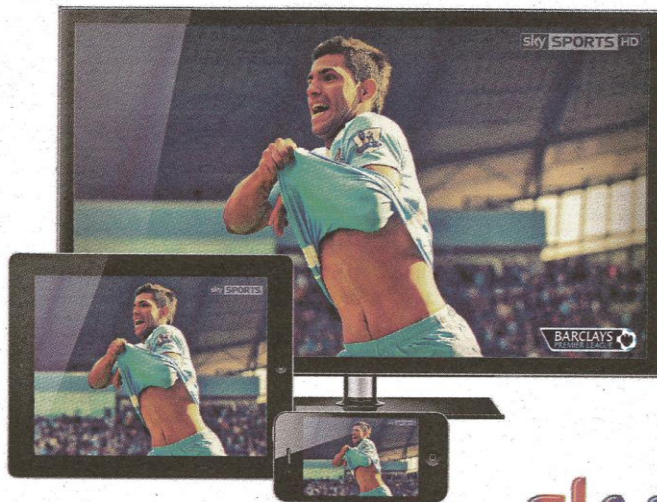
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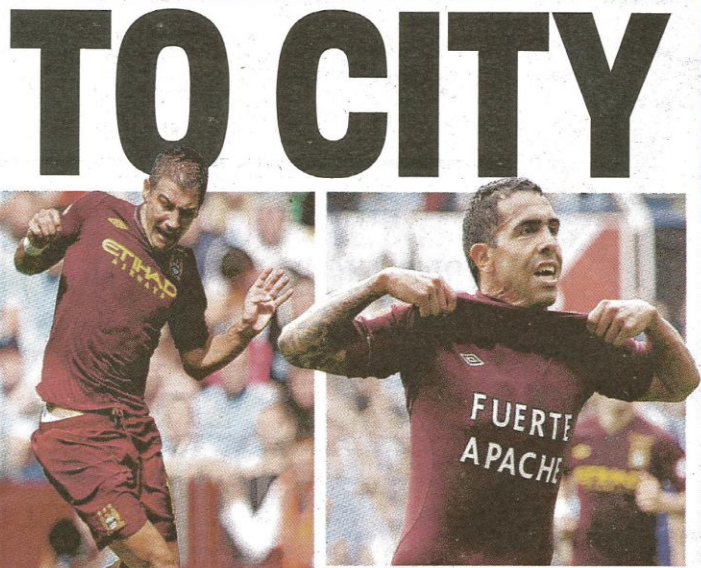
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Roots: Tavez honours his home town after scoring

£12m RODWELL 'MUST IMPROVE' TO APPEAL

JACK RODWELL last night completed his move from Everton to Manchester City but the £12million transfer came with a warning from Roberto Mancini that he must improve. The City manager does not expect 21-year-old Rodwell to fulfil his potential and make an impact this season. Jack Rodwell is a young player who needs to improve to play at this level, said Mancini. 'But he's young and he's a good player for our future. It's the first time he will be in a club that plays to win and it will be different for him, but I'm sure that, in a couple of years, he will be a top, strong midfielder.' Rodwell had a medical yesterday as City were fighting back from a 1-0 down to beat 10-man Chelsea 3-2 in the FA Community Shield at Villa Park, before later putting pen to paper on a five-year deal. The initial fee for the England midfielder is believed to be £12m, rising to £15m on appearances. Meanwhile, Everton are talking to City about taking winger Adam Johnson on loan for a season. Those talks are unconnected to Rodwell's switch but if Johnson does leave it will free up room for Mancini to sign winger Scott Sinclair from Swansea. Branislav Ivanovic was sent off in the first half at Villa Park for a high tackle on Aleksandar Kolarov and will be banned for the first three games of the campaign - against Wigan, Reading and Newcastle. His



by MATT BARLOW

suspension adds urgency to Chelsea's efforts to capture Spanish right back Cesar Azpilicueta from Marseille. Roberto Di Matteo queried the red card, but his team were fortunate not to attract more disciplinary trouble. Chelsea had five others booked and two of them - Frank Lampard and Ramires - might have been sent off late in the game had referee Kevin Friend not been in such a lenient mood. 'It was a competitive game, both sides were determined to win and it made a good game,' said Di Matteo. 'The sending-off probably changed the game. It was a sliding player. He got him and got the ball as well. Sometimes the red card is given, sometimes not, but there was no intention from our player to do any harm to the opposition.' Mancini predicts that Carlos Tevez could be a key figure at the Etihad Stadium again this season. 'Last season, we had Carlos for the last 10 games but he was not 100 per cent,' said the City boss. 'This is his first time in four or five years that he's had a pre-season and that's important.'

MATCH FACTS

CHELSEA (4-2-3-1): Cech 6; Ivanovic 5, Luiz 5; Terry 6, Cole 7; Mikel 5, Lampard 6; Hazard 6 (Bertrand 7 min.); Mata 7 (Sturridge 74, 6), Ramires 7; Torres 7. Subs not used: Turnbull, Cahill, Essien, Meireles, Plezcon. Scorers: Torres 40, Bertrand 79. Booked: Ramires, Lampard, Cole, Bertrand, Luiz. Sent off: Ivanovic.

MANCHESTER CITY (3-5-2): Pantillimon 2; Sevcik 5 (Clincy 45, 6), Kompany 7, Zabaleta 7, Milner 7, Y. Toure 8, De Jong 7, Nasri 7 (Silva 76), Kolarov 7; Tevez 7 (Dzeko 88), Aguiero 7. Subs not used: Johansen, K. Toure, Johnson, Fiazek. Scorers: Toure 53, Tevez 59, Nasri 65. Booked: Savić, Kompany, Pantillimon. Man of the match: Yaya Toure. Referee: Kevin Friend 7. Attendance: 36,394.

FOOTBALL RESULTS

Table of football results including FA Community Shield (Chelsea 4-2 Man City), Capital One Cup 1st Rnd (Bury 1-1 Middlesbrough), and various league matches like Sheffield Utd vs Burton Albion.

THE WEEK AHEAD

Table listing upcoming football fixtures for the week ahead, including matches like Derby vs Sheffield Wednesday, Arsenal vs Sunderland, and various cup games.

SPORT IN BRIEF

Table of sports news briefs including Cricket (Leeds vs Wolverhampton), Motor Racing (British Touring Car Championship), Rugby Super League (Warrington vs Wigan), and Football (Barnsley vs Bradford).

CLAIMS NOT REQUIRED: DUE TO LATE KICK-OFFS THE GAME DIVIDENDS WILL BE ANNOUNCED TODAY...

Table for Pools Check showing results for various betting pools like Match Time, Full Time, and Half Time.

CRICKET - CB&I - GROUP C Warwickshire vs Kent (Edgbaston)

Table for Cricket results showing scores for Warwickshire vs Kent and other matches.

TENNIS - Rogers Cup (Toronto) - Semi-Finals

Table for Tennis results showing semi-final and final matches for the Rogers Cup.

Text 2: The Guardian: Menacing Tevez shows City intent as Chelsea are exposed and overwhelmed

Menacing Tevez shows City intent as Chelsea are exposed and overwhelmed

Daniel Taylor Villa Park

Manchester City played as though affronted by Roberto Mancini's suggestion that they might be only third or fourth favourites for the title. They were devastating during a second-half blitz when everything clicked and all the damage was done against a Chelsea side who must have found the experience alarming in the extreme.

Those were moments when Roberto Di Matteo's side were reminded why there were 25 points separating these teams last season and, on this evidence, we should probably see beyond whatever message Mancini was trying to send to the people above him about City's chances of a successful title defence, particularly now they have started their summer spending with the acquisition of Jack Rodwell from Everton, for an initial £15m.

At least one more signing should arrive and even if Mancini remains dissatisfied, this was a performance that suggests a confident and strong team going into the new season. Their squad is not flawless, something brought home by the erratic goalkeeping of Costel Pantilimon, playing in place of the injured Joe Hart. But the point about this City side is that they can menace even the most accomplished defences, especially now Carlos Tevez appears to be playing with a clear head.

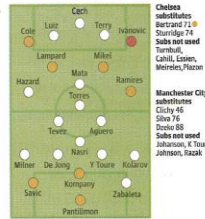
Chelsea (1) 2

Touré 40, Bertram 60

Manchester City (0) 3

Touré 53, Tevez 29, Nasri 65

Referee: K. Friend. Att: 36,394



Chelsea, in truth, got off lightly just to lose by the odd goal in five. To give them their due, they had mitigating circumstances in the form of Branislav Ivanovic's red card late in the first half. Fernando Torres, showing encouraging flashes, had opened the scoring two minutes earlier but Ivanovic, sliding in to challenge Aleksandar Kolarov, was guilty of lifting his studs into his opponent's shin. It was reckless and foolish and his team suffered the consequences.

For the first half an hour of the second period City were magnificent, attacking with width and penetration, scoring three times in 12 minutes through Yaya Touré, Tevez and Samir Nasri, and so dominant they should probably have made it even more of an ordeal for their opponents.

Touré and Nasri were the driving forces, showing flashes of brilliance in a new 3-4-1-2 formation. James Milner subjected Ashley Cole to one of his more difficult afternoons and for John Terry in particular, it was a demoralising experience. Terry's weak clearance had given Touré the chance to equalise but the Chelsea captain was also subjected to chants about his recent court case. They were loud and sustained and could conceivably be the soundtrack to his season.

City were a sight to behold once Touré had buried an emphatic right-foot shot past Petr Cech and, in the process, they made the backs-to-the-wall defending that helped Chelsea overcome Barcelona and Bayern Munich in last season's Champions League feel a distant memory. City's second goal, in particular, was a beauty, Nasri slipping a pass to Tevez who ducked along the edge of the penalty area and evaded David Luiz and Terry before firing into the top corner. Six minutes later, Tevez released Kolarov on the left and Nasri jabbed out a foot to divert the cross past Cech. Rarely have Chelsea been made to look so ordinary and vulnerable.

The disappointment for City came in the 80th minute when Pantilimon lost the flight of Daniel Sturridge's shot and allowed the ball to dribble out of his hands for another substitute, Ryan Bertrand, to score. Briefly, there was the sense of an improbable comeback, but only briefly. City, in fact, should have made it four when Sergio Agüero turned wide the easiest chance of the match and the afternoon could have ended in ignominy for Chelsea when Frank Lampard and Ramires committed fouls that might ordinarily have enticed second yellow cards.

Chelsea had their own grievances, not least because City's Stefan Savic could have been shown two yellows in the first half. Mancini substituted the young centre-half at half-time but Chelsea would be unwise to dwell on Kevin Friend's officiating. The simple truth was that City had passed the ball with much greater incision and could regard themselves as unfortunate to be losing at half-time.

Torres took his chance well, collecting Ramires's pass and scoring with a left-foot shot, and the Spaniard's sharpness does at least encourage the sense he might have an improved season. Eden Hazard, however, had an undistinguished introduction to English football, notable mostly for an early dive that should have seen him booked. He, like Chelsea, will almost certainly improve. Worryingly for the other title contenders, so should City.

Mancini signs £15m Rodwell and focuses on more new faces

David Hytner Villa Park

Roberto Mancini feels that Manchester City have acquired a hugely promising player for the future in Jack Rodwell, who last night completed his transfer for an initial £15m from Everton.

Mancini has been lobbying hard for new signings this summer, as he is keen to build on the momentum generated by last season's breakthrough league title triumph and he wants additions over and above Rodwell. The club have attempted to take Daniel Agger from Liverpool, although they have seen an offer of £20m turned down for the defender, and they are also interested in the Swansea City winger Scott Sinclair.

"We are looking for other players," Mancini said, as he suggested that Rodwell would require time to adapt to the transition to City. But the manager got happy at the capture of a player he said had impressed him last season.

"The situation is that he's doing a medical at this moment," Mancini said, after City's 3-2 victory over Chelsea in the Community Shield. "I think he's a good player. He's young. It's the first time he is in a club that plays to win and it will be different for him but I'm sure that in a couple of years he will be a top, strong midfielder. Jack Rodwell is a young player who needs to improve to play at this level, but he's young. I think he's a good player for our future."

Rodwell sounded of similar mind: "I relish the opportunity of playing with some of the best players in the world and continuing my development," he told City's website.

Mancini was asked whether he was interested in the Athletic Bilbao midfielder Javi Martínez, even though the move for Rodwell might appear to have ended that pursuit. "We are interested in all good players," Mancini replied. "Last year I liked Jack and, for this reason, we bought him."

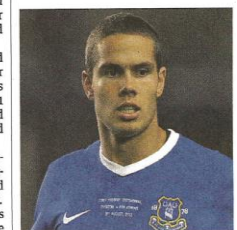
Mancini has been smouldering for much of the pre-season over City's lack of transfer activity and he has made it clear that he has been frustrated by the failure of Brian Marwood, the club's football administration officer, to close deals, particularly one for the Arsenal striker Robin van Persie. City appear to have conceded defeat over Van Persie, with Manchester United the favourites for his signature, but Rodwell is a positive step.

"Every manager is unhappy when, one week before the start of the season, we haven't bought any players," Mancini said. "But I hope we are working and, this week, we can do something about this."

Rodwell has been considered a prodigy since he broke into the Everton team at the age of 16 and he has long been tipped for a big-money move, even if his progress in recent seasons has not kept pace with the sky-high expectations.

The 21-year-old made his full England debut last season, appearing as a substitute against Spain in November and starting against Sweden three days later. But he played in only five matches after that for Everton, as injury derailed his season. It was interesting to hear Mancini talk of Rodwell's future in midfield, as the player himself, who modelled his game on Rio Ferdinand's and was developed as a centre-half, had wondered whether he might end up in defence.

There has been debate over Rodwell's best role, for England against Sweden he broke forward from midfield, rather than occupying the holding role. Rodwell has been named by Roy Hodgson in the England squad to face Italy on Wednesday.



Jack Rodwell, 21, is Manchester City's long-awaited first signing this summer



Branislav Ivanovic slides in on Manchester City's Aleksandar Kolarov, a challenge for which he was sent off midway in the first half Laurence Griffiths/Getty Images

'I'm happy because this year Carlos wants to play football'

David Hytner Villa Park

Roberto Mancini spoke in glowing terms about Carlos Tevez, after the striker embellished an all-action performance with a stunning goal in Manchester City's 3-2 Community Shield victory over Chelsea.

The manager has been keen to upgrade his attacking options this summer, and he has trailed Arsenal's Robin van Persie, although he has said that he cannot see a possibility to close the deal. But in Tevez, who raised the Italian's hackles for much of last season, Mancini has a striker who seems ready to prove his worth.

Tevez did not play for six months of last season after his infamous "misunderstanding" with Mancini during the Champions League tie at Bayern Munich on 27 September, but he returned to play a part in helping City to the Premier League title. He put his team 2-1 up here after he skated from left to right, eluding David Luiz and John Terry before curling an unstoppable shot into the far top corner.

When he was substituted late on, he was afforded a standing ovation by the City support.

"I'm very happy because Carlos, this year, worked very well in pre-season," Mancini said. "His form is better than last year and, also, because I think this year



Carlos Tevez dedicates yesterday's goal to the neighbourhood of his youth

he wants to play football. For a player, it's difficult not to play a game. Carlos, last year, was six months without a game, without a match. That's difficult. He's a top player. If he wants to play, he's one of the top."

"Last year, we had Carlos for the last 10 games and it was important, he scored five or six goals. But he was not 100%. This is the first time in the last four or five years that he's had a pre-season, and for every player that's important."

Kolo Touré had hoped to feature but did not get off the bench yesterday and seemed visibly upset at the end before throwing his medal into the fans.

Mancini reported that the goalkeeper Joe Hart's back strain would not be serious enough to rule him out of the opening match of the league season at home to Southampton on Sunday. But Hart has been stood down from England duty against Italy this week.

Mancini said that he had a more serious injury concern over the defender Micah Richards. "What we thought was

a small injury with Micah will be a long problem. He has a problem in his ankle, a big problem. Maybe [he is out for] one month."

Mancini was happier at the form his team showed in taking the Community Shield. City benefited from Branislav Ivanovic's rush of blood in the 42nd minute that saw the Chelsea defender sent off, but Mancini argued that City had always been in charge.

"When it was 1-0 to Chelsea, we played better," he said. "To play with one player more is an advantage, it's better. It is impossible to say whether 11 versus 11 would have been different but we played better football than Chelsea. It was a good performance."

Chelsea will lose Ivanovic to a three-game domestic suspension. "The sending-off changed the game in City's favour," said Roberto Di Matteo, the Chelsea manager. "I watched it and I thought there was no intention from our player to hurt the opposition. It was a sliding player; he got him, and got the ball as well."



GUNNERS RUN

But victory only masks more back problems



MATT BARLOW reports from the Emirates Stadium

F ARSENE WENGER hoped Michael Johnson's visit to the club might deliver his team to Olympian levels of excellence, then this win may have been tinged with concern.

As he gazed down from his seat in the directors' box, Wenger will have taken satisfaction from three points which leave Arsenal nicely poised at the top of Group B.

Gervinho, Lukas Podolski and Aaron Ramsey rattled in the goals and victory at home to Schalke in three weeks will virtually confirm the Gunners' place in the draw for the Champions League's last 16.

Yet the Arsenal manager will be all too aware that his centre halves rarely seemed in control and that better opposition would have punished his team's sloppy defending.

The steady influence of Per Mertesacker, absent with a virus last night, becomes more obvious with each game he misses.

Olympiacos may have won 14 of the last 16 Greek league titles but they never seem able to transport such domestic dominance to the European stage.

Here, however, they had a series of chances to cause a shock before Wenger's team settled into their rhythm for the final 30 minutes of the game.

Until then, Arsenal were jittery, a mood set early on by a careless goal-kick from Vito Mannone.

The Italian keeper may have been seeking something to settle his nerves after his mistake against Olympiacos in Greece last year.

But he aimed a short pass at Thomas Vermaelen, missed his captain by yards and handed the initiative to the visitors. Mikel

ARSENAL	OLYMPIACOS
3	1
Gervinho 42 Podolski 56 Ramsey 90	Mitroglou 45
(4-3-3)	(4-2-3-1)
Mannone 5 Jenkinson 5 Koscielny 5 Vermaelen 6 Clibbe 6 Arteta 6 Cazorla 7 Coquelin 6 Oxlade-Chamberlain 7 → Walcott, 71 → Gervinho, 71 → Giroud, 79 Podolski 8 → Ramsey, 79	Megyeri 5 Diakite 6 → Ibaqaza, 72 Manolas 6 Contreras 6 Holebas 5 Siovas 6 Manlatis 7 Greco 7 → Abdoun, 67 Fuster 6 Machado 6 → Pantelico, 81 Mitroglou 7
Subs not used Shea, Djourou, Sertos, Arshavin	Subs not used Carroll, Modesto, Lykogiannis, Biogo
Manager Steve Bould	Manager Leonardo Jardim
Booked Koscielny	Booked Contreras
Man of the match Gervinho	Referee Svein Oddvar Moen 6 (Norway)
Emirates Stadium	Attendance: 60,034

Arteta scrambled back to quash the chance at the expense of a corner which was promptly wasted but, against a more clinical team, the hosts might have been trailing. It was a theme of the night: Wenger seemed a little skittish as he served the second of his three-match ban for an X-rated outburst at the officials after losing to AC Milan last season.

He had England manager Roy Hodgson nearby, chirruping in his ear before kick-off.

Hodgson names his squad today for the World Cup qualifiers against San Marino and Poland and had an interest in Oxlade-Chamberlain, Kieran Gibbs and Carl Jenkinson.

Jack Wilshere may have also cropped up in conversation, too, having returned in Arsenal's Under 21 team this week.

Gibbs is in excellent form — and proved it again last night — but Hodgson's need for a right back is more pressing and Jenkinson, who also qualifies to play for Finland, also performs well.

Laurent Koscielny was booked on the half-hour for a rash challenge on Paulo Machado and triggered a frantic spell before Arsenal took the lead, when the Gunners lost control of the game.

Mannone saved at full stretch from Kostas Mitroglou and Machado swept a wonderful chance over the bar from close range after Vermaelen and Koscielny were



Ramsey sweet: Aaron Ramsey dinks in the third goal to complete Arsenal's victory

GROUP B	P	W	D	L	F	A	GD	Pts
Arsenal	2	2	0	0	5	2	3	6
Schalke 04	2	1	1	0	4	3	1	4
Montpellier	2	0	1	1	3	4	-1	1
Olympiacos	2	0	0	2	2	5	-3	0

dragged underneath a right-wing cross by Olympiacos captain Giannis Maniatis.

Another reckless challenge, this time by Vermaelen on Machado, presented another opportunity but Machado lashed the free-kick straight at the keeper.

The disorganised nature of the game perhaps helped Arsenal open the scoring through Gervinho three minutes before the break. Olympiacos were exposed as

Cazorla and Podolski combined down the left, Dimitris Siovas missed a tackle on Arteta on the edge of the area and they failed to apply pressure on the goalscorer as he took aim from 20 yards.

Gervinho did not strike it very cleanly, nor was his effort arrowed perfectly in the corner, but it was good enough to beat Balazs Megyeri and relief washed around the Emirates. The Ivorian has scored five in five and has stepped

into the void left by Robin van Persie. Wenger stood to applaud but his team could not protect the lead and, as the clock ticked into stoppage time at the end of the first half, Olympiacos levelled.

Leandro Greco delivered a splendid cross from the left and Mitroglou drifted between Arsenal's central defenders to apply a header which flashed inside the far post.

It was a splendid goal but will infuriate Wenger after the two goals

EUROPA LEAGUE PREVIEWS

Borini's in from the cold

LIVERPOOL manager Brendan Rodgers admits he is responsible for the slow start to Fabio Borini's Anfield career by playing the £10million striker out of his favourite position. While £15m midfielder Joe Allen, Rodgers's other significant summer signing, has quickly become an Anfield favourite, Borini is yet to score in the Barclays Premier League. The Italian has been played on the left side in a front

By **DOMINIC KING**
three but Rodgers, who worked with Borini (below) at Swansea and Chelsea, feels he is more suited to the central role Luis Suarez occupies. Borini will, however, get a chance to play in his favourite position tonight, when Liverpool are at home to Udinese in the Europa League. 'I have been playing him in his No 2 position,' said Rodgers. 'He is better through the middle where you can see his qualities of moving off the shoulder and running in behind. My project was to play

him more in these competitions, so he could grow himself into it. But because of where we were at, I've had to push him in quicker. Strikers, unfortunately, are judged on goals in games. But over time, he will prove himself. To come to a massive club at 21 years of age is a big ask. But I certainly wouldn't have brought him here or paid the money if I didn't think he could do it.' Daniel Agger is set to sign a new long-term deal after talks reached a successful conclusion.

LIVERPOOL (4-3-3): Jones, Johnson, Carragher, Coates, Robinson, Henderson, Allen, Shevley, Assaidi, Borini, Downing. **TV LIVE** on ITV4. Kick-off: 8.05pm.

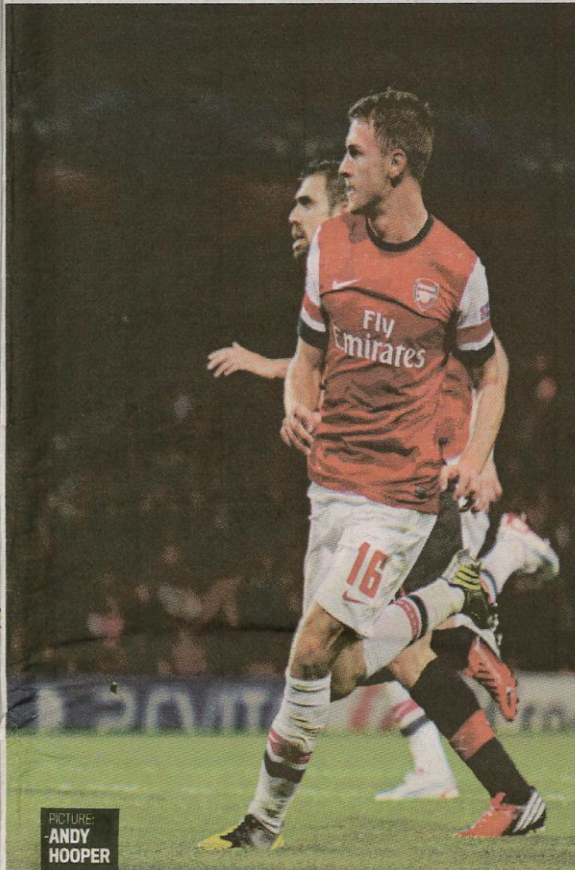
TOON GET SERIOUS

ALAN PARDEW says Newcastle will now start taking the Europa League seriously. The Newcastle manager has used 24 players in the opening three games and he has vowed to field a strong side to face Bordeaux tonight, despite the league visit of Manchester United on Sunday. Pardeew said: 'We have entered this competition to win it and this is a significant game to up the levels. With respect to the teams we've played so far in this competition, our team need to be stronger. This is the first real time in this competition where our fans will be taking it seriously, too.' Central defenders Steven Taylor

and Fabricio Colococni are ruled out but France midfielder Yohan Cabaye (right), who revealed in a French TV documentary that he had turned down interest from Tottenham, could start. He added: 'Last season we worked hard to play in Europe. It is really important to play in this competition to give every player experience. At Lille we played for four years in the Europa League and it helped us to win the French title and cup.' **NEWCASTLE UNITED**: Elliot, Simpson, Tavernier, Perch, Ferguson, Obertan, Cabaye, Anita, Bilginirmana, Uckic, Cisse. Referee: Antonio Lahoz (Spain). **TV LIVE** on ESPN at 6pm. Kick-off: 8.05pm.

COLIN YOUNG

INTO FORM



PICTURE: ANDY HOOPER

Bould hails improving Gervinho

ARSENAL assistant coach Steve Bould dared to mention Gervinho in the same breath as club legend Thierry Henry last night after his devastating impact against Olympiacos. The forward had a poor first season at the club, scoring just four times. But he netted his fifth this campaign to open the scoring and, after the Greek side equalised just before half-time, set up Lukas Podolski who put Arsenal in front again. Bould said: 'He's scoring goals. His confidence is sky-high and his link play is improving. He's set up Sant (Cazorla) a few times over the last few games and he's a danger with his pace and movement. If he gets anywhere near Thierry Henry we'll take that all day long.' Podolski's goal was his fourth in eight games and Bould added: 'He's a fantastic finisher. He really is deadly and long may that continue.' Even another striker, Emmanuel signing Olivier Giroud, got in on the action with an assist for Aaron Ramsey's late goal. At the other end of the pitch Kieran Gibbs will have made an impression on Roy Hodgson, who was watching from the stands. Afterwards the England boss had a long chat with the left back, who could be in his plans for the upcoming World Cup qualifiers. Gibbs would not be drawn on what they spoke about but said: 'I have to wait and see. My fitness issues were my main concern and I have kept myself fit this season. That is the most important thing.'

SAM CUNNINGHAM

conceded from set-pieces against Chelsea on Saturday. Home fans shifted anxiously during the interval. Cazorla ought to have restored the lead five minutes after the restart but miscued a simple side-footer and the ball screwed wide after good work by Gervinho on the left. Gervinho was the creator for Podolski's goal in the 56th minute, again foraging on the

left and cutting into the penalty area. The Ivorian rode his luck with a friendly ricochet before finding the German, who took a touch before driving a low shot at the feet of Megyeri with enough power to force its way between the goalkeeper's legs and into the net. It was Podolski's fourth of the season and, although he can drift out of the game for long periods, his strike-rate stands

up to scrutiny. He has four in eight games. Arsenal had the chance for a third but Koscielny leapt across the front of Vermaelen and headed it over when the captain was unmarked and probably in the better position to convert. Olivier Giroud came off the bench for the last 10 minutes and was unfortunate when a shot, seemingly destined for the net, deflected wide off defender

Maniatis as he turned his back. It was a pity, as another substitute, who completed the scoring, breaking swiftly down the left in the fourth minute of added time and finishing with a neat clip over Megyeri. With it, he flattered Arsenal. They may have been a little too heavy-legged for Johnson's liking but this was easily enough to beat the Greeks. m.barlow@dailymail.co.uk

Charles Sale SPORTS AGENDA



Double trouble for Mills funding plan

A GRAND plan led by deputy LOCOG chairman Sir Keith Mills to maximise Olympic sports' chances of attracting sponsorship rights could be derailed by the big two, cycling and athletics.

The Mills brainchild to capitalise on the success of London 2012 is the British Sports Marketing Bureau, under whose banner the sports would pool commercial rights to attract big umbrella deals that could be geared to suit clients' requirements.

Mills, expected to chair a reformed combination of UK Sport and Sport England, is canvassing support across all sports. His idea received widespread backing at meetings last Friday and yesterday from governing bodies. But there is understood to be considerable opposition from the two sports least in need of a collective organisation — cycling with their huge Sky funding and UK Athletics whose £60million five-year Aviva deal expires in December. But UKA are planning to bring in a Champions League style roster of backers themselves — putting them in competition for sponsors with the British Olympic Association. And that is the type of Olympic sport-in-fighting Mills is setting up the BSMB to avoid.

However, swimming, which has the most sponsorship money after athletics and cycling, is broadly in favour of the BSMB proposals.

They do not prevent sports doing individual deals which are not in conflict with the overall sponsorships being sought.

Mills said: 'For this to work, we will need the vast majority of sports behind us. Some of them are asking questions but none of them are opting out.'

● **PRESIDENT OBAMA'S** love of golf that has seen him play more than 100 rounds since taking office isn't enough to convince Jack Nicklaus, who has been endorsing Republican rival Mitt Romney (right). Nicklaus, who designed the Gleneagles 2014 Ryder Cup course, said he has been forced to lay off more than 50 per cent of his golf course design company employees over the last four years — and could not afford four more years of Obama.



Mark's rock bottom

BBC football pundit Mark Lawrenson is likely to face listener complaints about sexist comments after telling Radio 5 Live's *Drive Time* programme hosted by Peter Allen and Aasmah Mir that Manchester City full back Maicon's 'bottom's bigger than Aasmah's'.

The presenter, however, shrugged off the comment along with Allen's offer to say something in return about Lawrenson.

To clarify last Monday's Sports Agenda column, 5 Live's Ryder Cup coverage was presented throughout from Medinah even during the Saturday morning foursomes session when the programme included commentary on Arsenal v Chelsea.

● **WEST HAM**, in the middle of negotiations over their proposed move to the Olympic Stadium, are losing their finance director Nick Igoe. Igoe, who kept West Ham's finances above water through troublesome times, is thought to be leaving amicably at the end of the year. FEWER than 1,000 tickets have so far been sold for former England all-rounder Freddie Flintoff's boxing debut at the Manchester Arena on November 30. But promoter Barry McGuigan is waiting for Flintoff's foe to be named before banging the drum with the expectation the event will attract a crowd of up to 7,000 in a venue scaled down to hold a maximum 10,000.

● **THE 1997 oil painting *Art of the Game*** by Michael Browne depicting a tug-of-warling Eric Cantona as Jesus Christ surrounded by manager Sir Alex Ferguson, Phil Neville, David Beckham and Paul Scholes is the last picture to be photographed in a 10-year project by the Public Catalogue Foundation, who have gathered all the nation's paintings on one website.

THE League Managers' Association are encouraging their members to use the state-of-the-art sports science and medical facilities at their new St George's Park base, which includes a 72-hour stress, sleep and lifestyle assessment for the high-pressure profession.

c.sale@dailymail.co.uk and twitter.com/charlesale



AVB: We want to win this

ANDRE VILLAS-BOAS has rejected talk that the Europa League is a 'punishment' for Spurs, describing it instead as a dress rehearsal for Champions League glory. The Portuguese will field a strong side in Athens this evening, despite hosts Panathinaikos appearing to be nearing meltdown. Without a win in six games, the Greeks have been beset by infighting and yesterday cancelled the contract of captain Kostas Katsouranis after a row with the owner. But Spurs' head coach is refusing to follow Liverpool and Newcastle, who have

By NEIL MOXLEY

named shadow squads in the competition. Former Tottenham boss Harry Redknapp described the Europa League as 'a nightmare'. Villas-Boas (right) said: 'I aim to field the strongest team possible. We want to progress in this competition. The objective is to win it — and I respect it. 'For us to eventually win the Champions League, I think we have to get used to

playing in these situations, two games per week. I think it is viewed as a punishment in England and I cannot understand why. So many great players won this competition — go back to Clemence, Keegan.'

Spurs travelled without Emmanuel Adebayor but Villas-Boas said he will be in contention for Sunday's game against Aston Villa.

TOTTENHAM HOTSPUR (probable, 4-2-3-1): Lloris; Walker, Dawson, Caulker, Vertonghen; Huddleston, Sandro, Bale, Sigurdsson, Lennon, Defoe. TV: LIVE on ITV4 from 5.30pm. Kick-off: 6pm.

Text 4: The Guardian: Ramsey adds gloss on nervy night for Arsenal

Ramsey adds gloss on nervy night for Arsenal



Kevin McCarra
Emirates Stadium

Arsenal 3
Gervinho 42, Podolski 56, Ramsey 90

Olympiakos 1
Mitroglou 45

Arsenal made a couple of late substitutions in this match, but that was no minor courtesy to the players introduced. It brought a welcome pause for the hosts as they held on to a 2-1 lead. A more luxurious moment came in stoppage time when the substitute Aaron Ramsey added a further goal with a very neat shot.

Arsène Wenger, serving a touchline ban, sat in the stands, leaving his assistant manager, Steve Bould, in charge. The latter saw a reaction to defeat by Chelsea last weekend. "It was tough, they made it tough for us. Without being fantastic," he said, "we got back on track before the weekend, which will be a tough game [at West Ham]."

There is something incongruous about thinking that a Champions League game could be some sort of warm-up for the Premier League. But, given their record, English clubs do have some cause to expect that a berth in the knockout phase is all but inevitable. Arsenal are more at ease in this competition than in domestic fixtures. Victory was deserved here.

Olympiakos had shown endeavour but have now been beaten in both group games. Arsenal's concerns are marginal by comparison but they have failed to keep a clean sheet in any of their past six matches.

Arsenal's command, to put it kindly, fluctuated against Olympiakos. They took the lead in the 42nd minute with a low drive by the dynamic Gervinho from the edge of the penalty area after a tackle by Mikel Arteta had brought the opportunity. Just before the interval, Olympiakos equalised when Kostas Mitroglou got free of Laurent Koscielny to head home a delivery from Leandro.

Although there has been a partial overhaul of the team, Arsenal sometimes look as if the European scene is the setting in which they are more likely to flourish, even if Olympiakos did check them in the opening 45 minutes.

Thomas Vermaelen, the Arsenal captain, was disappointed by his side's performance before half-time. "The second half was better - in the first half we were sloppy sometimes with the passing, we lost a lot of balls," the centre-back said. "We started well but the first half was not great."

It is unlikely that Wenger could have altered this contest immediately if he had been allowed his place in the technical area. His judgment, all the same, was felt to a degree. In the alterations to the lineup following the defeat here by Chelsea,



Aaron Ramsey scores Arsenal's final goal to round off their second successive victory in the Champions League. Tony O'Brien/Action Images

there was no place for the centre-half Per Mertesacker. Bould, though, explained that the player has been unwell.

No one should suppose Wenger is a detached intellectual rather than an intensely engaged manager. It must have been agonising when there were no instructions to be given. The Frenchman would have yearned to communicate when the visitors might have scored in the 35th minute. Paul Machado was in position to connect with a cross from José Holebas, but merely lifted it over the bar.

Arsenal were busy enough but Olympiakos, already beaten in the group by visiting Schalke, were ready to take the risk of committing men into attack. The hosts had to deal with that increased purpose if this occasion was not to introduce anxiety to Arsenal's expectation of a simple advance to the knockout stage.

There can have been few neutrals among the onlookers but this match could have been regarded as a pleasure by anyone who cared for excitement and unpredictability. The home supporters, however, took a more intense satisfaction as a more forceful side claimed a 2-1 lead.

There was a mixture of insistence and quality when Gervinho linked with Santi Cazorla before the latter's cross was blocked and the ball ran back for him to set up Lukas Podolski for a goal. The real trial for Arsenal, then, had been the spasmodic

nature of their work. Compliments were due to Olympiakos for their commitment. Excuses could be made for the fact that Arsenal continue to be a work in progress after some recasting of the squad in a summer that included Robin van Persie leaving for Old Trafford.

Olympiakos would have reckoned that a consecutive loss in the group would be irreparable, but not many visiting teams would have challenged Arsenal with such vigour on this ground.

Wenger's men, at times, were still striving just to make sure that Olympiakos were kept at bay. Instead of calming a match that Arsenal must have expected to win with some ease, there was a need to marshal forces and protect the advantage.

On this night, negotiating the stretch of the path towards the last 16 was full of jeopardy and, indeed, fascination.

Group B

	P	W	D	L	F	A	Pts
Arsenal	2	2	0	0	5	2	3
Schalke	2	1	1	0	4	3	1
Montpellier	2	0	1	0	3	4	1
Olympiakos	2	0	0	2	2	5	0

Results
Montpellier 1 Arsenal 2, Olympiakos 1 Schalke 2, Schalke 2 Montpellier 2, Arsenal 3 Olympiakos 1

Remaining fixtures
24 Oct Arsenal v Schalke, Montpellier v Olympiakos 6 Nov Schalke v Arsenal, Olympiakos v Montpellier, 21 Nov Arsenal v Montpellier, Schalke v Olympiakos 4 Dec Montpellier v Schalke, Olympiakos v Arsenal

Arsenal 4-3-3
Mannone, Jenkinson, Koscielny W, Vermaelen, Gibbs, Arteta, Cazorla, Coadou, Oxlade-Chamberlain (Walcott, 71), Podolski (Ramsey, 80), Gervinho (Giroud, 80). Subs not used: Shea, André Santos, Djorjau, Archibald.

Olympiakos 4-3-4-1
Meyeri; Diakité (Bagata, 73), Maniatis, Confaros W, Holebas; Siovas, Foster, Maniatis, Machado (Panтелис, 81), Greco (Abdou, 67), Mitroglou. Subs not used: Cameli, Moutouf, Lykogiannis, Dooop. Referee: S Moon (Nor).

Results

Football

UEFA CHAMPIONS LEAGUE

GROUP A

	P	W	D	L	F	A	Pts
Porto	2	2	0	0	9	0	6
Paris St-Germain	2	1	0	1	4	2	3
Dynamo Kyiv	2	1	0	1	3	4	3
Dinamo Zagreb	2	0	0	2	0	4	0
Dynamo Kyiv	(2)	2	0	0	4	0	6
Group B	55,898						
Porto	(0)	1	0	1	1	0	0
Rodriguez 83	40,000						

GROUP B

	P	W	D	L	F	A	Pts
Arsenal	(1)	2	0	0	6	0	6
Gervinho 42							
Podolski 56							
Ramsey 90							
60,024							
Schalke	(1)	1	1	0	3	2	3
Draxler 26							
Humbauer 53pen							
59,000							

GROUP C

	P	W	D	L	F	A	Pts
Milan	2	2	0	0	6	0	6
Anderlecht	2	0	1	1	0	3	1
Zenit St Petersburg	2	0	0	2	2	6	0

POWER CHAMPIONSHIP

	P	W	D	L	F	A	Pts
Cardiff	9	6	1	2	17	10	19
Blackburn	9	5	2	2	15	6	17
Blackpool	9	5	1	3	19	12	16
Blackburn	9	4	4	1	16	12	16
Wolverhampton	9	5	1	3	13	9	16
Crystal Palace	9	5	1	3	14	14	16
Huddersfield	9	4	2	3	14	11	14
Leeds	9	4	2	3	17	16	14
Hull	9	4	1	4	15	14	13
Middlesbrough	9	4	1	4	14	16	13
Watford	9	4	1	4	14	18	13
Derby	9	3	3	3	15	13	12
Bristol City	9	3	2	4	18	17	11
Burnley	9	3	2	4	18	18	11
Northampton	9	2	5	2	10	10	11
Barnley	9	3	2	4	12	14	11
Bolton	9	3	2	4	12	14	11
Birmingham	9	3	2	4	10	16	11
Charlton	9	2	3	4	10	12	9
Sheff Wed	9	2	2	5	14	20	8
Millwall	9	2	2	5	12	18	8
Ipswich	9	1	4	4	7	17	7
Peterborough	9	2	0	7	10	17	6
Middlesbrough	(1)	2	0	1	0	3	11
Sheff Wed	19,811						
Derby County	11,2						
Robinson 16pen	19,811						

Fixtures

Football (6pm unless stated)

UEFA EUROPA LEAGUE

GROUP A Andriy Shevchenko v Young Boys (5pm); Liverpool v Udinese (8.05pm) ITV4

GROUP B Fiorentina v Hapoel Tel-Aviv (8.05pm); Atlético Madrid v Pzhen (8.05pm)

GROUP C Borussia Mönchengladbach v Tottenham (8.05pm); Marseille v AC Milan (8.05pm)

GROUP D Club Brugge v Marítimo (8.05pm); Newcastle v Bordeaux (8.05pm) ESPN

GROUP E Huddersfield v VfB Stuttgart (8.05pm); Steaua Bucuresti v FC Copenhagen (8.05pm)

GROUP F FC Schalke 04 v Liverpool (8.05pm); PSV Eindhoven v Napoli (8.05pm)

GROUP G Real v Genk; Videolan v Sporting

GROUP H Real Sociedad v Internazionale (8pm); Rubin Kazan v Partizan Belgrade (8pm)

GROUP I Hapoel Kiryat Shmona v Lyon; Sparta Prague v Athletic Bilbao

GROUP J Lazio v Maribor; Panathinaikos v Tottenham ITV4

GROUP K Metalist Kharkiv v Rapid Vienna; Rosenborg v Bayer Leverkusen ESPN

GROUP L Hannover v Levante; Heilingsborg v FC Twente

Cricket

ATP JAPAN OPEN (Tokyo, Japan)
First round: J. Meehan (Arg) vs G. Dimitrov (Bul) 6-2 6-1; J. Tipsarevic (Ser) vs G. Simon (Fr) 4-6 6-3 6-1; S. Wawrinka (Swi) vs J. Chardy (Fr) 7-6 (7-1)

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