

**Západočeská univerzita v Plzni**  
**Fakulta filozofická**

**BAKALÁŘSKÁ PRÁCE**

**ANALYSIS AND COMPARISON OF BRITISH SERIOUS AND  
TABLOID PRESS**

**JAN HABRZETTL**

**Plzeň 2015**

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**PROHLAŠUJI, ŽE JSEM PRÁCI ZPRACOVAL SAMOSTATNĚ A POUŽIL JEN  
UVEDENÝCH PRAMENŮ A LITERATURY.**

**PLZEŇ, DUBEN 2015 .....**

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## 1 INTRODUCTION

The name of this bachelor thesis is *Analysis and comparison of British serious and tabloid press*. As the title already makes evident, the main topic will be the newspapers that are published in Great Britain where they, in a way, play a very different role than newspapers in other countries. The press in Great Britain is somewhat unique in its nature, still being very popular among people of different ages. Although the printed newspapers, which made the difference between serious and tabloid press so evident, have been affected by the technological progress – mainly by the easier access to the internet – the printed news still keep their leading positions on the British market.

The main purpose of this thesis is to give an insight into the role of the British press in the United Kingdom and to analyze its history and its current form. Emphasis is put on how the press was developing over the centuries and how it ended up in its form as we know it nowadays. The British press has a colourful history that has been influenced by many different event and many different eras over the centuries and this fact will be discussed in the thesis. The next aim of the thesis is to present a concise comparison of serious and tabloid newspapers as they are published today. The main difference between the newspapers is based on a stereotypical division of the newspapers between serious and tabloid papers. This assumption will serve as the main point for the practical part where this division will be analysed.

The thesis is divided into two main parts – a theoretical and a practical part. The theoretical part deals with the history of the press in Great Britain and with the general information about its form. The journalistic style is investigated in an individual chapter and the most popular serious press and tabloid examples are further described. An overview of the British socials classes is the last part of the theoretical part. A brief explanation and introduction to the British social classes will be given in this last part. The practical part deals with the analysis of how different newspapers approach a specific event from a stylistic view, as well as how their in this case websites are structured. The final part consists of a comparison of the presented articles and how they differ in their approaches, with the main emphasis being put on

the stereotypical difference between the serious newspapers and the tabloid newspapers.

Chosen sources will be used for the writing of this thesis, although most of them coming from the internet. The topic of British press is unfortunately not covered very well in Czech republic, with only a very few books being available – most of them occupying with the stylistic nature of the newspapers anyway. Therefore the online sources will serve as the main tool for the writing of this thesis.

The topic was chosen because the author finds the entire subject of British journalism interesting and because the British press plays a vital role in this aspect. The author is interested into how every day the press influences the thinking of the readers by the individual approaches of different newspapers. The overall situation in Great Britain where the press performs quite a different role compared to other countries further adds to the interesting side of the thesis. Therefore this topic represents a great opportunity to further develop the author's interest into this subject.

In the appendices are enclosed selected photos that show the most important parts of the articles which were used in the practical part of this thesis. Due to the impracticality that would be caused by putting entire articles into the appendices, only selected parts were chosen. The links to the complete articles are to be found in the bibliography.

## 2 THEORETICAL PART

### 2.1 HISTORY OF THE BRITISH PRESS

#### 2.1.1 BEGINNINGS OF THE BRITISH PRESS

The history of the British press could be traced back all the way to the 17<sup>th</sup> century. The first newspaper, which is still preserved in the British Museum, is from the year 1622 and it was titled “The Weekly Newes from Italy, Germanie, &c London : printed by J. D., for Nicholas Bourne and Thomas Archer.” (1) These single sheets, called “corantos”, were translated from different languages to English and they used to report on the situation in Europe where the Thirty Years War was currently raging. The control over printing was very strict up until the abolishment of the Star Chamber in July 1641, which was an English court of law, that had significant influence over the press of that time. This period of supposed freedom lasted until the year 1662, when the Licensing Act passed and gave the king the power of restraining the press, up until the year 1679, when it expired. (2) The first daily paper began to be published on 11<sup>th</sup> of March, 1702, named the Daily Courant. This paper consisted of only one printed page of two columns and had five translated paragraphs in it and kept being published to the 1735. (3) The first ladies magazine, “Ladies Mercury”, was founded already in the year 1693. (4) The year 1709 was the year when the First Copyright Act, the first copyright legislation, was introduced. (5) The passing of the Stamp Act in the year 1712 was another event which influenced the British press. This act made the newspapers a subject to taxation, making all the press more expensive. Advertisement, paper and stamp duties were regarded as taxes on knowledge. (6) The taxes were additionally increased a few more times, until the Stamp Act was abolished in 1855, making most of the newspapers affordable to a wider spectrum of the population. By the 1720s there were already twelve London newspapers and twenty four provincial ones. The oldest surviving Sunday paper, the Observer, began publishing in 1791. and the Daily Universal Register started to exist in 1785 and was renamed 3 years later to the Britain’s currently oldest daily newspaper – The Times. (7)

At the beginning of the 19<sup>th</sup> century, there were already around 52 London papers. As the taxes began to decrease in the 1830s, the population's need for information caused a massive growth in circulation of the newspapers. This century was also the first century in which the overall style of the newspaper began to take a certain shape in order to keep up with the increasing demand for information, with literacy rising as well, making the newspaper accessible to even more people. (8) The beginning of the thirties also marks the establishment of many untaxed newspapers, most of them being against the current regime in England. This led to many prosecutions being carried out against the publishers of these newspapers, but this step had no success in discouraging the producers of these untaxed papers. The era from 1860 to the beginning of the 20<sup>th</sup> century is characteristic by its technological development regarding newspaper publications. The technical advances allowed for a greater distribution of papers among the population, satisfying the people's need for information. (9) The first photographs also appeared in the year 1889 in Illustrated London News. (10)

“By the end of the 1930s, about 70% of the population regularly read a daily paper, and almost everyone saw a Sunday paper.” (11) The General Council of the Press was formed in the year 1953, its main goal having been maintaining ethical standards in English journalism. This organisation lasted until the year 1991, when the General Council of the Press was replaced by the Press Complaints Commission. Most of the tabloids also began existing in the 20<sup>th</sup> century with the exception of Sunday People which was already first published in the year 1881. The most popular tabloids, The Daily Mirror and The Sun, were first published in years 1903 and 1964 respectively.

In the second half of the 20<sup>th</sup> century, another major changes regarding newspaper production began taking place. Electronic and communication advances allowed for yet another revolution regarding the means of spreading the news among people. The invention of television, and later the invention of the internet, mark a new fundamental point in the history of the press. The quality of the materials used for printing improved as well. The technological advances were further sped up by the introduction of the computer industry to the market in the 1970s which was the first step towards the modern times we have today. (12) During the 1980s began taking an

increasingly aggressive approach towards publishing. This caused a big selling of the tabloid newspapers, but led to increasingly more invasions of privacy and insensitivity, such as the approach of some of the tabloids to the Lockerbie air crash disaster. After The Sun overstepped a line during the reports of the Hillsborough disaster in 1989, worries were expressed in Great Britain about the invasion of privacy and the lack of effective countermeasures. (13) The invention of the internet in the late 90s marks a completely new era in the history of the press. Although the use of the internet did not really began spreading among the people until the late 2010s, the newspapers began adapting to the new trend of publishing information both on paper, as well as on the internet. Nowadays, basically all of the newspaper have their own internet websites where it is possible to find current news, subscribe to get more news and newsletters or to have access to older news. Some of the presses choose to use the paywall system on all or some of the material they publish, meaning that the user has to pay a subscription to get access to these. All of these facts have led to the situation we have today where the readership of the printed papers of some of the newspapers dropped significantly, but this fact is compensated by the constantly increasing number of reader who choose to read the news on the internet via their computers or their mobile phones.

## **2.2 JOURNALISTIC STYLE**

The English journalistic style could be regarded as an individual style in its form. This fact stems from the role the newspapers play in Great Britain where it is possible to find many kinds of different serious newspapers and tabloids. According to Knittlová, this “journalese” language, as it is called, is very specific – there is a lot of condensed information in a very limited space and the reader has to understand each and every word in it. Gal’perin also says that the British journalistic style is characteristic by a specific vocabulary, certain syntactic structures and its own kind headline styling. (14) This specific vocabulary may change according to the intended reader but generally a neutral and standard register is used. The journalistic style does not make use of many literary phrases, most of the vocabulary remains neutral, with occasional economical and political terminology. Slang and words from spoken language may appear in

headlines and in quoted parts. There is a significant use of loanwords, although these are usually to be refrained from, as specific words carry the clearest meaning, unlike abstract words. (15) Acronyms and abbreviations, mainly of organizations (NATO, NASA, UN), appear often and the use of initials for famous people also has its roots in the journalistic style of writing. The press helps to spread neologisms, scientific fields included, such as “laser” or “radar”. The word-formation of the words is also very inventive in regards to compounding, as some of the compounds are basically only used in these text and they are not used in spoken language.

The syntactic structure puts emphasis on the length of the sentences. Longer sentences are avoided as they are making the text harder to read and to understand and nowadays, a typical sentence does not include more than twenty words. (16) There is a significant use of passive constructions, which gives the report a more objective and neutral meaning. The sentences are mostly in indicative mood, with an occasional imperative or a rhetorical question – both of these are used to make the text more interesting to read. The use of English tenses is also quite limited, the most common tenses are the Past Tense and the Present Tense. (17) Adjectives play a huge role in this type of writing, as they play a describing role, filling out many missing details and feelings. The adverbs are often used, although they are usually not used in their typical word order – they usually come more to the end of the sentence. The cohesion of the text is clear and well organized. The quotes play a significant part in the journalistic style. They add objectivity as well as a dramatic feeling to the article. The quoted parts usually just state what was already said, meaning that quotes may carry parts of informal language with it. The omission of commas is quite common in journalistic articles, they are sometimes not used in places they would be expected and a hyphen is sometimes used instead. The hyphens are sometimes also used instead of parentheses, to further distinguish one from another in the text. There is a tendency to omit them after adverbs placed at the beginning or between coordinations. There is a frequent use of inverted commas, using them both for direct quotations as well as for stressing specific words, or to imply irony. (18) (19)

The division into paragraphs has its importance – the first paragraph contains the most important news and there is a tendency to decrease the amount of important

news in the following paragraphs. This division also plays a graphical role as the paragraphs make the text more readable. The length of the paragraph influences the reader, since the longer a paragraph is, the less comprehensible it becomes.

Even though the phonology does not play a big role in the journalese, since the texts are not primarily intended to be read aloud, alliterations are often used, as their uncomplicated structures add more to its readability. (20)

This style of writing has one specific goal – to present facts in the most interesting manner to a specific audience, which the author has to assess accordingly and the audience may vary according to the specific content of the newspapers.

### **2.2.1 HEADLINES**

According to Leslie Sellers, the headlines should tell the story. (21) The headlines are very different from the rest of the newspaper texts. The condensed type of text is most often to be found in the headlines. The main goal of the headlines in British newspapers is to be attractive and to catch the eye of the reader. This is accomplished by the size and colour of the text, as well as the content – the headlines are usually only a few words long, there is a frequent use of slang and colloquial expressions and the headlines usually already give an idea of what the article is about.

The English language has a lot of ways of shortening the sentence structure in the headlines. This is for example accomplished by the use of nominal structures, abbreviations, omission of articles and auxiliary verbs. All of these English headline characteristics can be clearly seen in the following headline from Daily Star – “KILLER STORM TO HIT UK”. The aforementioned size of the headlines is also noteworthy since the font tends to be several times bigger and written in capital letters. The size of the headlines usually depends on the importance of the presented news.

The vocabulary used in the headlines could be regarded as “economical”, meaning that there is a great emphasis on making the headline as short as possible. For example, words like “bid, ban, cut, quit, slash, row” are frequently used, as they are

monosyllabic and they may carry a universal meaning. Alliterations and puns can also be found in many headlines - PICKETED ABOUT PICKETS. There is a considerable use of numbers and punctuation, mainly of inverted commas, colons and dashes. Here they serve as a tool to make the headline separate and therefore more readable and comprehensible. (22) The headlines of the printed newspapers and their online counterparts appear more or less the same, having similar features such as colours, size or catchy features in general. Although in this case the printed papers offer more freedom with regards to the possible compositions of the articles, the online websites have adapted accordingly to this situation.

## **2.3 TYPES OF NEWSPAPER IN GREAT BRITAIN**

### **2.3.1 SERIOUS PRESS**

The first group of the newspaper press in Great Britain is called the serious or the quality press. Also referred to as “broadsheets” due to their format, this group of newspaper is mostly connected with a lot more conservative and political approach towards reporting the news. They tend to report in a very professional manner, not focusing on sensational topics and the articles are very concise in their nature. They are large in size, mostly printed in black and white, text takes up most of the paper and the headlines are generally smaller, compared to its less serious counterpart. Following are a few examples of the most influential and popular British newspapers, known all around the world.

#### **The Daily Telegraph**

This daily newspaper, which is published in London, is considered one of the most important “quality” newspaper in Great Britain. It was founded in 1855, when the “Daily Telegraph and Courier” changed owners and was renamed afterwards. The Daily Telegraph always had a solid number of readers and consistently offered a high standard of reporting, having reported on basically every major war since its establishment. Its approach towards reporting the news is considered to be middle-class and conservative. Between July and December 2014, the daily circulation of The Daily Telegraph was roughly 479,290 printed copies. (23) (24)

### **The Guardian**

The Guardian is a daily newspaper, considered the leading newspaper by many people. It was founded in 1821 as “Manchester Guardian” and was published weekly up until the year 1855 when the Stamp Act was abolished and the paper became a daily. The “Manchester” in the name was kept until the year 1959 when it was dropped and today it is published in London and in Manchester. It is generally considered the most neutral newspaper, it is less conservative than The Daily Telegraph and The Times and it is well-known for its investigative journalism. The daily circulation of printed copies of The Guardian was around 174,941 pieces during the second half of 2014. (25) (26)

### **The Times**

The Times is regarded as one of the world’s greatest newspapers. This daily newspaper, which is published in London, is one of the oldest and most influential papers in Great Britain. Being founded on the 1<sup>st</sup> of January, 1785, by John Walter, The Times has seen many different times throughout its existence, but its reputation survived until today as it is considered as a part of the “big three” newspapers in Great Britain, along with The Guardian and The Daily Telegraph. The Times also publishes regularly on its websites, although the content is restricted for the regular user – users who are not subscribed are allowed to access only 10 articles per month. The daily circulation of the Times is somewhere around 390,962 readers of the printed news according to Newsworks. (27) (28)

### **The Independent**

This morning newspaper, published in London, is still “young” compared to its older newspaper counterparts – although being founded in the year 1986, it has managed to gain its reputation during the years. It originally had a broadsheet format but since 2003 it changed to a tabloid/compact format. (29) The newspaper is renowned for its journalistic integrity, transparency, crediting of other newspapers and generally for its professional attitude towards its competition. The Independent calls itself as free from

any bias, mainly with regards to the political affiliations, having no official support for a political party. The daily circulation of The Independent accounted for only 58,751 printed pieces, but most of its reader come from the internet, according to Newsworks. (30) (31)

### **The Observer**

The oldest Sunday newspaper, The Observer, began publishing in 1791. Quite often regarded as one of the best papers of the world, The Observer has a worldwide reputation for the way it covers foreign matters. The Observer also deals extensively with topics like arts, government, education and politics. Its political alignment is described as centre-left., having a similar political inclination as The Guardian. It has a wide international audience and belongs to the same company – the Guardian Media Group – just like The Guardian newspaper. The Observer does not have a history of controversies, although it was banned at one point in Egypt in year 2008, because of publishing of cartoons that were seemingly insulting the prophet Mohammed. The daily circulation of the Observer was around 759,000 printed copies in the last half of 2014. (32) (33)

### **2.3.2 TABLOIDS**

The second group are the tabloids, the name referring to the format they usually use. Also referred to as the “popular press” or “red tops”, due to the red colouring under the names of the newspapers. These tabloids in general tend to focus more on private matters and celebrities. They tend to come in a smaller “compact” format – tabloid – but this distinction is not as exclusive, as some broadsheet newspapers are changing to the compact format, such as The Independent and The Times. The tabloids prefer a simple and sensational way of writing about the news, most of the topics are connected with the Royal family, sports, crime stories, famous people and sometimes even hoaxes – things that are not true or did not actually happen. They often also do not take the usual approach towards politics, meaning they are not so

subtle as their serious counterparts. Their readership is mainly connected with the lower classes of the population. The main advance in the tabloid journalism came at the end of the nineteenth century. The passing of the 1870 Education act, which made school compulsory for children from the age of 5 until the age of 13, allowed for a broader readership which played a vital role for the development of tabloid newspapers which began using a clever structure – short sentences, short paragraphs and short articles.

### **The Sun**

The Sun is the most popular daily newspaper in Great Britain when it comes to the number of pieces sold daily – according to Newsworks, it had a daily circulation of 1,858,067 printed pieces. It was founded in the year 1964 and it is one of the most significant representatives of the tabloid journalism with a strong political inclination towards the conservative party. According to News Works, it appeals more to the lower classes of the population with more than two thirds of people, who are older than 18 years, being regular subscribers to the tabloid. The Sun has a history of controversies when it comes to covering current news – most notably the scandals surrounding the reports of the situation in The Hillsborough disaster. There are also regional editions of The Sun that are regularly published in Scotland, Northern Ireland and in the Republic of Ireland, being called "The Scottish Sun", "The Sun" and "The Irish Sun" respectively. (34) (35)

### **The Daily Mirror**

The Daily Mirror, owned by the Trinity Mirror company, was founded on the 2<sup>nd</sup> November 1903 and it is the second most popular newspaper with 897,786 prints in circulation. From the start, the Daily Mirror offered more photographs than the other newspapers, appealing to a larger audience. It is a daily newspaper which is oriented at the working-class population of Great Britain, its political alignment is therefore with the labour-party and the socialists. The Daily Mirror also has its fair share of errors it has made over the years, for example publishing photos of British soldiers in Iraq who supposedly tortured and abused Iraqi prisoners – this turned out to be a hoax. (36) (37)

### **Daily Star**

The Daily Star tabloid was founded on the 2<sup>nd</sup> November 1978. Originating from Manchester, it was originally only sold in the northern parts of England. As it is a tabloid, its main focus is on gossip regarding celebrities, sport and popular TV shows, such as reality shows. The Daily Star offers many regular features, mainly columns of all kinds of focus – gossip, music or television columns, with the main column being the "Daily Star Says" column, appearing predominantly on the 6th page. The tabloid also has a "Lebanese" version online, this piece deals mainly with news from the Middle East. The Daily Star is published every day in the week, except for Sunday when the Daily Star Sunday comes out instead. (38)

### **The Morning Star**

This newspaper was founded in year 1930 as "Daily Worker" and it kept this name until the year 1966 when it was renamed to The Morning Star. It is a daily newspaper which is more left-wing oriented and has had an affiliation with the British Communist Party. Its focus is therefore mainly on social problems and trade union issues. At the present moment, The Morning Star has only a part of its former readership, given that the communism has been on the decline since the dissolution of the Soviet Union. During the World War II era, this newspaper used to sell even 100,000 pieces a day – ten times as much as it does nowadays. (39)

## 2.4 READERSHIP IN GREAT BRITAIN

The readership in Great Britain is divided into several categories according to the NRS social grades, "NRS" here standing for "National Readership Survey", a non-profit audience research company established in year 1956. The organization is tasked with monitoring, analyzing and estimating the numbers of people who read the newspapers every day. The population is divided into categories, ranging from the non working social class (e.g. pensioners or people who depend on the state) to the upper middle class. Each category has an assigned letter – A, B, C1, C2, D and E. The letters are sometimes grouped together in surveys and statistics, ABC1 and C2DE respectively. The grades are as follows:

A	Upper middle class
B	Middle class
C1	Lower middle class
C2	Skilled working class
D	Working class
E	Non working

The classification does not include all the population in Great Britain as for example the "Upper class" represents only an insignificant number in the surveys. It is therefore not included in the aforementioned classification, just as children and minors are excluded from these surveys.

According to statistics, the numbers of the higher classes has been increasing in the last years (A, B and C1 categories). The reasons for this may be accounted to improvement of the economic situation in Great Britain as well as rising numbers of educational opportunities.

The A and B classes mostly constitute of higher occupations, people in this category usually work in administrative or managerial jobs. The C1 class still represents a

supervisory, clerical or managerial occupations, although the level is somewhat lower than of those in the AB category. The C2 category describes mainly skilled manual workers while the D category describes the working class – semi and unskilled manual workers. The last class, E category, describes the remaining part of the population – lowest grade workers or people who do not work, either because of unemployment problems or because they are already in pension.

This classification applies to everyone from age 16 till 64 and it functions as a tool for media consumption and purchasing power, although the determination of the number of reader of specific newspapers is its main purpose. The NRS publishes estimates for over 230 different papers. (40)(41)

The general finding is that the lower classes (C2, D and E) tend to be more interested into the tabloid newspapers, while the higher classes (A, B and C1) tend to show liking for the more serious broadsheet newspapers. This fixed hierarchy may come from the fact, that the historical development of Great Britain put strong emphasis on hierarchical systems in the nation.

### 3 PRACTICAL PART

In the practical part, a specific event or topic will be analysed and the approaches used by different newspapers will be compared with each other. Four most popular serious and tabloid newspapers were chosen and the following analysis will study their approach to the selected topic – here the topic is the earthquake which struck in Nepal on the 25<sup>th</sup> of April. Two serious newspapers and two tabloid newspapers were chosen with the aim to give an insight into both of these groups of the British Press.

All of the articles were chosen in such way so that they would all more or less give a report in a similar manner, since there were many articles with regards to this topic which did not always focus fully on the same subject. The internet was used as the source for the aforementioned articles, as it allows for an easier way of accessing the older news and all of the chosen newspapers also publish their materials online. The use of the internet article was chosen because obtaining multiple printed copies was found too complicated, as it would be too hard to get a copy of a printed English newspaper in the Czech Republic, let alone four copies that would be focusing on the same subject.

Firstly, the articles will be individually analyzed, with attention being paid mainly to how the websites would appear to the reader. The articles will be then analyzed primarily from the formal and stylistic point of view, trying to find evidence for the “stereotypical” division of the British press into serious and tabloid newspapers. The articles will then be compared to each other, with emphasis being put on the “message” that is trying to be sent to the reader.

## **3.1 ANALYSIS**

### **3.1.1 EVENT DESCRIPTION**

The chosen event was the earthquake which took place in Nepal on the 25<sup>th</sup> of April 2015. This event was chosen as it was a very current topic at the moment when this thesis was in making, serving as a suitable source of informational material for the analysis. The earthquake is regarded as the most powerful earthquake in Nepal, reaching 7.8 magnitude, during the last 80 years, the last one being the 1934 Nepal-Bihar earthquake, which reached a magnitude of 8.2. The earthquake took its toll on both the lives of the people living in Nepal, as well as the buildings and structures all over the state – buildings in the Kathmandu valley which were a part of the UNESCO World Heritage were not spared during this event, some of them having been completely destroyed by the earthquake. At the moment of writing of this thesis the situation around this event has not yet settled, so it may be possible that some of the information stated in the articles may change in the future, but the articles were chosen exactly for the reason that they provide an immediate response to the disaster, giving a unique possibility for the intended analysis.

### **3.1.2 SERIOUS PRESS**

As examples for the serious press, The Telegraph and The Guardian were chosen, both of them giving extensive information and updates on the topic. They are simple in design, which does not allow for much distraction, but still offer a wide range of topics, ranging from politics to culture. It is worth noting that some newspapers apply the “paywall” system on their articles, meaning that the user has to pay for the articles, otherwise he gets no access or only a limited one. The user has the possibility of creating an account, provided he owns an email address or a social account such as Facebook or Google. The account grants him an easier access to the news, as well as newsletters and updates from the websites.

### 3.1.2.1 THE TELEGRAPH

The structure of The Telegraph websites is very simple. It gives the reader a clear possibility of choosing what may interest him, the sites are divided into typical categories which are further divided into sub-categories. Some of the news are presented in a video format, meaning there is absolutely no text at all and all of the information is presented in a video. Most of the other articles presented in the panel on the right are either related to the article or are of serious nature, although there are a few examples of “less-serious” articles. The Telegraph also uses a system where an user may only access ten articles per month – for any further articles a subscription has to be paid.

The Telegraph used a very simple headline in this article, not being written in a huge font or various colour nor using any phrases or metaphors, perhaps to avoid being unethical or inconsiderate, with regards to the nature of the situation. The sub-headline is short and gives a brief description of what just happened – giving the reader as much information in as little space as possible.

The screenshot shows the homepage of The Telegraph website. At the top left is the logo "The Telegraph". To the right is a search bar labeled "Search - enhanced by OpenText" and the date "Sunday 26 April 2015". Below the logo is a navigation menu with categories: Home, Video, News, World, Sport, Finance, Comment, Culture, Travel, Life, Women, Fashion, Luxury, Tech, Cars. Underneath are regional links: USA, Asia, China, Europe, Middle East, Australasia, Africa, South America, Central Asia, KCL Big Question, and Expat. A breadcrumb trail reads: HOME » NEWS » WORLD NEWS » ASIA » NEPAL.

The main article headline is "Nepal hit by 7.9 magnitude earthquake". The sub-headline reads: "Nepal hit by 7.9 magnitude earthquake with reports of collapsed buildings in Kathmandu and strong tremors felt across the Himalayan nation and parts of India". Below the headline are social media sharing icons for Facebook (185), Twitter (60), Pinterest (1), LinkedIn (1), a share icon (247), and Email.

The main image is a wide-angle photograph of a densely populated city, likely Kathmandu, with many multi-story brick buildings and a green park area in the foreground. The background shows rolling hills and mountains under a cloudy sky.

On the right side, there is a "Latest Video" section with six video thumbnails and titles:

- Nepal earthquake: injured treated
- Prince Charles honours Gallipoli fallen
- AP McCoy's most memorable rides
- Bruce Jenner interview: first clip released
- Soldiers caught stamping on head avoid jail
- Biker caught 'planking' on motorway at 60mph

Below the video section are two "More From The Web" sections, each with a horizontal line and a link.

The user has the possibility of choosing various types of “sharing” of the article on the social sites. It is to be noted that these icons do not stand out too much, therefore they do not attract any unnecessary attention.

The author, writing from India, makes use of very formal language which would be expected from such newspaper. He uses some words which could be harder to understand for some non-English speakers, as they do not appear that often in the spoken language, for example: harrowing, swath or shrouded. The article is divided into paragraphs, each of them being quite short, but giving enough information to the reader. The article uses only a few pictures, three in total, which makes the text clear and easy to read. The pictures that were used all related to the topic. The first picture shows the Kathmandu Valley and just how densely it is populated – giving an insight to the reader of how much damage may have been caused by the earthquake. The second pictures shows a “shake map”, as it is referred to in the article, which shows

A file photo showing the densely-populated Kathmandu Valley Photo: Alamy



By Dean Nelson, Delhi

1:22PM BST 25 Apr 2015

Follow 22.7K followers

Comment

More than 718 people across a swath of four countries were killed on Saturday - the majority in **Nepal** - following the worst earthquake in the country's recent history.

The quake, which was measured at 7.9 on the Richter Scale, destroyed historic buildings in the capital Kathmandu, including the capital's 19th Century Dharahara Tower landmark, where more than 50 people are missing in the rubble. Many of them were scaling the 200 feet structure for the best view of the city when the earthquake struck. The city's historic Darbar Square and many temples were also damaged.

Officials said 688 people were confirmed dead in Nepal. Another 20 were killed in India, six in Tibet and two in Bangladesh. Two Chinese citizens died at the Nepal-China border. Given the scale of the destruction, the death toll is almost certain to rise, said Laxmi Dhakal, Home Ministry official.

Harrowing television pictures showed rows of dead bodies lines out in the street outside one of the city's main hospitals and scores of wounded, many of them being carried on stretchers or in the arms of friends and relatives.

Manish Shrestha, a television reporter, told CNN that the force of the quake had thrown him into a wall and injured his leg and that he had seen dead bodies at the hospital. "There are four people dead in the hospital... I can see another dead body, I've counted five myself", he said. "I can see a doctor trying to bring someone back to life. People are wailing and crying", he added.

Doctors and nurses appeared to be overwhelmed by the emergency and many patients were being treated on the pavement outside, he said.

C. Prasai, a civic society activist, said many people were panicking amid fears of further tremors. "Everyone is outside of their houses, there is debris everywhere, many temples have collapsed and many people have died. It's very grave", he said.

#### News Most Viewed

- | TODAY  | PAST WEEK | PAST MONTH |
|--|-----------|------------|
| 1. Nepal earthquake: rescue continues as death toll passes 2,500 - live          |           |            |
| 2. Boris Johnson and Ed Miliband in TV clash                                     |           |            |
| 3. Royal baby: Overdue Duchess may be induced                                    |           |            |
| 4. First Everest avalanche victim named as Google executive                      |           |            |
| 5. Royal baby: Superbug closes ward where Duchess of Cambridge due to give birth |           |            |

#### Promoted stories

<p>20 Of The Most Terrifying Natural Disasters (LOLWOT)</p>	<p>How To Write A Professional Email (eAngel - Have your emails corrected by a professional.)</p>
<p>6 Fun Dream Jobs That Really Pay Well (Techlays.com)</p>	<p>The solar singularity: 5 ways new technology is devouring the old (Cleanleap)</p>

Recommended by @outbrain

exactly where the epicentre of the earthquake was. This picture may require some previous knowledge of the topic and demands more effort from the reader to

successfully understand it. This article is not very long, perhaps as it serves its purpose to give as much information without going too deep into the situation. All in all it stays in its “serious” nature. (See appendix I)

### 3.1.2.2 THE GUARDIAN

The Guardian took a more thorough approach towards writing the news in this article. Overall, the article is longer and gives more information to the reader, but also requires more concentration from the reader. The headline is more complex, using words such as “hinder” or “death toll” which may make the headline more difficult to understand to a foreign reader. The sub-headline gives a further introduction to the article, giving a brief summary of what the reader is about to read. The overall font of the text, which was used, is bigger, therefore taking up more space and making the article appear longer. (

The screenshot shows the Guardian website's article page for the Nepal earthquake. The main headline is "Aftershocks hinder rescue efforts as Nepal quake death toll passes 2,500". Below the headline is a sub-headline: "Dozens of aftershocks, including magnitude 6.7 temblor on Sunday, trigger more avalanches on Everest and cause panic across Nepal, as emergency supplies reach affected areas". The article is by Anna Codrea-Rado, Jason Burke, Pete Pattison and Ishwar Rauniyar in Kathmandu, Justin McCurry and agencies, dated Sunday 26 April 2015 17:05 BST. There are 708 shares. A large photograph shows a snow-covered mountain peak with a small avalanche on Pumori. A "Most popular in US" sidebar lists other news items like "Nepal earthquake: rescue continues as death toll exceeds 2,500" and "Eden Hazard wins PFA Player of the Year award".

The article is accompanied by several photographs, as well as one video, with short commentaries, all of them being related to the article and the graphs are very simple in nature – giving the reader a comprehensible view of the situation. The vocabulary used is mostly more developed, as the author makes use of less known words (at least to a foreign reader), such as: temblor, frantic, plumes or trickle and also uses

abbreviations such as “US, UN, 4WD or EU”. Although these fact does not change the overall look of the article as it remains comprehensible and readable. (See appendix II)

The websites themselves are on par with the websites of The Telegraph. They are quite well-arranged, using only a few colours and there are no “attention-seeking” pieces, that would distract the reader. The reader has everything at hand and the websites are very “user-friendly”. The user again has the possibility to share the article on numerous social sites. The links to the other articles are divided into sections such as “most popular”. In the “related content” the reader may find all the articles that are really related to this topic, making any further search easy and the sites remain easy to navigate. Some of the links and pictures on the left side of the article disturb the structure of a few paragraphs though, making them more condensed as they do not cross the right margin of the article.

### **3.1.3 TABLOID PRESS**

As examples for the tabloids, The Daily Star and The Daily Mirror were chosen. Both of these are one of the most popular tabloids in the United Kingdom, so their articles will function as a general example of the tabloid journalism. The following articles were chosen in order to serve as examples for the alleged tabloid way of writing.

#### **3.1.3.1 THE DAILY STAR**

The design of the Daily Star has somewhat more noticeable features. There are significantly more pictures on the website, compared to its serious counterparts, and there are generally more “diversions” on the page. There is a lot of content displayed around the article, mostly links to other articles, although the range of these articles is of a completely different, mostly focusing on popular topics such as celebrities and gossip, sportsmen and top ten lists. The fonts, which are used, are all of a bigger format, the headline itself having a bigger size than in the serious newspapers, although the colour remains neutral. Capital letters were used as a mean of adding stress to the sentence, as in the sub-headline in the word „POWERFUL“.

**DAILY STAR SUNDAY**

London, UK 10° Daily Horoscope Our Apps Paper Archive Our Paper

HOME NEWS SPORT SHOWBIZ & TV TRAVEL LIFE & STYLE PICS VIDS GAMES

LATEST NEWS DAILY STAR SUNDAY COLUMNISTS WEIRD NEWS

Home / News / Latest News / Nepal earthquake: Powerful aftershock strikes as death toll rises to 2,500

Diners stunned to find restaurant charges men 30% more – find...

Man who stole £50k from his DYING mother is jailed

Schoolboy, 8, tries to blow up balloon – turns out to be used...

Ice and easy: Record hot spring sees ice cream sales soar

Brothers went drinking in Birmingham and woke up to find...

**Nepal earthquake: Powerful aftershock strikes as death toll rises to 2,500**

**CELEBS** MORE

A POWERFUL aftershock hit Nepal this morning after at least 2,500 people died and thousands more were injured in yesterday's devastating earthquake.

Facebook 4 Tweet 14 Share 0 Share 18

The content is all connected to the earthquake, although the approach may be viewed as different. There is a significantly bigger use of quoting than there is of fact-stating. The article is divided into very short paragraphs, each one of them mostly containing one piece of information or one quote. The paragraphs are further differentiated by two separate sets of fonts, probably to imply that the smaller text are either older, already mentioned facts, or not so important according to the author. (See appendix III)

There are only a few photographs used, three to be exact. All of them further develop the article and they do not disrupt the structure of the text, although the number of the photos that surround the article make the whole page appear somewhat cluttered.

The whole purpose of the article seems to be aimed more at influencing the reader at an emotional level, rather than to simply inform of what actually happened. Most of the chosen quotes were very descriptive of the situation, giving the reader a clear picture of what was happening to the individuals and how they felt.

### 3.1.3.2 THE DAILY MIRROR

The article on the Daily Mirror websites offers an extensive read to the reader. The event is one of the “trending topics” on the websites, along with the London Marathon, the royal baby and the 2015 General elections. On the first look, the article appears less “cluttered” than the one in The Daily Star, although they do share some of the features. The content of the websites, meaning the surrounding articles, links and adverts, is strongly off-topic, with regards to the article. The user has the opportunity to search through all sorts of different, albeit being typically tabloid-like, topics. There is even an individual tab labelled “Weird news”. The headline is quite long, spreading over two lines, and the font is only slightly bigger and in bold. The headline only gives a very small insight, stating only the most “essential” fact. The article itself deal with a lot more than what is hinted in the headline.

The screenshot shows the Daily Mirror website interface. At the top, there is a navigation bar with links for OFFERS, FANTASY, BINGO, DATING, JOBS, BUYSELL, COMPETITIONS, HOROSCOPES, CARTOONS, CROSSWORDS, and COOKIE POLICY. Below this is a search bar and social media icons. The main header features the Mirror logo, a 'WEBSITE OF THE YEAR' badge, and a promotion for mobile and tablet apps. A secondary navigation bar includes 'Most read', 'Live feeds', 'Top Videos', and various news categories like 'News', 'Politics', 'Football', 'Celebs', 'TV & Film', and 'Weird News'. A 'TRENDING' section highlights 'LONDON MARATHON 2015', 'NEPAL EARTHQUAKE', 'ROYAL BABY', and 'GENERAL ELECTION 2015'. The main article is titled 'Nepal earthquake: Rescuers desperately search rubble for survivors as death toll tops 1,300', dated 18:35, 25 April 2015, by Dominik Lemanski. It includes social sharing options (50 Shares, Facebook, Twitter, Google+) and a 'Recommended In News' sidebar with articles on Facebook notifications, obituaries, and crime.

The content of the article consists of facts, with an occasional quote or tweet. The user has a choice to view a video-summary of the article. The photographs are evenly distributed among the paragraphs and they all refer to the Nepal disaster. The paragraphs are quite short, each of them usually containing only one or two sentences

at most. The author uses a formal register and does not use any “catchy” or distracting words. (See appendix IV)

The article gives a very coherent and serious report on the earthquake disaster. Despite the fact that The Daily Mirror is a tabloid newspaper, there seems to be a strong tendency to avoid any sensational manners of speech, although this might partly be the author’s choice in this specific article.

## **3.2 COMPARISON**

### **3.2.1 SERIOUS NEWSPAPER APPROACH**

Both of the serious newspapers gave a very concise and professional summary of the event. The articles are very well organized, being divided into shorter paragraphs, each of them giving new information and dealing with new matters. There is no excessive use of photographs and the articles appear very clear, making it very easy to read for the reader. The Telegraph article is somewhat harder to read, as the paragraphs are longer and the author uses less known words. The Guardian one gives a more thorough report, dealing with the catastrophe from a broader perspective and using quotes from different interviews.

The appearance of the websites is one of the most crucial parts of the analysis. The serious newspapers have a very simple design, using only very few colours – The Telegraph uses black, white and light blue colour, and so does The Guardian. The overall structure is very similar as all newspapers obviously follow the same pattern. At the top of the page there is a big logo of the newspapers, set either on the left or on the right side. Under the logo is a set of panels, each of them referring to one of the most popular topics. The topics of the serious newspapers is moreover similar and the topics are more of a decent nature – Finance, Culture, Travel or Election. The less serious topics appear to the right and they are named more subtly such as “Fashion” or “Lifestyle”. The panels on the sides of the article are very short. There is only one on the right side in The Telegraph and it is divided into three sub-categories – Latest video, Most viewed news and Promoted stories. They do not interfere with the article as they do not use any “flashy” or catchy fonts or pictures, therefore keeping the

reader's attention at the article. They serve more as further choices for the reader after he has finished reading the article. The reader also has the opportunity to leave a comment behind at the bottom of the page. The Guardian panel is even more concise, as it only lists five most popular articles on the websites. The Guardian chooses to show any "off-topic" information and other articles at the bottom of the page which is a very effective way of keeping the reader's attention on the article.

The photographs are all related to the topic and the author or the responsible organization is always listed underneath. Only the Guardian offers the possibility of enlarging the photos for a closer view, although this does not apply to every photograph. The serious newspapers appear to give preference to text over images as for example The Telegraph article uses only three photographs and contains quite a lot of text in comparison.

All in all, the serious newspapers fulfil their purpose and give the reader a coherent report on the situation, giving all sorts of explanations on the matter, so even a less educated reader would be able to understand it. The newspapers remain neutral – there are no excessive detail that would try to address the reader at an emotional level and they use a very formal language, keeping their serious nature.

### **3.2.2 TABLOID NEWSPAPER APPROACH**

The two tabloid papers in this case took a similar approach towards reporting on this specific event as the serious newspapers did, but the form and structure is not completely the same. The article in the Mirror appears very serious in nature, although there are parts that do not appear in the serious press ones. The Daily Star approach is definitely more "tabloid-like", both in structure as well as in the content.

The graphical aspect of the tabloids is the most noticeable feature of the websites. The visibly most used colour is the colour red which naturally demands more attention from the reader. This colour is used everywhere at least a bit in these articles, highlighting the panels and sometimes even stressing selected quotes or links. In this aspect the tabloids are living up to the "red top" label, by which the tabloid are

sometimes called. The structure of the websites is similar to that of the serious press but the content is already somewhat different. Some topics stay the same such as politics or sport, but obviously standing out are the parts "SHOWBIZ & TV" and "Celebs", both referring to the show business part of the world which is such a popular topic for the tabloid newspapers. The panels surrounding the articles offer a significantly greater deal of other article, up to twenty in The Daily Mirror and even more in The Daily Star, as the panel is further divided into two separate panels, doubling the amount of offered articles. The nature of these articles is mostly less significant, focusing on popular culture, celebrities and relaxing articles. It is also worth to be noted that the tabloids frequently use a certain tactic to attract attention to these articles, namely making use of the headlines. The headlines either show an incomplete sentence such as "EXCLUSIVE: Louis' chips and booze binge costs him 6k in wild ..." or they lure the reader to open the article for more information such as in "Facebook notifications are about to change and here's how it will affect you". Both of these types appear extensively in the tabloid newspapers.

The content is related to the topic and the authors do not digress from the facts while reporting on the earthquake. There is however a strong tendency towards addressing the emotional aspect of the reader, mainly in The Daily Star article. There is an extensive use of quotations, the majority of them painting a picture for the reader or giving him an insight into how the quoted person was feeling. A few quotes are even stressed, making them even more apparent and noticeable.

The accompanying photographs more or less play a further role in developing the right feeling in the reader – this can be seen in the comments under them. Most of them contain a word (could be written in capital letters) that somehow captures the situation, preferably in a negative way such as "VICTIM", "DEVASTATION" or "DEATH TOLL". The following comment then further develops this stressed word, playing a part in the aforementioned speaking to the emotions of the reader.

The tabloid newspapers both offer a decent report of the situation in Nepal. There are certain features that correspond with the fact that the article is of tabloid nature, but these features do not interfere much with the overall informational value of these

articles. In this case, most of the features that resemble tabloid journalism come more from the general structure of the website than from the content of the articles.

### **3.2.3 COMPARISON OF SELECTED ARTICLES**

All four articles give a very good description of the situation in Nepal after the earthquake. The serious newspapers use their typically strict approach towards reporting, meaning that facts come first and the authors' attitudes are very professional in these regards. The tabloid news present a sort of a mix between the presentation of facts and the individual reports of people who were affected by the disaster. This does not necessarily worsen the quality of the articles, but it is worth to be noted, as it could be considered a tabloid feature, although not a very strong one in this case.

The register of all four articles can be described as formal, with an occasional example of informal language showing up in the quoted parts. The articles may appear hard to understand for a foreign reader, as the journalistic style carries its characteristic way of giving reports – the authors tend to use words that do not appear often in spoken language, here mainly the adjectives.

The headlines are all of similar construction, with The Telegraph one being the shortest. Headlines of The Guardian and The Daily Star basically state the same thing, varying only in the choice of words. The headline of The Daily Mirror is the longest one and it might be considered perhaps longer than necessary, as it is usually more typical for the headlines to be as short as possible. The visual side of the headlines is the same – the headlines are separated from the rest of the text by a bold font (the bold being more distinct in the tabloids) and a slightly bigger size.

All the articles are divided into paragraphs, sometimes very short, containing only one sentence. The length of individual paragraphs depends on the specific information the paragraph deals with. There are no significant differences among the newspapers in this aspect.

All newspapers used relevant images or videos to accompany the text. Most photographs came from official organizations, with an occasional map or graph released by an expert group (here for example the US Geological Survey). The Daily Mirror chose to accompany the article with a video report as well, although it was kept with its original commentary and was not subtitled either. The second video was a private video which was made public on the internet by the author, that comments on the situation that was taking place after the avalanche. The video report was then only chosen by The Guardian and the ninety-second long video showed recordings accompanied by English dubbing.

The graphical aspect of the websites is where the newspapers differ the most from each other. The look of the serious newspapers is very simple and does not allow for many distractions. The colours are neutral compared to the red layout used in the tabloids, providing a clear distinction. The most significant difference between the serious and tabloid newspapers is the content of the articles displayed in the panels surrounding the main text. The majority of the content of the serious press remains either relevant to the article or deals with serious topics, like politics or economy. The content of the tabloids, on the other hand, is basically all of sensational nature. The main topics here are celebrities and the gossip related to them, top ten or top twenty list and other less serious content. The links are accompanied by attractive photos and sometime even by misleading titles.

## 4 CONCLUSION

The main aim of this thesis was to present an analysis of the British press and a comparison of articles of selected newspapers. This purpose was achieved by an extensive theoretical introduction to the history of the British press, as well as the description of the journalistic style used in these newspapers and summaries of the most important serious and tabloid newspapers and also by the following practical part where a thorough comparison was carried out.

Great Britain is a very specific country which has a long history and cultural background and the British press has always been an inseparable part of it. As was mentioned in the thesis, Great Britain has undergone major changes during the last centuries, but the main cultural heritage has remained untouched. The United Kingdom is a country unlike any other due to all these facts.

The analytical and comparative parts were divided into a theoretical and a practical part respectively. The analytical part dealt with the aforementioned history of the British press since the 17th century, as well as the general description of the journalistic style used in this specific field. The analytical part was then further broadened by a list of selected serious and tabloid newspapers – 5 of each – and the brief description of their history, current popularity and their most important features. Last part of the theoretical part was the description of the system, which is used in Britain for the separation of individual social classes, according to which the readership numbers are calculated, and also a brief introduction to the social classes in Great Britain.

The practical part then gave an insight into how four different newspapers – two serious and two tabloids – dealt with a specific and important event, here the earthquake in Nepal that happened on 25th of April 2015. The articles were found on the websites of each newspaper, being chosen on purpose for their present importance, and their content was extensively analysed as were their graphical structures. Firstly, the articles were analysed individually according to the intended criterion, followed by a brief summary of the approaches of the serious and tabloid

newspapers. The final part was the comparison of the serious and tabloid articles in all these aspects – stylistic, lexical and graphical.

The facts that were used in this thesis mainly come from the internet sources. Several printed sources were used, although their main focus was on the general stylistic form of the journalistic style. The internet sources proved as most useful while writing the thesis, as there were not many printed sources that would be dealing with either the history of the British press, or the press itself. The articles used for the practical part come from the internet as well, the internet being a primary source nowadays for a foreign reader, since obtaining several pieces of British newspapers would prove too complicated in Czech republic.

The future form of the British press may further keep on changing as the internet is playing an increasingly bigger role every year, putting the typical printed newspapers on the second place. Although all the major newspaper companies are trying to adapt to this new situation, that was created only in the last few years and began turning the whole publishing world upside down, there has been a significant decrease in the demand for the printed newspapers.

The entire process of writing the bachelor thesis about this topic proved very informative and interesting. The author found many interesting facts and features of the British press and further developed his previous knowledge of Great Britain. The British press is a category of its own, which only Great Britain can be proud of and the research turned out to be quite entertaining for the author.

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## **7 ABSTRACT**

The topic of this bachelor thesis is the analysis and comparison of British serious and tabloid press. The work is divided into two main parts. The first part – theoretical – is further divided into subchapters, each of them dealing with a certain part of the British press. The first part deals with the history of the British press and its development, the second part describes the journalistic style, the third part contains the description of individual selected newspapers and the last part gives an overview of how the British population is divided according to surveys. The second main part is called the practical part and it in the first subchapter an analysis of four different newspaper articles is presented. The second part then compares these articles with each other.

## 8 RESUMÉ

Tématem této bakalářské práce je analýza a komparace britského seriózního a bulvárního tisku. Bakalářská práce je rozdělena na dvě hlavní části. První část, část teoretická, je dále členěna na podkapitoly, které se každé věnují jisté části britského tisku. První část se zabývá historií britského tisku a jeho vývojem, druhá část popisuje žurnalistický styl, část třetí obsahuje popis jednotlivých zvolených novin a ve čtvrté části se nachází přehled rozdělení obyvatel Velké Británie pro průzkumy. Druhá hlavní část je nazvaná částí praktickou a v první podkapitole je předložena analýza čtyř různých novinových článků. Druhá podkapitola poté tyto články navzájem srovnává.

## 9 APPENDICES

### **Appendix I: Sample page from The Telegraph**

THE TELEGRAPH. *Nepal hit by a 7.9 magnitude earthquake*. [online] Available from: <http://www.telegraph.co.uk/news/worldnews/asia/nepal/11562771/Nepal-hit-by-powerful-earthquake.html>

### **Appendix II: Sample page from The Guardian**

THE GUARDIAN. *Aftershocks hinder rescue efforts as Nepal quake death toll passes 2,500*. [online] Available from: <http://www.theguardian.com/world/2015/apr/26/aftershocks-hinder-rescue-efforts-as-nepal-quake-death-toll-passes-2000#maincontent>

### **Appendix III: Sample page from The Daily Star**

THE DAILY STAR. *Nepal earthquake: Powerful aftershock strikes as death toll rises to 2,500*. [online] Available from: <http://www.dailystar.co.uk/news/latest-news/438754/Nepal-earthquake-powerful-aftershock-death-toll-2-500>

### **Appendix IV: Sample page from The Daily Mirror**

THE DAILY MIRROR. *Nepal hit by 7.9 magnitude earthquake* [online] Available from: <http://www.mirror.co.uk/news/world-news/nepal-earthquake-rescuers-desperately-search-5582609>

## Appendix I: Sample page from The Telegraph

Television pictures showed people being rushed to hospital by friends and relatives and the traffic chaos they had to navigate. Many of the city's main arteries, including its ring road, were badly fissured. One truck stranded on raised island stack of remaining road after all the tarmac around it gave way.

Local volunteers were seen digging with their hands through bricks and concrete to rescue people trapped under collapsed buildings.

The first earthquake struck 50 miles north-west of Kathmandu a few minutes before noon and was followed by another smaller shockwave a half hour later which eyewitnesses estimated lasted for ten minutes and many of the capital's buildings.



People take refuge at a school after the earthquake struck (REUTERS/Navesh Chitrakar)

The destruction of masonry left the city shrouded in a dust cloud and the true scale of the destruction could only be made out from the air a few hours later.

Kunda Dixit, editor of the Nepali Times, said he had surveyed the city "through binoculars from a hilltop south of the Valley" and estimated that only "80 per cent of buildings are intact". Most of the city's high rise buildings were intact but many old

## Appendix II: Sample page from The Guardian

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A strong aftershock has caused panic and frustrated frantic efforts to reach possible survivors of Saturday's earthquake in [Nepal](#), with the death toll rising to more than 2,500.

### Nepal earthquake: rescue continues as death toll exceeds 2,500 - the day's updates

Rolling coverage of developments in Himalayan nation after 7.8 magnitude quake near Kathmandu

→ Read more

As the government declared a state of emergency, officials said they expected the number of dead and injured to rise, while emergency supplies began to trickle in to affected areas.

More than 5,000 people were injured after the magnitude 7.9 earthquake struck late on Saturday morning. Local authorities said all but a few dozen of the deaths occurred in [Nepal](#), and that at least 721 people had died in the Nepalese capital Kathmandu alone.

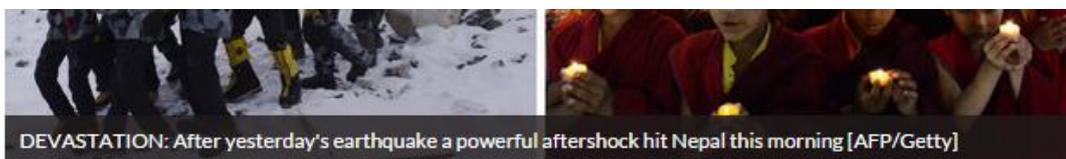
Dozens of aftershocks, including a powerful temblor on Sunday afternoon, have jolted Nepal over the weekend, forcing thousands of people to shelter where they can. On Sunday afternoon, climbers left stranded by initial avalanches on Everest were again in fear for their lives after a magnitude 6.7 aftershock triggered more avalanches. It also sent terrified residents running into the streets in Kathmandu.

## Mount Everest: South Col route



**1** At least 17 people killed and 61 injured when an avalanche struck a section of

### Appendix III: Sample page from The Daily Star



The 6.7 magnitude aftershock sent terrified people running for cover as rescue teams in the ruined Kathmandu valley were forced to suspend their search for people feared buried under piles of rubble.

The aftershock – also felt in India and Bangladesh – triggered more avalanches at Mount Everest where at least 17 people were killed yesterday and dozens of British climbers are still missing.

One witness posted on Twitter: "Massive aftershock. A wall of a old house next to mine has collapsed now. Kathmandu is in shock again. People on streets."

Thirty aftershocks have now rocked the region since Saturday's mighty 7.9 magnitude earthquake – the worst in the country in 80 years.

People from four separate countries, including India and China's Tibet region, have died – such was the magnitude of the quake.

"The aftershocks keep coming ... so people don't know what to expect," said Sanjay Karki, the Nepal head for global aid agency Mercy Corps.

"All the open spaces in Kathmandu are packed with people who are camping outdoors. When the aftershocks come you cannot imagine the fear. You can hear women and children crying."



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## Appendix IV: Sample page from The Daily Mirror

**““We staggered out to see an avalanche coming straight at us”**

Survivor, Alex Chappatte

Local world vision aid worker Matt Darvas said that he heard that many remote mountain villages near the epicentre may have been completely buried by rock falls.

The villages "are literally perched on the sides of large mountain faces and are made from simple stone and rock construction," Darvas said.

"Many of these villages are only accessible by four wheel drives and then foot, with some villages hours and even entire days' walks away from main roads at the best of times."

Rescue workers have struggled to get into the the capital due to roads being blocked by landslides, chief district official Prakash Subedi said.

Relief efforts have increased with help from India, China and Pakistan.

The first group of survivors from the avalanche at Everest were flown to Kathmandu today and taken to hospitals. None appeared to have life-threatening injuries.

The avalanche wiped out base camps on the mountain and is believed to have buried people in their tents who were there on international climbing expeditions.

The 17 victims of the Everest avalanche include American Google executive Dan Fredinburg.

The tech worker, who once dated One Tree Hill actress Sophia Bush, had posted photos and updates of his adventures in Nepal on Instagram and Twitter, where he referred to himself as an "adventurer, inventor, and energetic engineer".

His sister wrote on Instagram today: "I regret to inform all who loved him that during the avalanche on Everest early this morning our Dan suffered from a major head injury and didn't make it.

"We appreciate all of the love that has been sent our way thus far and know his soul and his spirit will live on in so many of us. All our love and thanks to those who shared this life with our favourite

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2 Comments

'You should be proud I am any' Kati brushes



1 Comment

She's Been Bake Off beats J.L. 100...



3 Comments

'Our hero' Kardashis family has 'courage a...

