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Bakalářská práce
THE PORTRAYAL OF LONDON IN THE BRITISH PRESS

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Prohlašuji, že jsem práci zpracoval(a) samostatně a použil(a) jen
uvedených pramenů a literatury.

Plzeň, duben 2015

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1 INTRODUCTION

The main purpose of this bachelor thesis is to analyse and describe how the most discussed London issues are reflected in the British press.

As British society and other English speaking people in the whole world are considerably interested in reading British broadsheets and tabloids, five of those the most read have been selected; namely *The Guardian*, *The Independent*, *The Times* and *The Daily Telegraph* representing a group of broadsheets and *The Daily Mirror* as a tabloid. The choice was influenced by their orientation and political preferences; thus, conservative and right-leaning newspapers (*The Times* and *The Daily Telegraph*) in comparison to those liberal and left-leaning (*The Guardian*, *The Independent*, *The Daily Mirror*).

For the purpose of this thesis three current issues concerning London were selected. Housing in London (Chapter 4), immigration and terrorism (Chapter 5) and subculture of hipsters (Chapter 6) are analysed by means of sources mentioned. Differences in a point of view between the conservative and the liberal newspapers are analysed.

Further, cultural, social and industrial changes in the United Kingdom, especially in the capital, affected the choice of this topic. Information about this situation is discussed in media worldwide and news provided by media from different countries may be distorted than messages rendered by British newspapers themselves.

Chapter 2 dedicates a theoretical part, which deals with historical background since the year 47 until today. This chapter provides the most important moments of history of London as well as basic information about British rulers and their reign. Moreover, brief data concerning London population, religion, rate of immigration in London, economy and education in London are mentioned at the end of the chapter. In addition, several sources are used to provide as clear view as possible.

Introduction to the world of media is arranged in Chapter 3, where the television, radio, film industry and British press are closely characterized. This chapter comments on the structure of British newspapers to ensure better comprehension of following chapters dealing with particular analyses.

The research part consists of three sections, where the issues already mentioned are analysed. Author has not chosen more topics to deal with as the three matters comprise several problems and need detailed attention.

This part is based on the newspaper and magazine articles. For the purpose of this thesis, approximately one hundred and twenty articles were read and analysed. The aim of the analyses is to find out, whether authors of articles give rather subjective or objective point of view, whether there are any differences between opinions of conservative and liberal journalists and if there are, how noticeably they are reflected in selected articles.

2 LONDON

2.1 History

2.1.1 Early History

London would have never existed if it had not been for the Romans. In the year of 47, Romans invaded Kent and set up their capital in Colchester. The settlement Londinium was growing and becoming more prosperous. In the year of 60, Boudica, known as a queen of the Iceni, tribe of Norfolk, decided to attack the settlement as a revolt against Roman rule; thus, she burnt all the settlement.

However, this place was considerably important for Romans that they came back and rebuilt a new Roman city. In the late third century, Londinium was several times raided by Saxon pirates; moreover there was a big decline consequently by the 5th century and the settlement became almost deserted. Not a long time after the Roman departure, the Saxons moved in and built a settlement called Lundenwic. By the 9th century, the Danish Vikings started to be very interested in rich Lundenwic and in 871 they controlled London completely. [1]

Within several years, Alfred the Great became a King, he reestablished Lundenburg, repaired Roman walls and handed it over to Ealdorman Aethelred of Mercia. When Aethelred died, London was controlled by English Kings. The City became really important; in addition, it had its own government, people had to pay taxes, churches were built. King Aethelred the Unready issued the Laws of London in 978. Vikings continued struggling to reach Britain under the patronage of Canute. When Aethelred died, his son, Edmund Ironside, was again trying to get the Britain back; nevertheless, due to a large number of defeats there was no other way than to share the country with Canute.

In 1042, Canute's stepson, Edward the Confessor, took the throne. Edward had no descendant, only one cousin, Duke William of Normandy, who claimed that Edward had promised him to be an English King, but it was declined. Harold, brother-in-law of Edmund, became a King and William decided to invade England. [2]

After the defeat of King Harold, William The Conqueror was crowned. Freedom of citizens was enshrined in law and no new power was granted. [3, 4]

William The Conqueror invited William of Poitiers to ask him if he wants to be his personal chaplain. They had been on friendly terms since William of Poitiers became the Archdeacon of Lisieux. [5] This was the reason why the King charged him of construction of a fortress – the Tower of London. [6]

When William The Conqueror died, William Rufus became a King. He reinforced the Tower of London, rebuilt the Thames Bridge and began construction of Westminster Hall. The next sovereign was Henry I and then a King John who connected the county of Middlesex to London. [7]

In 1191, London became self-governmental under Richard I and it was allowed to elect the first Mayor. During a reign of successors, Henry III and Edward I, London was very unstable. Many mayors were removed from their office and royal wardens took their places. Moreover, London was often affected by the fire. This caused that the first mayor of London set up the Building Act which established that people had to use stone when building walls and thatched roofs were forbidden. [8, 9]

After the reign of Edward II (son of Edward I) and of Edward III, the Wat Tyler's Peasants' Revolt happened in London in 1381. The main reason was the peasants' discontentment with advisors of the current King Richard II (Edward III's son), peasants' living and working conditions were

getting worse; nevertheless, the rebellion was suppressed. The second uprising, called Jack Cade's Rebellion, occurred in 1450. [10, 11]

There was a big effort to have industries, trade and other sectors more organized in London; thus, a complex system of guild was accepted. When people became members of a guild, they received "freedom of the city". People without this license could be fined. In addition, by the 15th century, a production of cloth was the biggest industry of London and the financial situation of London was improving. [12]

In 1455, the successions of civil wars called "Wars of the Roses" started. It was a conflict between the House of York and the House of Lancaster to gain the throne. Adherents of the House of Lancaster overthrew the King Richard II and Henry IV was appointed to be a King. After his death and the death of his son, Henry V, Henry VI took throne of England. Londoners were not satisfied with him; as a result, they supported Edward IV of York in the fight against the House of Lancaster.

In 1471, a battle of Barnet, which meant the victory of Edward IV, happened. When Edward IV died, his brother, Richard III, took responsibility for the throne instead of his nephew, Edward V. King Richard III was killed at the battle of Bosworth in 1485; in addition, it is considered to be the end of the Wars of the Roses. [13, 14]

2.1.2 Modern history

After Henry VI's death, Henry VII ascended the throne of London. London was considerably prosperous and rich city; moreover, it was sought by thousands of people who wanted to be a part of this refuge. Henry VII was the first Tudor ruler reigning after the end of the Wars of the Roses. [15, 16]

When Henry VII died, Henry VIII inherited the throne. He was involved in many reconstructions; moreover, the Bridewell Palace and the St. James' Palace were constructed. [17, 18]

The King's nine years old son, Edward VI, was his adherent. Due to the church reforms of his father, people could not get help from monasteries anymore and there was no educational system. Owing to this situation, Edward VI provided the Bridewell Palace as a present for the city. It fulfilled a function of house for orphans. The Christ's Hospital School, City of London School and Charterhouse were created for the same reason. [19, 20]

When Edward VI died in 1553, a great-granddaughter of Henry VII, Jane Grey, was proclaimed a Queen. However, her reign lasted only nine days. Her father, 1st Duke of Suffolk, persuaded her to relinquish the crown and Mary Tudor became a Queen. [21]

In 1558, Elizabeth I, Mary's half-sister, the last Tudor monarch, became a Queen. She was daughter of Henry VIII and Anne Boleyn, his second wife. She reigned for 45 years; in addition, these years were called "the time of English theatre". Elizabeth's reign was full of difficulties with high prices which meant severe economic depression especially in the countryside. In addition, she was highly indebted. [22, 23]

When childless Elizabeth I died in 1603, her advisor, Sir Robert Cecil, readied a plan which included secret negotiation with Protestant James VI of Scotland to succeed Elizabeth. James VI became a ruler in 1603. During his reign, a large number of disputes over Protestantism and Catholicism were discussed. In addition, it led to unsuccessful essay at assassination of the King when the Houses of Parliament were blown up. This incident is known as a "Gunpowder Plot". [24]

In early Stuart years, the scenery of London altered with the work of architect Indigo Jones who projected Covent Garden piazza (the first square), further, he was participated in Queen's House (Greenwich) and Queen's Chapel or Banqueting Hall (Whitehall). [25]

James VI and his wife, Anne of Denmark, had two descendants – Henry and Charles; however, Henry died in 1612; thus, Charles I became a King. He was said to be considerably unsuccessful and unpopular ruler. [26, 27]

When Charles died, Puritan extremists wanted to worsen the situation among people; as a result, the theatre and other congenial things were banned. The situation changed when Charles II ascended the throne and entertainment was again in fashion. [28]

Further, this period, called Stuart period (1603 – 1642) is characterized by two incidents, Great Plague in 1665 and Great Fire in 1666. London had already met with the plague but it was not so grave. In 1665, a large number of doctors, judges, priests and others who had any possibility left London immediately. The number was assumed approximately from 70,000 to 100,000 deaths. The next catastrophe was the Great Fire in 1666. The fire was fastly expanding due to the dry summer and it scorched everything it met. [29, 30]

Several days after the fire, Christopher Wren presented a project focused on reconstruction of London. Christopher Wren was known especially as an eminent architect; however, his plans of rebuilding London were refused for the reason as inhabitants wanted to keep their sites of destroyed buildings. [31, 32] Nevertheless, it is Christopher Wren who is the author of St. Paul's Cathedral and other churches from this period. [33]

When King Charles II died in 1685, King James II ascended the throne. James was a Catholic; however, he reigned predominantly Protestant society. [34, 35] The Protestants turned their attention to William of Orange, a husband of King's daughter. William was asked to invade England and to expel his father-in-law. Further, James II was ousted to France. This period of the joint rule of William III and Mary III meant the end of royal prerogative. Parliament possessed an authority of oligarchy;

thus, it was a body with considerable importance which was caused by William's absence when he was fighting against Catholicism. [36, 37, 38]

Due to their childlessness, Anne, Mary's sister, had to ascend the throne in 1702. When she died in 1714 she had no children, which signified she was the last sovereign of the Stuart's dynasty. According to the Act of Settlement from 1701, Prince George I of the House of Hanover became her successor. [39, 40]

George II was the first descendant of George I. When George II became a monarch, his ascension supported foundations of considerably needed revolution in London. People worked with coal, a shipbuilding became popular and improving of agriculture attracted more denizens to live in London. Due to the death of King's oldest son, George II's grandson, George III, had to take the throne in 1760. [41, 42] This period is known as the time of rapid growth of industrialization in Britain. The main advance was noticed in a cotton branch. In 1811, George III was proclaimed psychologically disturbed person and was succeeded by his son - George IV. [43]

As he did not show any interest in London, he let all the power to Lord Liverpool, the Prime Minister of London. This situation lasted until 1830 when George IV died and William IV, brother of George IV, ascended the throne.

This was a period of electoral system reformation established by incoming Earl Grey, the Prime Minister of London. This reform from 1832 determined people who had the right to vote and it divided seats in Parliament to be more equal. William IV died in 1837 and Princess Victoria, William's niece, took the throne of London. [44, 45, 46]

Victoria was a monarch with the longest reign. The reign of Victoria meant huge cultural changes; such as a great progress in industry, communication and science and building of railroads. In addition, it was

possible to start using London subway. Britain flourished in Victorian era; on the other hand, differences between citizens were rising because of unequal accretion of wealth. [47, 48] Thus, it was possible to find families living in wealth as well as those in severe destitution.

In 1902, her elder son was crowned as Edward VII, the Queen's successor. First of all, he was not very popular because of his social life which was often criticized. As he was able to speak fluently German and English, he traveled all over the Europe; for instance, he visited France and established close ties with most European monarchs. Therefore, he was referred to as "Uncle of Europe".

Edward VII died in 1910 and his second son, George V, took the throne. In addition, as Irish parliament became independent, it resulted in a geographic division according to religious. After the war, Canada, South Africa, New Zealand and Australia wished to obtain self-governance which was a foundation stone of the Commonwealth of Nations established in 1931. [49, 50, 51]

Son of George V, Prince of Wales (Edward VIII), became heir to the throne. It did not take a long time and he abdicated due to his American love Wallis Simpson. Wallis had already been divorced and the monarchy banned Edward to marry her. He was titled Duke of Windsor and continued living with Wallis in France. [52]

After abdication of Edward VIII, his brother, George VI, took the throne. George VI became considerably popular, especially during the World War II. Moreover, Winston Churchill was his Prime Minister. [53]

King's elder daughter, Elizabeth II, was crowned after his death. When Elizabeth became a head of the Commonwealth, her intention was to protect a picture of Great Britain. Thus, in 1969, she announced her son, Prince Charles, to be her official successor. According to the convention of

Windsor family, Prince Charles had to wed and Diana Spencer became his wife and further, she gave a birth to Prince William and Prince Harry.

In 1997, Princess Diana died as a consequence of car accident in Paris. Nevertheless, in 2005, Prince Charles married again with Camilla Parker Bowles. London and Great Britain have undergone a large number of changes such as modernization of monarchy, the public gained more accessibility and some of formalities fell down. In 2013, Queen Elizabeth II celebrated sixty years of her reign. In the same year, the whole Great Britain extoled a birth of George Alexander Louis – the first descendant of Prince William and his wife, Catherine Middleton. [54]

2.2 London as a city of 21st century

London is a capital city of the United Kingdom of Great Britain and Northern Ireland which provides home for a large number of foreigners. It is known as one of the largest metropolis all over the world, whose structure is fairly complicated and does not express any obvious hierarchy. London is situated in the southeast of the country and touches both riversides of the river Thames. Moreover, London can be proud of the oldest subway in the world, whose first mention was noted in 1863. Besides other features, London is popular because of its monuments; namely Westminster Palace, Westminster Abbey and Big Ben can be considered the most important. [55, 56]

2.2.1 People, immigration and religion

It is quite difficult to appoint a fixed number of people living in London because the number is still changing.

According to the data from the year 2010 provided by Office of National Statistics, London numbered 7,825,200 of inhabitants. At the end of March 2011, the population was 8,173,941 of dwellers. London is the most diverse city in the United Kingdom. There are 87,5% of white denizens in the United Kingdom; whereas in London the extent is only

69,7%. An evident diversity is seen when speaking about London residents. After the census of 2001, it was ascertained that only 5,23 million of 7,17 million inhabitants had been born in England. Most people born out of the United Kingdom were of Indian nationality. [57]

Today's population of London touches 8,6 million people which is the higher record. Moreover, London is expected to have 11 million inhabitants in 2050. An intensity of numbers is caused by immigration waves which is closely connected to the situation in the rest of the world. [58]

London is the city with a large number of religions from all world and is greatly influenced by increasing number of immigrants. The most broaden religion is the Christian religion – Catholicism residing in Westminster Cathedral in London and Protestantism. A large part of today's Catholic people is originally from Africa, Poland or Latin America. Immigrants from Poland have had even their own Catholic Church in London. The communities have been still changing because each of foreign immigrants brings his own cultural identity and language (Chinese, Spanish, Latin etc.). However, their faith connects them together. [59, 60]

The next religion highly concentrated in London is the Judaism which is mainly represented by the descendants of immigrants from Germany or Russia. Besides Catholics and Jews, it is possible to encounter Islamism, Hinduism, Sikhism, Buddhism and Orthodoxy in London. It is assessed that there are more than 2 million Muslims in the United Kingdom which causes that Islamic community is considered to be the largest religious minority in Great Britain and one of the most expanded communities in London comprising 1 million of adherents. [61, 62, 63, 64]

2.2.2 Economy

London is one of leading centers of finances, business, industry and culture. A large number of banks and other companies have had a seat in London. Financial sector is the main branch where people are employed.

London has still been one of the largest harbours worldwide which is connected with high rate of exported and imported goods; for instance, meat, raw sugar, tea and others. In addition, London is a center for air, road and rail transport. [65]

London is considered to be the most favourite place to visit and about 30 million visitors arrive to London every year to see its well-known monuments, theatres and culture. Besides these tourists, there are 26 million of tourists (usually visitors living in other destinations in the United Kingdom) coming for one-day visit every year. Spendings of tourists are estimated to be £15 million per year. [66]

The capital together with Tokyo and New York are the largest and the most influential cities worldwide. London controls substantial part of global economy. It owns broad range of commercial properties which can be offered to buy or to lease. It is evident that London is an important market for office area; nevertheless, the most distinct is the market of space in residential districts, whose prices have been increasing every year. The market of properties is not important only because of economy of the city but also due to citizens. When building houses and office blocks, industry gives employment for people. [67]

2.2.3 Education

Education of the United Kingdom is divided into 3 main categories: schools, higher education and further education. Schools can be led by the state (state schools) or they can be financed privately (independent schools). [68]

London is the only one city with more than 100,000 international students with 200 different nationalities and is considered to be the best-known city of students in the whole world. Besides other schools, there are more than 45 universities in London and several of them are esteemed to be the best ever; such as Imperial College London. [69, 70, 71]

London can be called as the city of opportunities as it is multicultural place which helps to improve each student on each level of socialization and professionalism. Moreover, students can utilize rich culture of the city (galleries, museums as well as the cinema) to their education. Since there are top 500 of European companies in the United Kingdom, it is the reasonable area where to look for a job after finishing the studies. [72]

However, London does not have to be convenient for everyone. The life is considerably different than in other cities and also greatly expensive because of high costs of accommodation in particular. [73]

3 THE MEDIA IN BRITAIN

3.1 Television and radio

The commercial TV was set up at the same time, in 1955, when the ITV, known as Independent Television, was launched. The commercial radio started to broadcast in the 1970s. There exist a large number of TV and radio stations in the United Kingdom which are owned by private persons and which try to compete with BBC every day. [74]

UK television provides four main public programs – the BBC channel One and Two and ITV channel four and five. Besides these channels, around next 500 other programs are accessible. Therefore, the British system of television has to face certain hours when the viewer rating is the highest - when the main news, documentaries or celebrity dramas are on. Nevertheless, the most serious competition comes to pass in the evenings. In this case, the comedies, soap operas and different types of shows are the most favourite. However, television is controlled by several measures which set that people have a choice between two or more types of programs to watch each hour. [75, 76]

In relation to BBC radio, its popularity has been still increasing and about 90% of people older than 15 years listen to the radio minimally once a week. In comparison to the television, radio is much cheaper regarding to the costs of broadcasting. [77, 78]

3.2 The film industry

The British film industry as well as film industries from other countries has faced a serious decline caused by the era of television. When in the year 1946, average person went to the cinema 30 times a year, by the year 1982, it was only once a year. This industry is greatly influenced by Hollywood which leads the film market of the world. [79]

Indeed, the British film industry has never been fairly stable. Britain has become home for a great number of directors, actors and producers but the steady flow of successful films has always been temporary. The most convenient period for this industry was between the year 1930 when the sound came to the films and 1955, the year of ITV launching. [80]

Nevertheless, London can be proud of 3,600 cinemas these days and more than 70 films produced every year which gives the Great Britain status of the third country with the highest turnover after the USA and Japan. [81]

3.3 The British Press

The British Press is the media which is the most trusted despite today's trends of television and internet. As each British person reads local newspapers minimally once a week, the British press comprises the most important pillar of the whole British media. British people are considered to be the ones of the most interested people in reading newspapers worldwide.

However, it depends on the journalists how they submit information to the reader. The journalist gives us his point of view, his opinion and personal reaction as well. [82]

According to one point of view, the British newspapers can be divided into a quality press (broadsheets) and tabloid newspapers. The quality press is more serious than tabloids, there are more details about world events, business and culture. The quality press is usually longer than the tabloids. In comparison to the quality press, tabloid newspapers use more argot expressions and focus on celebrities, gossips, different kinds of stories and football. [83, 84]

The Sun and *The Daily Mirror* are the most favourite tabloids in the United Kingdom as well as *The Guardian*, *The Times*, *The Independent*

and *The Daily Telegraph* from the group of broadsheets. *The Daily Mail* is somewhere in the middle of the tabloids and broadsheets.

The other point of view classifies the British newspapers according to their political preferences – left-leaning and right-leaning. Left-leaning newspapers are those which tend to be very liberal, they are very keen on welfare, on a big state and on supporting of higher taxation in the United Kingdom. Their idea is about equality of outcomes and they generally encourage common targets of British people. *The Guardian*, *The Independent* and *The Daily Mirror* are esteemed to be considerably liberal newspapers.

The right-leaning newspapers stand up for individualism and self-reliance, which is connected with individual goals. These newspapers are fairly conservative and their aim is to make a minimum state with low taxes and the parity of opportunities. Ideas mentioned above are represented by *The Times*, *The Daily Telegraph* and *The Sun*. [85, 86]

4 LONDON HOUSING

4.1 London housing crisis

London is a city which is sought by people from each continent due to job opportunities, education or culture which results in high demand for houses and flats. Nevertheless, it is hardly possible to meet the demand when the supply is lower than amount needed.

London should build at least 40,000 new houses and flats every year but in 2010 and 2011, the number did not achieve even a half of this target. Thus, London Council made a calculation which showed that London will have to build more than 100,000 new homes every year until 2021 to balance this accumulation. [87]

The well-off are affected by the crisis as well as ordinary people. Nevertheless, there is a difference that the well-off can obtain larger profits and earn money when buying buildings in the center of London. A large number of them come from foreign countries and have a tendency to buy buildings, which have not yet been built; in addition, with property prices rising, this is the way in which they can increase the value of their investments.

Because of the current situation in London, the protest called "March for homes" was organized to force London Mayor to adopt measures relating to fair market because the rents and cases of homelessness and evictions are still growing. The Mayor was asked to control private rents, to build more council homes and to stop destroying estates. [88]

4.2 Analysis of the British press

4.2.1 Reasons and potential solutions

The crisis of London is often connected with immigration of foreigners to the city, with the government and with the buyers of buildings from other countries. These articles deal with reasons of the crisis as well

as with potential solutions. Different views of given newspapers (*The Guardian*, *The Independent*, *The Daily Mirror*, *The Times* and *The Daily Telegraph*) provide several specific opinions in relation to the current situation in London.

The Guardian (26 September, 2014 and 2 February, 2015) commented on immigration and published results of a research provided by YouGov, international research company, which showed a large number of Londoners taking into consideration moving out of the city and large companies and universities claiming their competitiveness is considerably threatened by the crisis.

According to the research, 53% of people would embrace more buildings in London; whereas 30% of asked would not. *The Guardian* mentioned the best solution in rendering specific types of buildings for the different prices, which would be provided to people on the basis of their requirements and ability to pay. Steve Hilditch of the Labour Housing Group added London needed the mixture of people and incomes to live in. The situation among people may improve if the tax system changed and if evicted people had more rights to get alternative homes. [89, 90]

Writing for *The Independent* (22 March, 2015), Ian Birrel found a solution in "building on the green belt". Moreover, he blames the government for not building enough houses, which would bring more employment, too. The green belt is considered to be a wartime legacy and its purpose is to prevent expansion of the city; moreover, the green belt is considerably used in agriculture. Politicians argue it would be the best to use former industry grounds. *The Independent* reminds it is important to not look to the past but to focus on the future. [91]

Besides other things, the crisis is blamed for an augmenting rate of homelessness and it is expected the situation will get worse, states *The Daily Mirror* (4 February, 2015). It is closely connected with reduction of

welfare benefits and a rise of living costs when people are not able to pay their rents anymore. [92]

The Times (7 March, 2014 and 15 October, 2014) and *The Daily Telegraph* (26 February, 2015) emphasize the fact that foreigners are not those who are blame for the crisis, they do not push the Londoners out of the city. There are only 3% of buyers from other countries. All that is caused by social injustice, the taxes are extensively high and house prices are still growing. Only 63% of Londoners have their own homes. As mentioned in *The Daily Telegraph*, if nothing changes London could face a rapid breakdown. Thus, it is essential to start constructing other buildings to avoid the collapse. [93, 94, 95]

4.2.2 Gentrification

Gentrification as a whole term is characterized as a process of moving of richer people to an area which is already peopled by lower-income inhabitants. This area starts to change as well as its neighbourhood, prices are increasing and the native residents are forced to move out because of high costs connected with their living, diet or transportation. Therefore, gentrification is often perceived as a negative matter. [96]

When searching for this term on the websites of chosen sources, the results were different as their ideas and views on gentrification. Writing for *The Guardian* (18 July, 2014), Hannah Fearn in her article "Gentrification: what happens to those left behind?" [97] emphasizes the main features of gentrification in today's London. She comments on a large number of changes happening in the city – cheap pubs are becoming wine bars, small shops are gaining a form of coffee houses which make former residents separated from their culture and deepen their feeling being divided.

Francesca Perry, other journalist writing for liberal *The Guardian*, published an article regarding to native inhabitants of London and released

their opinions and experience delivered into her editorial office. [98] She comments on the air of snobbery and no spirit of London.

The Daily Mirror (29 June, 2014) and *The Independent* (21 November, 2014), both left-leaning as well as *The Guardian*, deal with the current London culture. Grayson Perry, an English artist, declares there is no culture among rich people and London will turn into the desert, there will be no originality and distinction. *The Daily Mirror* (29 June, 2014) announced a proclamation of Richard Banyon's estate that it is only social cleansing and people have to submit an eviction. [99,100]

Whereas the left-leaning newspapers pay attention to the residents, their attitudes and destiny and try to defend their rights, the conservative ones, *The Daily Telegraph* and *The Times*, are mainly interested in advantages of gentrification and they advise how to thrive and benefit from these changes.

Olivia Goldhill, writing for *The Daily Telegraph* (26 August, 2014) quotes the words of Stephen Ludlow, person keened on estates, who instructs how to find prosperous places and what to do then. [101] A similar perspective is presented by Ed Cumming in his article "The London Overground: a fast track to property profit" (*The Daily Telegraph*, 17 May, 2013). [102] The portrayal of gentrification is presented as a high opportunity. Moreover, the number of overgrounds in London is increasing, which gives a chance to periphery of London to rise.

Even *The Times* does not comment on needs of people or their helplessness, while there are several articles dealing with individual people as an article of Graham Norwood writing about Leigh Munday and his life and flat purchases. [103] Norwood comments on preferences of different groups of people but at the end he adds the money, it is the only one point.

4.2.3 Homelessness

The rate of homelessness through the capital is increasing every day. People lose their homes and do not have where to go; in addition, these days, most of them had to start living on the streets because of eviction from their homes. Department for Communities and Local Government informed that the number of people having no home had increased by 79% since 2010. This has been caused by the welfare reforms in London and especially by augmenting costs of living. [104] One of considerably important factors is a significant disinterest in homeless people. Investors occupy their financial benefits and they do not care about people who have to leave their homes.

Fortunately, there are still a large number of charities and other services in relation to the homelessness in London which help people to find new homes; in addition they render them beds, give a piece of advice and they perform a wide range of various activities to prevent homelessness and to reach some change. One of the most-discussed helping center is St Mungo's Broadway charity which is fairly spoken in all of the newspapers because of its involvement in the fight against homelessness in London as well as in other cities in the whole United Kingdom. [105]

Homelessness is an issue covered in all of the newspapers selected. For instance, *The Guardian's* article "Homelessness is much worse than it appears and politicians must act" (4 February, 2015) written by Jon Sparkes and Glyn Robbins' article called "Rent rises, evictions and homelessness: why I'm joining The March for Homes" (31 January, 2015), both of them comment on the March For Homes demonstration (taken 31 January 2015) [106, 107] where people expressed their attitudes and need for affordable housing in London, they speak about politicians' failure and about a necessity to check private sector of properties by the government. Joseph Rowntree Foundation voiced a thought that the situation was more

appalling than the media showed. In addition, Jon Sparkes notes some observation concerning the councils. According to Sparkes' opinion the councils depend only on financial support and people are aimed to rent in private companies, whereas the alternative houses should be sought. The next comment points at a lack of affordable homes and developers who are not willing to provide them.

When focusing on *The Independent*, several articles deal with the similar matter – metal spikes in front of Tesco stores, block of flats and other buildings in London. Spikes should have been used as a prevention against homeless sleeping there. There were a large number of campaigns to clear the spikes away, since homeless people cannot be regarded as pigeons. Tesco removed them all with words that there are 700,000 empty houses around England to live in. [108]

Similarly to *The Independent*, *The Daily Telegraph*, *The Times* and *The Daily Mirror* focus on Tesco stores equipped by the metal spikes and their lack of humanity. Anna Roberts from *The Daily Telegraph* (7 June, 2014) published a comment of Tesco denying that the spikes had not been set against homeless but it had been a prevention against other people smoking and drinking an alcohol in front of the store. [109] As a contrast to the spikes affair, Patrick Mulchorne from *The Daily Mirror* (26 June, 2014) announced his article "London's homeless offered spikes - but look how Canada treats people who live on the street" [110] where he describes Vancouver roofed benches including numbers and addresses of several local housing organizations.

Writing for *The Daily Mirror* (8 December, 2014), Karen Edwards published an article "I was homeless at Christmas with my four young children" [111] dealing with the story of Louise Stephenson and her four daughters who lived on the street for sixteen months.

The Times (13 March, 2007) and especially John Bird, founder of The Big Issue magazine, who used to live on the street in the past, presents another point of view on homelessness. According to him, charities should not take care about homeless as it is not their problem and homeless are only drug or alcohol addicted people. On the other hand, Jenny Edwards from the charity Homeless Link rebuts his opinion, she says it is a long time Bird was on the street and the situation is completely different nowadays. [112]

Writing for *The Times*, Mark Greaves comments on the Christmas time and the homeless people in article "The roughest time of year for some" (19 December, 2014). [113] He released several different stories of people staying on the street during Christmas time. A large number of possibilities are offered by charities (he notes the Crisis charity) where homeless can use shower, bed, they can get some food. This article is very similar to the one written by Karen Edwards (*The Daily Mirror*) from the thematic perspective as well as from the content.

This analyse showed that liberal newspapers focus mainly on people, their needs and life. On the other hand, conservative *The Times* and *The Daily Telegraph* are considerably interested in finances and benefits and have completely different point of view on the crisis. When discussing gentrification, they see it as a great advantage and a manner how to obtain some profit, whereas left-leaning articles deal with poor people, their opinions and several propositions for amelioration are being discussed as their ideology stands for welfare and big contented state.

Searching for homelessness, all newspapers provide several similar articles dealing with metal spikes and numbers of homeless which are still augmenting; in addition, personal stories of affected people are published especially by *The Daily Mirror* and some of them are also announced by the conservative broadsheets.

5 MIGRATION AND TERRORISM IN LONDON

5.1 Migration in London - current situation

London as a world metropolis has become considerably popular with immigrants in several last years which has manifested in the housing crisis, the description of which is covered in Chapter 4 of this thesis. Massive waves of immigration have also had an impact on education and London economy. White immigrant workers can earn about 19% more than former Londoners, whereas black workers do not have any possibility to get higher remuneration than Londoners. In addition, immigrants gain more employment in developing braches than in sectors of production. [114]

The influx of immigrants and new ethnic minorities have fully changed the character of the city. While Europeans and Americans are dispersed through the whole London, Arabs, Iraqis and other ethnic minorities have created their own areas; for instance, Bayswater, Barnet or Lambeth and Southwark. [115]

As mentioned above, the inflow of new incomers has influenced London from the point of view of housing, when people leave London either because of high living costs or due to their inability to live in multicultural surroundings, but also from the point of view of public services. While there are more immigrants in London, there are more children with low ability to speak English. The quality of education in London is getting worse as qualified teachers cannot afford high-cost living in London; thus, they move to the countryside. Therefore, wealthy parents keep their children attending private schools.

The negative aspects of living in London have been on the increase; on the other hand, the high level of public services, incident-free transportation and highly developed communication technologies have changed living in the countryside. Nevertheless, most people cannot afford

buying houses in the countryside, as the prices and living costs are financially unavailable for them. [116]

5.2 Analysis of the British press

When analysing the style how *The Guardian* publishes information about immigration in London, the author found several articles dealing with different communities living in London as well as for example the Poles. On 22 March 2015, *The Guardian* announced an article written by Jakub Krupa, born in Poland, discussing a demonstration against discrimination. The Polish communities want to have a right to enjoy the debates concerning the future of the United Kingdom and obtain a possibility to manifest their ideas and experience. They want to prove they have a positive impact on London. Finally, Jakub Krupa adds:

"At the end of the day, we are like you, even if we speak a different language." [117]

Writing for *The Guardian*, Simon Burgess commented on education in his article "Want to know why London schools perform better? Immigration". [118] He is trying to answer a question why students and pupils in London study better than those in the rest of the country. According to Sam Freedman, head of an education charity, children are able to study better due to an ethnic composition. All that is about children's ambition; thus, children, who have come to the United Kingdom recently, are full of hopes and like participating in school works. Simon Burgess also defines the term "London effect" as an immigrants' vision of comfortable and perfect life in London.

Other article "Immigration: Could we – should we – stop migrants coming to Britain?" (19 October, 2014) written by Jonathan Portes provides a basic view on migration and its effect on British people. *The Guardian* gives an opinion and evidence that immigrants do not steal job opportunities, they even increase them. Immigrant workers make a supply

of labour higher and then, because they earn and spend their money, they augment the demand for labour as well. It is evident that if an immigrant gets a job, no other British person can perform this job.

On the other hand, this British person can find another work place which was directly or indirectly formed by the immigrant. This situation shows, there are several positive and negative or direct and indirect impacts on the society. As migrants have considerably different skill than the British people have, they can complete their work but they cannot replace it. For instance, several foreign economists coming from Italy or Greece have worked in London and have been considered as a big advantage for the city. [119]

The Guardian (19 October, 2014) and *The Daily Mirror* (22 November, 2014), the both liberal newspapers, deal with young immigrants who are fairly beneficial for the country as they can balance a deficit relating to a large number of paid pensions in the United Kingdom. *The Guardian* (19 October, 2014) comments on issues concerning immigration which encourages working in the public services. [120, 121] Thus, if the access to the United Kingdom is stopped, hospitals and schools would lose a part of their staff.

After focusing on *The Daily Mirror* and *The Independent*, issues discussed are almost the same. The first article "Migrants in the UK: Who's here and what are they doing?" published on *The Daily Mirror* webpage discusses an attitude of British people to immigrants as it is the most spoken topic among people these days. According to authors of this article, Ben Endley and Federica Cocco, 77% of people agree with reduction of immigration. [122] Another article adds the fact that EU migrants are obliged to pay more tax to the government than they are eligible to gain in benefits [123]; thus, they should not be blamed for misusing the country.

The Independent (14 December, 2014) published an article "We are being lied to about immigration – it is politicians, not migrants, who have run down our public services", which presents an opinion that politicians are hiding their deficiency and blame immigrants for undermining public services. According to Ian Birrell, an author of the article, the politicians should support the public sector as a huge number of British doctors are immigrants. [124] This article also deals with immigrants and their impacts on education issues and housing crisis, which are being discussed in *The Guardian* and in *The Daily Mirror* articles as well.

Writing for *The Independent*, Chris Green comments on immigration policy in his article "Immigration policy led to 'new forms of racism', says new study" (1 March, 2015) [125], where he describes new government methods which cause a racism attitude and racial prejudices against immigrants. The government use billboards and billboards vans to warn illegal immigrants. They are supposed to choose, they can be arrested or go home.

In the contrary to the left-leaning articles, *The Times* and *The Daily Telegraph* hold a different point of view. *The Times* announced an article "Too many babies born to migrants - minister" (17 March, 2015) [126], where Richard Ford emphasizes that immigration must be reduced because of high birth-rate of immigrant women. These days, each fourth child born in the United Kingdom is a child of immigrants. Moreover, on average, immigrant women have considerably higher number of children than British women.

Richard Ford, writing for *The Times* and David Barrett, writing for *The Independent* comment on immigrants who push former inhabitants from London. As immigration supports and deepens the housing crisis, people are still forced to leave the city. Most people move because of the crisis and the high living costs, but there are some, who leave the capital due to the multiculturalism and their preferences for cultural similarity. David

Barrett adds there was no need for the mass migration, London had a necessity of skilled workers. [127, 128]

According to the analysis provided by *The Times*, James Dean published information which threaten that in sixteen years, a half of British population will be made up of immigrants. Because the number of immigrants is still increasing, the vice-chairman of Migration Watch UK, Alp Mehmet, said that the people born out of the United Kingdom would be in the majority in London in twenty years. Londoners would have to take into consideration bad infrastructure of the city and crowded hospitals and other public buildings, said immigration spokesman for UK Independence Party, Steven Woolfe. There is a necessity to make a specific system and plan including special city limits for immigrants. [129]

As a reaction to this article, *The Daily Telegraph* announced an article written by Michael Wilkinson (8 April, 2015), where he comments on nine immigrants policies suggested by Nigel Farage's party. [130] The policies deal with the United Kingdom leaving European Union, with work places which will be only for skilled immigrants; for instance, in health service, and with immigrants coming to the country who will be strictly controlled, will have to speak English and will have to have their accommodation arranged. Immigrants have to dispose their own insurance and there are several conditions if they want to obtain some benefits.

5.3 Terrorist threat in London

One of the most discussed threats related to London is terrorism, which represents one of the problematic aspects of immigration and multiculturalism. Although there has not happened any serious terrorist attack in London these days, London is still one of the main targets of Islamic groups. The last terrorist attacks happened in 2005 when a large number of explosive charges detonated in the metro and in the buses. London and its Law enforcement agency have been successful in

defending against terrorists since that time; however, the possibility of other attacks is not excluded anyway, especially because of increasing number of legal and illegal immigrants coming to London. [131]

5.3.1 Islamic state

Islamic state is considered to be the richest terrorist formation which is worried in the whole world, especially in the Europe. It is a radical jihadist organization closely connected to Al-Kaida whose seat is in Syria and Iraq.

This organization has produced several videos where the murders of hostages are depicted. These videos have been published in media; thus, everyone could watch it. Five people have been murdered this way since 2014. Besides three Americans, two British people were killed by Islamic state. [132, 133]

5.3.2 Jihadi John – the actor of devil

Jihadi John was one of the terrorists seen several times in these videos. At the end of summer 2014, he firstly appeared in a video demonstrating the murder of American journalist James Foley. He was discussed several times by the British press even anyone did not know what his identity was. *The Guardian* (2 September, 2014) commented on the second video where Steven Sotloff had been killed. It was said if the murderer is the same person in this video, Jihadi John, as in the previous one. [134, 135]

The real identity of Jihadi John was revealed when *The Daily Telegraph* (26 February, 2015) released an article dealing with him and his name, Mohammed Emwazi, who was born in Kuwait; however, he comes from West London. The whole Britain was surprised by this information; moreover, he was truly that person, who has been killing in the videos. [136]

5.3.3 David Cameron in the fight against the terrorism

Situation in the whole world was getting worse; thus, when the third video showed the death of the British aid worker, David Haines, the Prime Minister of the United Kingdom, David Cameron, accepted several measures and decided to confront the Islamic state, as published by *The Daily Mirror* (14 September, 2014). He expressed his conviction when he said:

"Hunt down those responsible and bring them to justice no matter how long it takes. They are not Muslims they are monsters." [137]

After publishing this quotation, the British media focused on certain Cameron's steps in the fight against the terrorism and each progress or idea was immediately announced by all the British broadsheets.

For instance, *The Guardian* (16 January, 2015) wrote about a meeting of David Cameron and Barack Obama at the White House to set specific steps to curtail the terrorism. This article deals with their idea that an access to the data on Facebook or Twitter should be allowed to Britain's intelligence agencies; thus, these agencies would be able to check communications between suspected people. [138]

5.3.4 Mourning, anger and incomprehension

Not longer after the murders, bereaved relatives became the most sought by the British media. The news were full of articles publishing their feelings and messages addressed to the Islamic state and its adherents.

As *The Independent* (8 March, 2015) reported, Mohammed Emwazi apologized to the families of his victims for the worries he caused but he admitted he did not regret for the murders of his hostages. Despite these apologies, Mohammed's father said there was no proof about his guilt. [139]

However, as it is published in a large number of other articles, no apologize will give the time back and there is nothing more for the relatives than to hope for Mohammed's punishment. *The Daily Mirror* (26 February, 2015) reported about feelings of Bethany Haines, a daughter of murdered David Haines.

"[...] I think all the families will feel closure and relief once there's a bullet between his eyes." [140]

Even Dragana Haines, a wife of David Haines, did not escape the notice of the media. While interviewing with *The Guardian* (27 February, 2015) she said, she wanted to get him alive because to die in action is actually what he wanted. This opinion seems to be considerably different to the opinion of David's daughter, who wants the murderer to be dead. [141]

The Times (21 September, 2014) commented on a situation when a British aid worker, Alan Henning, was held in captivity in Syria for nine months. In addition, Alan's wife, Barbara Henning, was even in contact with his kidnappers, she implored them to let him go but with no result. [142, 143]

An American aid worker Abdul-Rahman Kassig, called Peter Kassig, was the fifth murdered person. *The Daily Telegraph* published comments of his parents:

"...please allow our small family the time in privacy to mourn, cry and yes forgive and begin to heal." [144]

The Daily Telegraph also highlights the fact that Peter had converted to Islam before he was captured; in addition, his parents pointed out to the Islamic state that he is an Islamist, they did not believe and Peter was beheaded as the others earlier. [145]

When discussing immigration, left-leaning newspapers are considerably more favourable than those right-leaning. As seen in several

articles, liberal newspapers emphasize all advantages of immigrants in London. They comment on education in London where schools perform better as well as their students who are greatly ambitious. Statements that immigrants do not only take job but they also give it and other similar opinions are closely connected with a liberal ideology.

Moreover, liberals are interested in welfare in all the country and among all inhabitants. Immigrants are depicted as people with different skills; thus, they are beneficial for London as well as young and all other immigrants who pay more money to the United Kingdom than they get in benefits. These newspapers stand for common goals of British society; therefore, they also highlights the fact that immigrants make a part of public sector due to their employment in medical science or education and they do not ruin it as right-leaning broadsheets claim. In addition, politicians are those who are slowly destroying the British public sector.

On the other hand, when focusing on conservative broadsheets, they are more interested in a future and they express their concerns about London. They predict higher increase of immigrants in London in the future; thus, they emphasize an idea of making plan and establish several rules and restrictions for immigrant people. As they stand for individualism and self-reliance, they cannot see anything positive on immigration, they express their disinterest in immigrants' culture and all relating to them. Moreover, they blame them for deepening the housing crisis and their main aim is to close British borders for most immigrants.

While these two counterparties have completely different opinions and ideas about immigration, everything goes aside when discussing the threat of terrorism in London. Probably, there is no more view how to see this issue than as a threat of disaster. Thus, all of the newspapers selected provide the same facts as there is no more space for opinions and discussion.

6 HIPSTER SUBCULTURE IN LONDON

6.1 Current hipsters

"Hipsterism" is a subculture of women and men usually in their 20's or 30's. Their main idea is independent mind; a hipster cannot admit to be influenced by advertisement or media. On the other hand, they are considerably interested in creativity and intelligence as well as in progressive politics. Hipster subculture is often considered as a state of mind, hipsters are rigorously against people's common attitudes and they do not have a respect for well-established social conventions and customs. It is said that hipsters are people uneducated and unemployed and their parents support them; however, the opposite is the truth. Hipster adherents are predominantly educated and they found their employment in arts, math or science. [146]

Nevertheless, the latest fashion trends are also taken into account. Close-fitting jeans, old-school sneakers, spectacles or only their rims, beards and creative hair-cuts are the most distinctive for hipsters. The typical hipster appearance is portrayed in appendix 3 of this thesis. Moreover, they are called "pioneers of new trends" due to their influence on salability rate of the clothes characteristic for them. Their appearance can be understood as completely eccentric; in addition, the men share an idea that the best built bodies are those of women; therefore, they all are usually greatly thin.

Hipster subculture is fairly changing the British society with the help of social sites and blogs which are extensively widespread these days. Moreover, several music groups have become famous when hipsters started listening to them.

However, such as other subcultures the "hipsterism" often encounters criticism which is usually based on a putative lack of hipsters' masculinity. [147]

6.2 Analysis of the British press

When analysing issues concerning the hipster subculture, *The Guardian* gives a picture of their reputation among people. Alex Rayner in his article "Why do people hate hipsters" (14 October, 2010) comments on people's attitude to them. [148] Rayner suggests people should learn how to like hipsters and stop creating different types of hipster-hate blogs.

Several people hating hipsters and authors of anti-blogs were asked what is their reason; for instance, the neighbour who could not fall asleep due to hipster Ibiza party or festival (as he called it) taking place next to his house until 5 a.m.

Rayner writes about a large number of people and their blogs and what do their blogs deal with, about jokes and videos and their anti-hipster motto which says: "what is more modern than hipsters? Laughing at hipsters!" Nevertheless, no one of them has already given a definition of "hipsterism"; thus, they probably even do not know what are they talking about, but they know they hate them.

Several articles of *The Guardian* deal with the main features of hipsters (BMX bikes, trucker caps, beards, thick glasses, etc.) and with their education, which is highly represented by them as well as their good upbringing.

An article written by Ed Cumming (8 March, 2015) emphasizes the new cafés of hipsters which are considered to be seminal as people love drinking coffee. Moreover, the economist Douglas McWilliams wrote a book, *The Flat White Economy*, discussing the hipsters and providing an opinion that they, their healthy lifestyle and industry are the future of London and are changing all the London identity. [149] The author points out the fact that the hipsters are much more modest than their parents, as they do not buy Porsche, they buy bikes. They are hated by a large number

of people but if we lived as they live, the whole world would be more left-wing and greener, Ed Cumming adds.

Different articles provided by *The Guardian* enable us to look into the hipster culture, style and origin. In addition, they mention their favourite food and drinks. Overall, the reader has a possibility to understand their thoughts and ideas. *The Guardian* deems the hipsters to be congenial and depicts them as those, who flourish London as well as the whole country.

When focusing on *The Daily Mirror*, the hipsters are often connected with celebrities. Authors of articles comment on famous people wearing hipster clothes and having their appearance. Other articles (announced by *The Independent* as well) deal with computer or PlayStation games and new hipster characters supplemented.

Brian Edwards, writing for *The Daily Mirror*, published an article (2 March, 2015), where he mentions the British film directed by Charles Pathé made in 1939 which forecasted the subculture of hipsters. [150] The film depicts gentlemen clothes, beards and other clothes characterized for the hipsters. In addition, the trends showed in the film are being portrayed with the current celebrities.

An article "UKIP voters actually quite like hipsters – but maybe that's because they don't know what they are" (19 December, 2014) written by Helena Horton comments on the research provided by YouGov, international research company, whose results showed that hipsters have a great number of allies in UKIP (UK Independence Party). The other research focused on the way in which people define the hipsters. The most of them answered trendy; whereas, several people said they are sheep. [151] In addition, Horton sarcastically comments on the possibility to see Nigel Farage, leader of UKIP, in hipster cereal cafés.

Other article published by *The Daily Mirror* (3 November, 2014) deals with Phil Collins, English singer, who is considered to be the first hipster.

Collins used to sing in a band and used to play drums. Hat, full beard and unzipped sweatshirt to let people see his chest of hair are peculiar for him. [152]

Hipsters giving flowers into their beards and posting photos on social networks are being reflected in Alan Burrows' article "Flower beard trend blossoming online where hipsters stick daisies in their facial hair". (14 July, 2014) [153] The author likens them to the hippies who have been giving flowers into their hair.

Writing for *The Independent*, Rhodri Marsden comment on people's hate against hipsters in his article "Hipster hate is everywhere – but is there a little bit of them in all of us?" (18 September, 2014). Besides basic characteristics and features of hipsters, Marsden comments on manners how the hate of people is manifested. There are signs "no hipsters" on the pubs, people wear T-shirts with "death to hipsters" writings and even the film "Death To Hipsters" has already been directed.

Dr Matt Lodder, art historian, claims a large number of people deny being hipsters and they only point at others; thus, it is highly difficult to define what the "hipsterism" is. People adopt styles which they see on the streets but the hipsters are more individual and their aim is to protrude from the crowd. [154] Doctor adds people would like to become the hipster and copy their habits; nevertheless, no one admits it. Bjorn Schiermer Andersen, professor of sociology, discusses the strangeness why the hipsters are hated because of other clothes, on the other hand they all are humans as we are.

The Independent describes them as a peaceful group with no problems with police, they do not use drugs, and they are considerably interested in nature and environment. Nevertheless, they are not just understood as they do not have any political project.

The new magazine and rising number of hipster beards are discussed in several articles published by *The Independent*. An article "The new magazine for hip(ster) daddios" (30 May, 2013) [155] deals with the new magazine designated for men having their children. Recipes, sections devoted to travelling and pages of other interesting issues are included.

The left-leaning broadcasts and *The Daily Mirror* tabloid, which were analysed, they all evince an effort to understand the hipsters adherents and are keen on their welfare. They try to describe their intentions and to find the reason why they are widely hated.

The Guardian and *The Independent* attempt to persuade people to like the hipsters and to remove the prejudice relating to "hipsterism". One of the most emphasized traits are their love for nature and concerns about the environment. *The Daily Mirror* provides a perspective rather different as for the tabloid, the main issues discussed are the appearance of celebrities and hipsters' appearance as a whole.

Will Self, writing for *The Sunday Times*, published an article "Why I hate hipsters" (28 September, 2014), where he announces his opinions why he cannot stand hipsters; such as their inappropriate songs, manner of speech, appearance or strange opinions. Katie Glass discusses her own experience of becoming one of the hipsters in her article "Glass House: I used to scoff at hipsters – until I realized I'd become one" (5 April, 2015). She used to laugh at hipsters but nowadays she is one of them; moreover, she likes wearing hipster clothes and altogether their lifestyle. [156, 157]

An article "Meet the hipster flippers" (6 December, 2013) announced by Jessie Hewitson deals with the hipster subculture and its impact on the business. London developers have found a great method how to augment their business profits. Their aim is to buy flats and houses, give them a retro makeover and sell them to the hipsters. The specialists are sometimes hired to furnish the buildings by the television from 1970s and by other

these antiquities. John Douglas, director of a big hipster-flipper company, notes it is a great business, the majority of properties are sold in one day for the higher than expected amount. Jamie Lester, director of London-based estate agency, denies everything is contingent on the profit. Building of hipster flippers is regarded as an innovation of industry and as an idea considerably lucrative. Rob Atkins, director of estate agency Domus Nova, calls it a great evolution. [158]

Lucy Holden, writing for *The Times* (11 April, 2015), wrote an article discussing the first owl café in east London and event called Annie The Owl. Those who would like to visit this café have to obtain own ticket as the café is guarded. The first so called pop-up owl café was introduced in Tokyo and it has its own rules and conditions, which are mentioned in the article as well. [159] Falconers present their night birds during the evening; moreover, the guests can take the birds on hand, acquire new information or admire them.

The Daily Telegraph, the right-leaning broadsheet, which is on the first sight considerably doubtful about the hipsters and their culture, is the last analysed. This statement is fairly seen in article called "Everyone hates hipsters - but do they really exist" (22 September, 2014) by Chris Mandle. He gives a question how can anyone hates anything that does not really exist. According to Gizmodo, design and technology blog, hipsters destroy and ruin cities all over the world. Hipsters are worthy of contempt as they disrupt city trends. [160]

The author asks how they got here and who they are; however, he claims they do not exist. His opinion is based on his own experience; thus, he wants to know who recognizes a hipster and who can decide to be him. Having moustache, beard or tattoo they are still a part of a flock. Moreover, he asserts they are people but the behavior has always been here; thus, they have no right to name it.

As well as *The Daily Telegraph* has doubts about the hipsters, article "True or false: do these hipster cafes really exist?" (12 January, 2015) does not believe in existence of hipster cafés. [161] Pauline Pearce published an article "White hipsters, not black looters, are now threatening post-riots London" (6 August, 2014), where the author comments on different parts of London, which have become known due to discontent people.

Each issue is closely connected with the social cleansing and gentrification (which have already been discussed in the chapter 4) and people who do not know where to go. [162] The author shows a contrast whether to buy one cappuccino for 5 pounds or whether to go to the supermarket, buy coffee, sugar and milk and make one hundred cups for the same price. The next matter dealt with is the difference between white men and black men. Every evening a large number of crowds stand in front of clubs and bars, they all are white men; whereas, if they were black, they would be commanded to go home.

Pauline Pearce gives an example of her friend who is forced to clean the shop window every morning because of peeing and vomiting people. In addition, that is not the only one case; for other instance, young people kindling the car, when they were asked why, they answered why not, the car is insured. Nevertheless, the hipster subculture is blamed for all the cases happening in London and England. [163] The author notes it is necessary to change the society as London belongs to everyone; moreover, even to those who cannot afford buying cappuccino for 5 pounds.

Writing for *The Daily Telegraph*, Arthur Kirby comments on increasing number of "tweets" published on Twitter, social network, which ridicule the methods how the hipster food is served in their restaurants; such as, bread in the cap or mashed potatoes in a wine glass. [164]

When comparing conservative broadsheets, *The Times* and *The Daily Telegraph*, with those liberal, *The Guardian*, *The Independent* and *The Daily Mirror*, it is evident that *The Times* and *The Daily Telegraph* are more oriented to the material and financial point of view, they see the "hipsterism" as greatly negative and they try to cast doubt on everything they do as well as on their whole existence. Especially *The Times* finds a great potential in hipsters; however, the potential to a certain extent, to the business. *The Daily Telegraph* presents hipsters as a group prepared to spoil and ruin each corner of London and the United Kingdom.

This analysis showed that selected left-leaning newspapers appraise this subculture more favourably than conservative newspapers. This can be connected with their ideology as these right-leaning broadsheets do not like other cultures and changes and are keen on maintenance of native values and they do not agree with new cultural ideals or subcultures.

Conservative broadsheets complain about hipster opinions, appearance, about their ideas as well as about their behavior and manner of speech. It is something new that conservative ideology does not accept. On the other hand, liberal newspapers defend them as they are also people, they are interested in environment and make London interesting.

7 CONCLUSION

As it is stated in the introduction, the core objective of this thesis is to analyse the coverage of the most discussed issues in London in the British press.

Firstly, the theoretical part introduces historical background and the most important events of London happening since the year 47 until these days. Moreover, chapters dedicated to the theory provide basic information about London in the 21st century and the character of British media and especially the British press are being dealt with in this part.

The practical part, which is the main part, focuses on three analyses whose aim is to analyse the coverage of current issues in London in British newspapers consisting of selected broadsheets and one tabloid. This part is divided into three chapters.

The first chapter (Chapter 4) comments on the current housing situation in London – housing crisis, the term of gentrification and increasing rate of homelessness in London. The analysis shows a large amount of differences between liberal and conservative sources. All the sources have published several articles dealing with reasons and potential solutions of the crisis.

Nevertheless, liberal newspapers are mainly interested in people and their interests, their writing is more subjective, conservative broadsheets comment on several advantages of gentrification and provide information about finances and advice how to make a profit. Articles discussing homelessness are more similar as the liberal sources comment on reasons, why the number of homeless people is still increasing. *The Times* and *The Daily Telegraph* announce articles dealing with people and their life without home. These texts are similar to those published by *The Daily Mirror*, which provides several stories of people living on the street.

Migration and terrorism in London are being discussed in Chapter 5. This chapter consists of two parts, in the first part migration in London is commented; moreover the contrast between selected sources is the most visible in this part. On one hand, the liberal broadsheets together with tabloid *The Daily Mirror* share an opinion that the migration is necessary for the city, that it makes a culture and that the whole country flourishes owing to the migration. On the other hand, *The Times* and *The Daily Telegraph* completely refuse the migration and the conservative adherents would be the most contented if the borders were locked for all migrants.

The second part of this chapter occupies with the potential threat of terrorism in London and terrorists' videos which have already been seen all over the world. According to the analysis, no distinctive variances in opinions are revealed. Each of the selected sources provides quite similar information; moreover, they all speak about feelings and opinions of bereaved persons, relatives of those affected by the terrorism.

When focusing on the last issue analysed, the hipster subculture is reflected in all of given sources. Besides several articles dealing with an appearance of hipsters, the pages of liberal newspapers are covered by reasons and opinions, why should people learn how to respect and like this subculture. *The Daily Mirror* focuses on celebrities and their features of "hipsterism". From the point of view of conservative broadsheets, the hipsters are seen as an advantageous object for the business in London.

In conclusion, the mentioned analyses reveal that *The Guardian*, *The Independent* and *The Daily Mirror* are more permissive, they are keen on welfare and they all prefer common goals of the nation. They show an interest in people's feelings and needs. Nevertheless, *The Times* and *The Daily Telegraph* hold an opinion of individual goals and self-reliance, they rather focus on economy and business affairs. Thus, all of the sources selected provide considerably subjective points of view according to their ideology.

8 ENDNOTES

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10 ABSTRACT

The main objective of this thesis is to analyse three most discussed issues in London and their portrayal in selected British newspapers and magazines with different political ideas and opinions. The thesis consists of two main parts: theoretical and practical. The theoretical part is dedicated to London historical background and its development since the year 47 up to the present. Moreover, it provides information about the world of British media, such as the British press, television or radio. The practical part focuses on analysis of articles dealing with housing in London, migration together with the terrorism and hipster subculture. The aim of these analyses is to compare attitudes of individual newspapers and magazines always in relation to the analysed issue.

11 RESUMÉ

Hlavním cílem této práce je analyzovat tři aktuálně nejdiskutovanější témata Londýna a jejich zobrazení ve vybraných britských novinách a časopisech s rozdílnými politickými ideami a názory. Práce se skládá ze dvou hlavních částí – teoretické a praktické. Teoretická část je věnována historickému pozadí a vývoji Londýna od roku 47 až do současnosti a navíc poskytuje informace o světě britských medií, jako je britský tisk, televize či rádio. Praktická část se zaměřuje na analýzu článků zabývajících se bydlením v Londýně, migrací spolu s terorismem a subkulturou hipsterů. Cílem těchto analýz je porovnat postoje jednotlivých novin a časopisů vždy ve vztahu k analyzovanému tématu.

12 APPENDICES

Appendix 1

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5 November 2014. Available from:
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2015]

Appendix 2

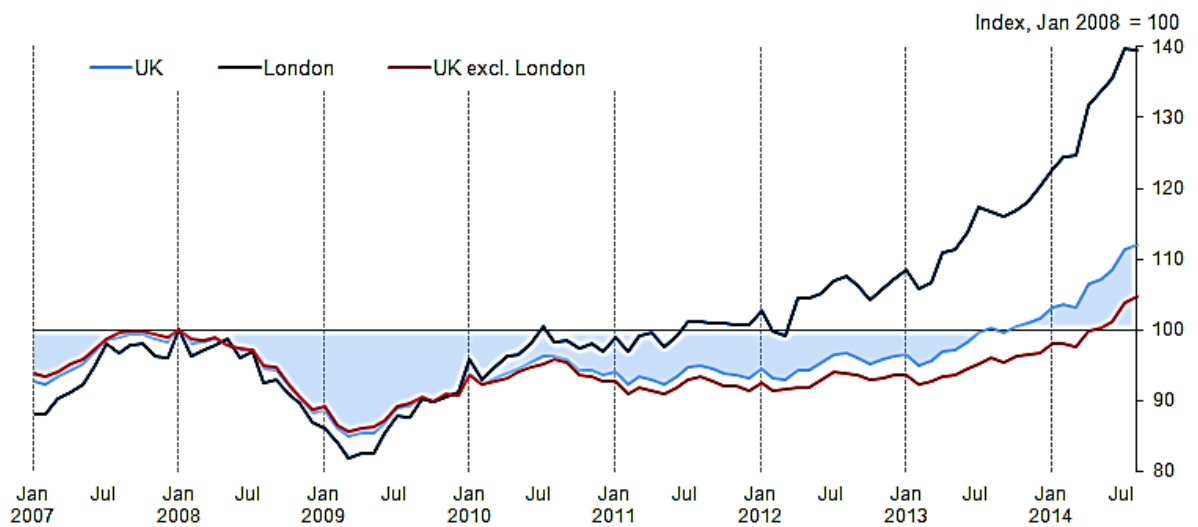
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Appendix 3

MORWENNA, Ferrier. *The end of the hipster: how flat caps and beards
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caps-and-beards](http://www.theguardian.com/fashion/2014/jun/22/end-of-the-hipster-flat-caps-and-beards) [Retrieved 17 April 2015]

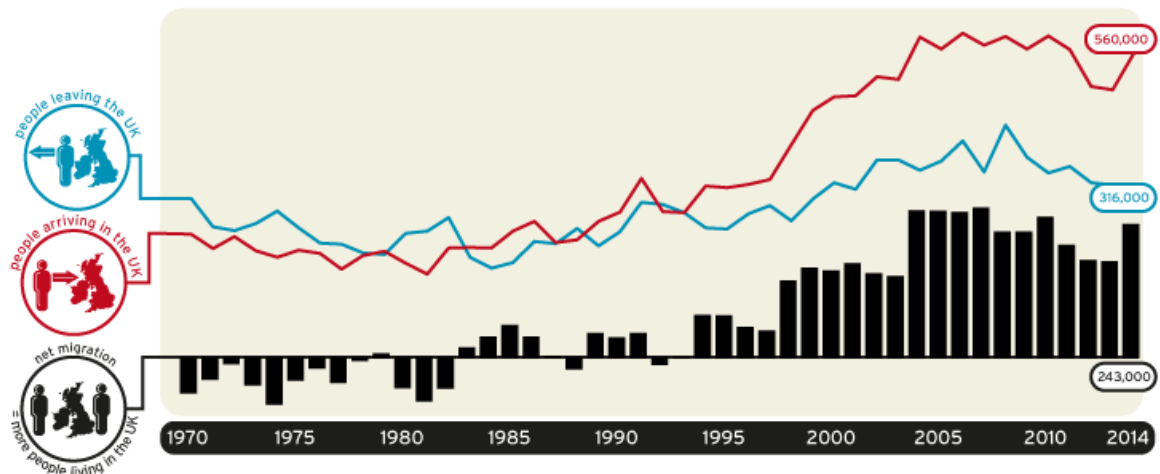
Appendix 1

For better imagination of housing issues in the United Kingdom and London, this chart, published by Office for National Statistics, shows augmentation of housing prices since 2007 until July 2014.

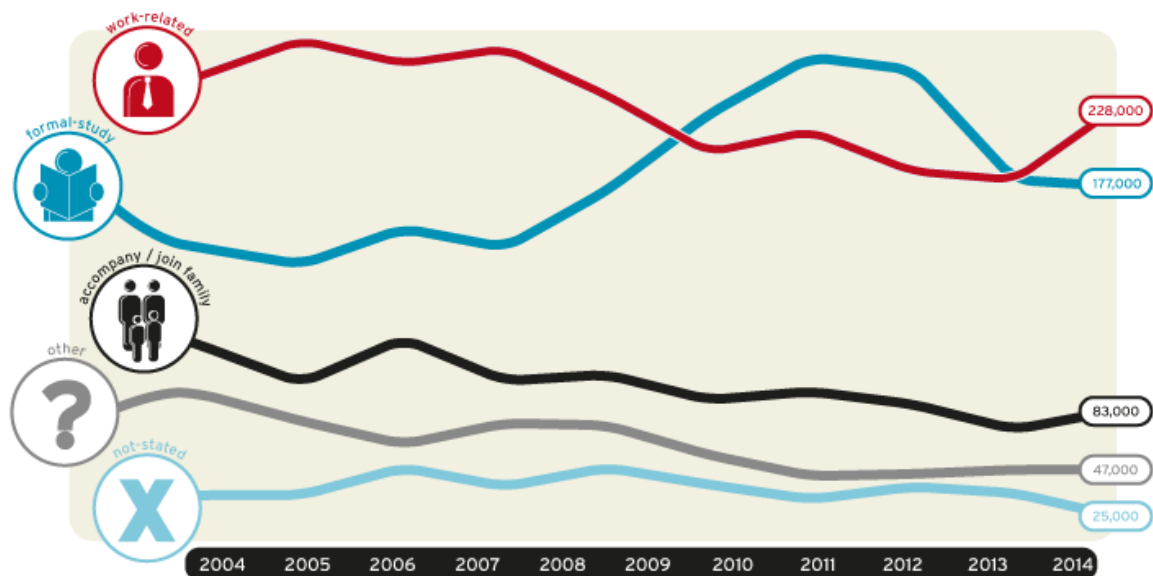


Appendix 2

Chart showing a difference between migrants coming to the United Kingdom and those leaving the United Kingdom. The difference between the two numbers is called net migration. As seen in the chart, a rate of net migration has become greatly high in recent years.



The second part of this appendix is dedicated to a proportion of people living in the United Kingdom. Despite the fact that most people were coming to the United Kingdom due to their studies, these days they come mainly because of work opportunities.



Appendix 3

As discussed in several articles dealing with hipster subculture, this picture provides characteristic hipster appearance.

