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**COMPARSON OF IMMIGRATION RELATED NEWS IN TWO UK
MEDIA PUBLICATIONS**

BA thesis

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ABSTRACT

The aim of this paper is to establish how two different UK media publications, the *Daily Mail* and *The Daily Mirror*, present immigration-related news. Are there any significant differences in the news on the same theme? Does political orientation affect the way the news is being reflected?

The introduction and first chapter provide generic knowledge about immigration and explain the need for it. Immigration numbers in the world and in the United Kingdom are discussed. The second chapter analyses how two UK media publications, the *Daily Mail* and *The Daily Mirror*, introduce the topic and sees if the political views are an important aspect on how the news are presented and if different wording and/or attitude towards the topic is apparent. The conclusion summarises the main findings of the topic.

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INTRODUCTION

Migration is as old as the mankind itself (Castelli 2018). Defined by Bartram et al (2014), migration is when people decide to move to a country in which they were not born in and to settle there. International migration is very extensive and is intensively developing (Tsapenko 2015). According to Edo et al (2018), in 2018, over 243 million people have decided to live in a country in which they did not born in. Immigrants made up about 3,3% of the world's population. Since the year 1960, the number of international immigrations has more than tripled (Migration Policy Institute).

The focus on this paper is to introduce immigration and the necessity for the people who have decided to immigrate to different country, discussing why they need to do it and why other people sometimes reflect negatively to this cause. The first part of the paper focuses on discussing the definition and needs for immigration for different people. It is also talked about how the decision to immigrate could change one's life and how a person can benefit a country. In the first chapter also, what is needed to be done to immigrate to different country on the example of the United Kingdom is discussed and the numbers how many people immigrate to the United Kingdom are discussed.

In order to be able to understand the stand towards the immigration in the United Kingdom, the publications of two different tabloid newspapers are analysed in chapter two. The comparison is made between the newspaper the *Daily Mail* and *The Daily Mirror*. Five news on the same topic, ten altogether, are analysed to see whether the newspapers have different stand on the same topic and whether the attitude towards immigration reflects on their news. Use of words and attitude is discussed.

Sudrez.Orozco (2001) suggests that immigration is in connection with globalisation and it gives people the ability to free from different space and time restrictions through new information and communication technologies. Global markets are being internationalised,

which may also lead to globalisation and immigration, and this is why migration is considered one of the most prime and inevitable global issue (Amrith 2014).

When talking about an immigrant overall, the International Organization for Migration summarises, that an immigrant is someone who moves to a country which is not their nationality or their usual living place. After the move, the new host country becomes their habitual residence. When people move to a new country and live there under 12 months, they are called short-term immigrants and when they stay longer than 12 months, they are called long-term immigrants. So when a migration is overall moving from a birth country to another and settling there, then immigrant is, from the new country's point of view, the person who came to live there.

As Castelli (2018) states, immigrant is considered any person, who has moved across an international border from their birthplace and their legal status, whether the move was voluntary or not, what are the reasons for moving and how long they are going to stay, do not matter in the aim of defining the word.

Explained by Hagen-Zanker (2008), depending whether one is a short-term or long-term immigrant, migration then is either short term or permanent move from one country to another and one could have many different reasons for it. Although the migration has taken place for hundreds of years, in the history it was believed that people only travelled short distances, although today it is seen that people travel across the world to start living in a totally different country. Although the length of the move already divides immigrants into two groups, there are still more different kind of immigrants, as people have different reasons for changing their living place that drastically. Environmental migrant is someone, who has to move to another country mostly because of unexpected purposes of immediate changes in the environment, which influence their lives or conditions of living, so they are obligated or choose to leave their country of origin. Climate migrant is someone who decides or has to leave their

country of origin because of continuous unforeseen climate change. Refugee is someone, who has to leave their home country because of justifiable fear of oppression for race, religion, nationality, membership of some social group or political belief or cannot return to their home country because of incidents, such as war or something else happening. Asylum seeker is someone, who is looking for international protection from some other country when their claim has not been settled by the country where they originally wanted to move to.

As Sturge (2000) stated, when talking about the United Kingdom, in March 2020 715,000 people migrated into the United Kingdom. In the year 2019, immigrants made up 9% of the total population of the United Kingdom. Since 1994, the number of people, who were not born in the United Kingdom and coming to live there, has been bigger than the number of emigrations. Since the year 2000, the numbers of immigration in the United Kingdom have expanded to historically high quantity.

As The Home Office (2016) explains, in the United Kingdom there are different ways to immigrate to the country. There are different categories based on what one could immigrate to the United Kingdom: asylum, business and commercial, marriage, residents returning etc. The immigration has strict rules to which one has to fulfil in order to be able to immigrate to the UK.

1. ATTITUDES TO IMMIGRATION AND MEDIA BIAS

1.1 Attitudes to immigration

The chapter discusses, why people decide to leave their home country for another country to live in. It is also debated how does migration affect the new host country and what do native people think about immigrants. After the opinion of the native's, the topic of media bias is discussed, as the analyse after will be about if the United Kingdom's two media publications are biased when talking about immigrates.

Native residents of countries tend to have an unfriendly attitude towards the immigrants because the immigrants are associated with negative aspects, such as large stress in the labour market, suffering infrastructure, a rise in crime and different similar conflicts etc (Tsapenko 2015).

Zimmermann et al (2000) have said, that in countries where the refugee immigration flow is often large, people tend to worry more about the social issues, such as rising crime numbers, other than the employment issue or anything else. When talking about economic immigrants, people tend to worry more about losing their jobs to incoming immigrants. When immigrants are chosen according to the needs of the market, then people tend to be more accepting to immigrants. Also, when people come from countries, which are similar to the host country, they fit better into the society and people are more welcoming towards them.

Castelli (2018) believes, that throughout the world the living conditions and human evolution vary to great extent because of different political and economic reasons. People have very different reasons for migration, but two utmost categories could be brought out. These are labour or economic migrants, who have decided to move abroad themselves and the second category is forced migrants which consists of asylum seekers and refugees, who are forced or have to move away from their home country. Development of the country and migration are very often closely joint. When people live in a country where the health service is poor,

education opportunities are low, and the living conditions are substandard and they see that they have no way of improving their conditions there, they want to move to a country, where they could have better opportunities. When people, who do not have that good living conditions see, that the opportunities and different goods are a lot better in different country, then they want it too.

The aspects, why a person decides or has to move to a totally different country could vary (Castelli 2018). People have different values or desires, such as they could want to live wealthier or be able to provide themselves or their families better living conditions (Hagen-Zanker 2008). People have always moved to see, if they could find better conditions for living for themselves or their families (Castelli 2018).

As Amirith (2014) states, the aim of finding better ways to live, to find new opportunities and take new chances are the most common reasons for people to decide to move to a different country. When people see that they do not have equal living conditions as others may have in a different country, they could want to move there in order to get the taste of different way of living. People cross borders in order to find work and get better education. They want to upgrade their living conditions and they see that moving abroad could help to achieve that.

Sometimes when people or their family gets sick and their home country cannot provide good enough treatment for them, they seek it elsewhere, which could also result in migrating to another country (Castelli 2018).

According to Jang et al (2014), young people often want to find their own way in the world and that is why they decide to move abroad after leaving their parental homes, in order to follow their dreams, pursue education, get better career options or just to observe and get to know new cultures. Sometimes these people who decide to travel abroad temporarily, happen to find a new family or connections so they decide to stay there.

People also migrate because of different social ties, as their friends and/or family could live in a different country than themselves (Hagen-Zanker 2008). When people have relatives, friends or close family living in a different country than themselves, then it encourages them to move abroad themselves to be closer to their close ones (Boyd 1989).

As Youakim (2004) explains, sometimes after people get married, they want to see the world and travel abroad together. That is why sometimes marriage and migration take place very closely to each other. It could also be the other way around: after migrating to a new country, people get married soon, often in one year. These people could have been migrating due to feelings for another person and deciding to start a new life in a new country.

According to Hagen-Zanker (2008), people sometimes migrate because of their jobs. They could get better job offers in different country or maybe they have decided to try their luck in different country themselves, hoping for a better income or employment possibilities. Even when one family member gets a new job offer which means moving to a different country, that could result as the whole family migrating to a new country. People might have low salaries at their workplace and the knowledge, that they could get significantly bigger amount of money for the same job in a different country encourages them to take the leap to the unknown and move to the other country (Castelli 2018).

As many and most people decide to migrate because they want to do it, some people do not have other choice and as a result of civil, political and or religious oppression or disagreement, forced migration is getting more and more frequent. (Amrith 2014)

Castelli (2018) explains, that some countries have wars and dictatorships, which means that the living conditions might be different than in some other countries which do not have them. As a result of it, people may be declined of their basic human rights, they might not have access to education anymore and they might be humiliated daily or have to accept new rules which are not acceptable to them. That kind of situation forces people to move abroad. Also,

when people are persecuted because of their religion, sexuality or anything else, that could also lead to the need of moving to a different, more accepting environment.

Nannestad (2007) believes that a country could gain a lot from different immigrants. Immigrants are able to make the new society, where they move into, richer. They second positive aspect about immigrants is that they often have a positive effect on the age distribution in the new society. Thirdly, immigrants often make the labour market run more evenly. They also increase the demand for different goods and services, as that contributes to more jobs for natives. Although all previously mentioned gains and whether they are realised depend on the immigrants and their own personality and motivation.

Mass flow of immigrants often has a short-term negative impact, as in a short length of time a lot of people come to a country, which results in large growth of unemployment but on the other hand, long term migration has rather positive impact on the employment through the country (Tsapenko 2015).

Edo et al (2018) have suggested that although sometimes the impact of immigrants to the new host country is negligible at first, the positive (or negative) influence could appear many years later. Young immigrants with good educations are more likely to contribute positively to the new host country and old immigrants with lower level of educations could have a more negative impact. Immigration could sometimes be recognised as it has only negative impact on the country, although there is not enough empirical evidence to state that.

1.2 Media bias

As stated by Gavin (2018), when talking about different important political topics, immigration being one of them, media's say has a lot of influence on people thoughts on the topic. Media can be pervasive but also subtle, but when talking about important political topics, even the smallest push to a targeted direction may be considerable. That is why, for healthy democracy, unbiased media coverage is crucial (Hassell et al 2020). Defined by Levasseur

(2008), bias means showing groundless favouritism when talking about people or different topics.

Eberel et al. (2017) discuss three types of media bias: visibility bias, tonality bias and agenda bias. Visibility bias refers to the relative amount of coverage which is dedicated to each political actor. Although some political topics may be covered more frequently, as they have high media viability or are relevant, these aspects should affect all media outlets the same. Tonality bias appears when the media coverage prefers one political party over the others. Agenda bias occurs when journalists select or ignore specific stories or choose who they give voice to, leaving some, who they do not favour, out.

Budak et al (2016) and Groeling (2013) explain that when talking about how media may be biased, issue filtering and issue framing can also be brought out. Issue filtering means selective coverage of issues and issue framing means how different issues are being presented. Groeling (2013) adds, that as news publications do not have enough funds to cover everything that is happening, a selection of covered news will be made. When in that decision all units possible are not included and the topics are systematically selected and introduce significantly distorted sample of reality, favouring one party over another, it is filtering. Presentation or framing bias contains which sources are presented, the tone of the news, framing, issues, visual dimension, length, ordering etc. When reading a news story and seeing that it presents noticeably distorted view of reality or favours one party, it is framing.

Tullu (2019) and Bavdekar (2016) discuss that title is the first thing in an article that a reader sees and reads, which means that it makes the first impression. That is why a title should be considered and drafted very carefully and consciously. It is often that sometimes reader does not read the full article, but only the title and the abstract, which means that they should be put together to get the readers' attention and make an impact. The title should be interesting enough

to catch readers' attention, but not to give the whole information away. The title should be unbiased, but a neutral title does not attract so much attention as a stronger title.

Hamborg et al (2018) have said that a journalist could use different writing styles or methods in order to have a biased news. Firstly, positively or negatively labelling different events, people, etc. and word choice. There is a big difference on the impact on the reader, whether the adjectives and verbs are strong, biased ones or neutral. Secondly, when editing the story, the length, picture usage and picture explanation have great impact on the readers. When the story is long, it attracts more readers, as it should be giving more information about the topic. Sometimes the story repeats itself, so the reader reads the same opinion again and this way it has larger impact, as the reader gets it multiple times. When looking at the pictures, there can be noted, whether they are emotional, how large are they and what is their perception of the topic, also when adding strong captions below the (emotional) pictures. That way the impact on the reader is done subconsciously, but effectively.

As stated by Hamborg et al (2018) & Eveland Jr and Shah (2003), media bias has a major impact on individual and public approach to different news and also impacts on political decisions and views. Readers often accept the biased views without even realising it. It may tilt their opinion and this way sway voters and election outcomes. It also may influence the public opinion, which means that the public opinion won't actually be true and real anymore. Eberl et al (2018) have added, that the consequence of media bias could go even so far, to influence the readers' behaviours and has led even to violence. On the other hand, the media could also have positive effect on the audience, when talking about more neutral topics, for example about immigrant actors. This way media has also lowered the negative opinions.

1.2.1 Media on the immigration topic in the United Kingdom

When asking the British public opinion and to name the most crucial issue facing the country, immigration or immigration and race relations are one of the top issues named (The

Migration Observatory 2016). In the UK, the more immigration related news in the media appear, the more people tend to vote for anti-immigration parties (Eberl et al 2018).

According to The Migration Observatory (2016) , the UK's way of covering migration related news has changed a lot over the last years: changing trends in the movement of the people, changing governments, politics, geopolitics, commentators in the debates etc. On the example of the UK, a lot of journalists tend to give their own opinion in the migration discussions, rather than report other experts, such as politicians, academics, etc. opinions. The focus has gone to the word 'illegal' migration and this way has become a leading migration frame in the UK's newspapers. The topic of immigration in media has risen clearly since 2012. The most mentioned have been immigrants, over the refugees and asylum seekers. Words such as 'mass', 'net' and 'illegal' were the most common with the immigration topic. Eberl et al (2018) adds, that sometimes the religion of the immigrants is also brought out. Topics such as victimization, conflict and negativity frame are also very closely related to the immigration topics in journalism, going often hand-by-and and this way forming more negative opinions on people.

Eberl et al (2018) have also stated, that when publishing migration themed news, they are often said to be either economic, cultural or criminal threats and that is why they are covered in an unfavourable way. In the UK, economic framing is more common in migration news, compared to Italy and France. When comparing UK, Germany, Sweden, Spain and Italy on the topic of press coverage on the refugees, the UK press was found to be the most negative.

2. COMPARING TWO DIFFERENT UK MEDIA PUBLICATIONS' ATTITUDES TOWARDS IMMIGRATION

This chapter compares and analyses two different United Kingdom's media publications', the *Daily Mail* and *The Daily Mirror* view on immigration and migration related news, how they present it. It is discussed, whether big differences in the same themed news occur and if political orientation of the newspapers affect the way how the news is being presented.

2.1 An overview of the *Daily Mail* and *The Daily Mirror*

According to several sources (Reid 2020, Eurotopics, Media Bias/Fact Check) the *Daily Mail* is the largest selling newspaper in the United Kingdom. The first edition of the newspaper appeared in 1896. Today, the paper is part of the *Associated Newspapers*, owned by Jonathan Harmsworth, and published from Monday to Saturday. Its political stance of the *Daily Mail* is centre-right, representing conservative and traditional values. Eurotopics has added that the paper is feared because of its anti-Labour and anti-European Union campaigns. Stated by Reid (2020), the largest area covered in the *Daily Mail* are politics and foreign news affairs. Women form the major part of the *Daily Mail*'s readers and it is considered to be presenting the middle-class opinion.

The Daily Mail's factual reporting is low, is a pro-Brexit tabloid and has been criticised for publishing fake news, using click-bait and hype headlines, using emotional way of expression and misleading titles (Media Bias/Fact Check).

The Daily Mirror is part of the *Mirror Group Newspapers* and is being published Monday to Saturday (Reid 2020). The paper was founded in 1903 (Reid 2020, Eurotopics) and was planned to speak for women's interest, being held with men still in mind. That is why it was run by women at first. On the first pictorial paper it was called *The Daily Illustrated Mirror*, but the name remained only until 1904, after what it was reverted back to *The Daily*

Mirror, after what the female journalists were replaced and was said to be paper for both men and women. The paper has changed owners quite a lot, but since 1999 it was taken over by *Trinity*. The political stance of *The Daily Mirror* is centre-left. According to Reid (2020) it is the only national daily newspaper in the United Kingdom, which has faithfully held up the Labour Party views since 1945.

Stated by Media Bias/Fact Check, *The Daily Mirror*'s factual reporting is mixed. The paper publishes anti-Brexit articles and although they criticise the Labour Party, they have still backed the Party in previous elections. *The Daily Mirror* is known for using pictures as main features as the story, although they might be fake and misleading photographs. *The Daily Mirror* is also known for emotional and misleading headlines.

2.2 Immigration-related news in the two newspapers

As immigration was one of the key issues in the UK's Brexit referendum, the period for the analysis of immigration-related news in the two sources was 01 February 2020 to 31 December 2020. On 31 January 2020 at 11 pm the United Kingdom left the European Union and entered a transition period, which lasted until 31 December 2020, when the transition period ended, and the United Kingdom left the European Union single market and customs union.

According to YouGov, *the Daily Mail* and *The Daily Mirror* are one of the top 5 most famous newspapers and the two of them were chosen for the comparison of this thesis. Five articles on the same immigration-related topic from both media publications were chosen by the author randomly from the chosen timeline in order to see, how both newspapers present the topics and whether a distinction between them is noticed. Five news were chosen because in author's opinion, 5 articles is enough for a pattern of media bias to be noticed, if there is some. It is enough to see, whether there is a distinction of attitude towards the topics and migration.

The news were found and chosen after the author looked up immigration related news in the both media publications and found five news on the exact same topic. As *The Daily Mirror* does not have accessible news archive about the chosen timeline, a random choice could not have been made. That is why the author chose five news by herself, having four about different incidents and one about statistics, to see whether there was a distinction between the two topics. The news are presented in chronological order.

The difference is determined by different factors which show media bias, such as formalisation and word usage in the headline, how many and what kind of pictures are being used, the length and how many different examples on the same topic they bring out in the article.

2.3 People trying to flee from UK because of fright after Brexit

The first news (Warburton 2020; Wood 2020) which is being analysed talks how 33 illegal immigrants tried to flee the United Kingdom. They were found in a lorry at Calais by border guards as they were trying to leave the UK because they were afraid what would happen with them after the Brexit. France returned the illegal immigrants under a reciprocal agreement. This kind of situation is commented to be really rare in the article, as usually immigrants try to get into the UK illegally, not flee from there. The immigrants were sent back and taken to immigration centres. The news was published on 8 February 2020 in the both media publications.

When looking at the title of the article in both media publications, the first difference can be noted. As the both publications bring out the main topic, the *Daily Mail* emphasises the word “FLEE” as it is written in capital letters. *The Daily Mirror* uses capital letters for the word in the article, but not right away in the title. The second difference in the title is the way how they express the reason why immigrants tried to flee. When the *Daily Mail* uses the words “...

fearing ‘mistreatment’ after Brexit”, then *The Daily Mirror* uses the words “...over fear of Brexit rights”. When comparing the two then the *Daily Mail* gives negative impression, while *The Daily Mirror* gives neutral opinion.

When talking about the pictures used in the article, both media publications used 5 pictures in total, the *Daily Mail* also had a video. Although both articles used the same amount of pictures, not exactly the same aspects are being reflected. *The Daily Mirror* had three pictures of the ferry, one picture of a former special branch officer in border control who was with the police and commented on the topic and one picture of a woman from charity Immigration Service Union, who also commented on the topic. No immigrants were shown. the *Daily Mail* on the other hand had one picture of the same officer, two pictures of the ferry and two pictures of the immigrants – one from the same story, another from a different immigration story and also a video which was not connected to the happened incident either. When looking at the picture of the officer, which is common, then as *The Daily Mirror* has a picture, where the officer is clearly older, he is tired, looks sad and has really big bags under his eyes, then the *Daily Mail* has a picture of the officer, where he seems younger and he is actively talking on the picture, seeming happy. Under the *Daily Mail* video there is written that it is group of men believed to be migrants arrive in Dover. As it comes clear in that title, they do not know actually, whether the group of men are migrants or not, they still portray them in the article.

The biggest difference between the two articles comes out in the end of the main topic. When both authors have talked about the issue, immigrants trying to flee to France, they explain that the border security has to deal with immigrant trying to get into the United Kingdom illegally all the time. As both articles have assured that, then they give examples of the recent incidents. When *The Daily Mirror* gives one example, then the *Daily Mail* brings out eight different incidents which have happened in the past.

When comparing the differences about the articles on the same topic, it seems that the *Daily Mail* emphasises the immigration topic in this article a bit more negatively, starting from the headlines and finishing with the eight examples of recent incidents. They even showed a video of men believed to be migrants in order to illustrate the story, although it was not sure that they were actually were them.

2.4 Family drowned trying to access the United Kingdom illegally

The second news (Martin et al 2020; Boyd 2020) is about a Kurdish-Iranian family of 5, of whom 4 persons drowned when they tried to access the United Kingdom illegally by boat. The story outlines the family's attempts to flee to the UK, as it was their third time trying to get there. The family consisted of mother, father and three children, one still missing. The family tried to go to the UK by a small crowded boat, although it is Martin, Ledwithnot clear how many people exactly were on it, but the number is guessed to be around 22 or 28. The article talks about the incident, how the family had paid 21,600 pounds in order to be able to get a better life in the United Kingdom. The news was published on 28 February 2020 in the both media publications.

When looking at the title of the second news, a difference between them is clearly noticeable. When *The Daily Mirror* gives very neutral title, saying the utmost main things, *Migrants including two kids who drowned in Channel pictured – with baby still missing*, then the *Daily Mail* has a longer and more emotional title, *'We have no choice': Last text of tragic migrant family who wanted to come to UK in the belief asylum process is 'quicker' and because they had to repay 'borrowed' £21k - before they drowned in Channel tragedy*. It is clear, that the *Daily Mail* gives very emotional title, bringing out their text message, money, adjective like 'tragic' and word tragedy', which are both very strong words.

The second biggest difference between the two publications is the length of the news. The *Daily Mail*'s article consists of almost 3000 words plus the titles of the pictures and has 21 pictures (11 of the family/their journey and 3 of them are of the youngest child, 3 of searching the people, 3 pictures of tweets of 2 politicians and one former child refugee, 2 pictures of previously drowned refugees, 1 picture about the storm and one about the boat journey. 2 videos. *The Daily Mirror*'s consists of only 600 words plus the titles of the pictures and it has only 5 photos, of which 4 are about searching the people and one about the family, to illustrate the text. As a lot of text repeats itself in the *Daily Mail* article, it seems like it is planned to make the article seem longer, although it does not have that much to say.

2.5 People trying to access the United Kingdom illegally repeatedly

The last news (Hussain 2020; Glaze, Milne, 2020) talk about Home Secretary Priti Patel's concern about how many migrants still try to come to the UK, even though they have been sent back already. She brings out how France should be more active in detecting the migrants' boats, but they are not, as they do not always have enough rights on the sea. Patel talks about how migration numbers are too high and migrants could seek asylum in different countries, such as France and Germany as well. She also says that the UK is ready to assist France how to ding migrants' boats and how to send them back safely. The news were published on 15 July 2020 in the both media publications.

The titles of the articles are again different. When the *Daily Mail*'s title says *Priti Patel blasts France over migrants saying authorities refuse to stop boats just 250 yards off French coast as 90 more arrive in UK today*, then *The Daily Mirror*'s title is shorter, saying *Migrants sent back after Channel crossing try to 'come over again', Priti Patel reveals*. When looking at these two titles, it is clear that the *Daily Mail*'s title is again longer and a bit more emotional, using strong adjective such as *refuse*, but *The Daily Mirror*'s title is really short and exact.

When looking at the length of the articles, the *Daily Mail*'s is again a lot of longer, consisting of almost 1300 words, when *The Daily Mirror*'s article is almost 700 words long. Again, in the *Daily Mail*'s article there are a lot of repeating themselves, for example the strong expressions 'unacceptable' and 'unacceptably high' are repeated 8 times throughout the article, which really catches the reader's eye.

The *Daily Mail*'s article has pictures (5 of migrants, 1 of Patel alone and one of Patel with French Interior Minister), *The Daily Mirror* has 5 pictures (2 of Patel, 3 of migrants/ship). A large difference between the picture is not noticed.

The biggest difference, when looking at the articles, is that at the end of the *Daily Mail*'s article are 6 more examples of migration incidents, but at the end of *The Daily Mirror*'s article there are no further examples, but a comment by Safe Passage International chief executive Beth Gardner-Smith, which has an attitude against Patel's ways of letting migrants in.

As were seen in the previous articles analysed, the same happened here. The *Daily Mail*'s article is a lot longer, repeating the information multiple times. Again, for the reader, it seemed like the *Daily Mail*'s authors tried to give a more negative point towards the topic forward, when *The Daily Mirror*'s way of giving information was more neutral and also gave an opposite opinion.

2.6 Net migration in the United Kingdom has risen to its highest level

The articles (Wilcock 2020; Glaze, Buchan 2020) talked about statistics and how net migration in the United Kingdom has risen to its highest level. Before the coronavirus pandemic, a lot of foreign students came to the United Kingdom for different reasons (studying, family, etc) and thus the migration figure rose to the highest level since March 2016. As 715,000 people moved to the United Kingdom, around 403,000 people left. That makes the net migration 313,000. The news was published on 27 August 2020 in the both media publications.

When looking at the titles, the *Daily Mail*'s is *Foreign students drove net migration to the UK to 313,000 - its highest level since the 2016 Brexit referendum - before the coronavirus pandemic struck Britain*. The title in *The Daily Mirror* states *Net migration to UK surged above 300,000 before coronavirus curbed travel*. When looking at the two of them, both state the main info – the migration number, but the *Daily Mail*'s title is a lot longer, containing the specification that foreign students rose the number and bringing out Brexit.

When looking at the length of the article, the *Daily Mail*'s consists of almost 350 words, but *The Daily Mirror*'s is around 550 words long. This time, unlike in previous articles, the *The Daily Mirror*'s article is a bit longer. Both state the main information, and both have comments from the director of the ON's Centre for International Migration, but *The Daily Mirror* has also comments from Deputy director.

Both articles have 2 pictures to illustrate the news, one the *Daily Mail*'s pictures is about statistics and the other is a picture of people in International Arrivals (probably in an airport). *The Daily Mirror* has one picture of people walking towards UK border (probably in an airport) and a picture of UK/EU passport stall in an airport.

There is not that big difference in these two articles as have been before, but this article is about statistics, not about accidents. The main difference is in the title and how this time *The Daily Mirror*'s article is longer, as they have one more person to comment on the situation. Both articles are neutrally written and state the facts.

2.7 39 people dead after trying to get to the United Kingdom in a shipping container

The third news (Bracchi, Martin 2020; Kitching et al 2020) are about a tragedy where 39 people died while trying to get illegally to Britain from Vietnam. The people were packed in a shipping container which was too small for the amount of people, because they could not get enough air. Experts said that there was enough air for 9 hours, but the victims spent 12 hours there and died because of heat and because they could not breathe. There were both

children and adults. The news was published on 21 December 2020 in the both media publications.

When looking at the title of the news in both media publications, then the *Daily Mail*'s title is very emotional: Bloody handprints on the door and scratches in the walls... desperate last struggle of 39 migrants who paid people traffickers thousands to get to Britain - but suffered agonising deaths in the back of a lorry in Essex. *The Daily Mirror*'s title on the other hand is more neutral Essex lorry deaths: Two men guilty of killing 39 migrants found in back of trailer. When the *Daily Mail* has 3 very emotional adjectives, *The Daily Mirror* has zero.

Again, the biggest difference between the articles is the length of them. The *Daily Mail*'s article has around 8000 words, *The Daily Mirror*'s article has around 1700 words. Both give the overview of the accident and victim's last words, the list of 39 victims, outline of the people who were behind that. In addition to that, the *Daily Mail* has also long paragraph about the timeline of the tragedy, overview of the gang and how the police had a change to arrest the gang behind the accident but failed, more specific overview of the victims and how they were found, long comments from immigration enforcement official. Although the *Daily Mail*'s article again has a lot more words written, a lot of information repeats itself multiple times, when at the same time *The Daily Mirror*'s article authors gave overview of the topic without repeating themselves and not going so deep into the topic.

The *Daily Mail* has 28 pictures in the article, on which are the victims (all victims are shown), the truck where the accident happened, immigration enforcement official, gang behind the accident, picture of the provinces of where the victims were from, and also one video of when police arrived in the accident scene. *The Daily Mirror* has the same video and 10 pictures – 4 pictures about the truck and accident scene, 2 pictures of two different victims and 4 pictures of the gang responsible. When looking at the pictures, the *Daily Mail* repeats its pictures few times.

When looking at the articles, *The Daily Mirror* gives a neutral overview in which the main points are discussed, few pictures are brought out to illustrate the theme and that is it. When reading the *Daily Mail*'s article, the article goes on and on, repeating itself and gives so many pictures. It seems as the *Daily Mail* article tries to push the news through, not to just give overview, but with using a lot of pictures and emotional text, tries to impose an opinion towards the dreadful accident.

2.8 Conclusion about analysed news

Although five news from both media publications, ten altogether is not that large number of news being analysed, still an apparent contrast between the news is visible.

When looking at the titles in both media publications, in all of them a difference is noticeable. The *Daily Mail* has longer, stronger and more emotional titles compared to the titles in *The Daily Mirror*. *The Daily News* adds considerably more substantial adjectives and verbs to its titles, so they attract attention and make a bigger impact on the reader.

The *Daily Mail*'s articles are almost always longer, except when talking about statistics. They are often at least twice (or more times) longer. When looking at that long article, one would imagine that it means the *Daily Mail* gives more information about the topic, but it was not so. A lot of information was repeated multiple times, which shows that they try to intensify the news' impact and impose an opinion on the reader. *The Daily Mirror* gave the same information that the *Daily Mail* did, but they made their news shorter and more specific about the topic. Only time *The Daily Mirror*'s article was longer, was when talking about the statistics and even that time it was longer because they gave word to an opposite side, so they would present different views on the topic.

Four out of five times, the *Daily Mail* had more pictures about the topic. Sometimes the pictures repeated themselves. When comparing the two media publications' pictures, then it was seen, that when they presented the same person on their used picture, one's picture was

for example happier and more confident, when the other's was for example tired. It was seen that both media publications used pictures so that they would support the view they were presenting.

The last biggest difference was that the *Daily Mail* gives multiply more examples on the same topic at the end of their article than *The Daily Mirror* does. It may show that the *Daily Mail* tries to imply that there are so many similar incidents happening all the time, which thus alludes, that they try to form more negative impact on the reader.

CONCLUSION

As the topic of immigration is very wide and occurs internationally, there is a lot to talk about. The definition of immigration, reasons for it and its positive and negative sides were discussed. As the topic is so wide, it is hard to bring out only some nuances how to explain the topic.

For some people good living conditions and a good life are obvious and they could not imagine their life to be any different. They have not had to think about if they have good jobs or if their children are able to get good education. These people may think, that it is the normal or only way of living.

In comparison, actually for some people the thought of being able to have a better life or better living conditions are just dreams. Migration is growing through time and it shows, that more and more people decide to take hold of their or their families' lives and future and try to do something in order to actually change what is needed.

Although the topic of migration and immigrants is quite common in the United Kingdom, different media publications still reflect the same themed news differently, being guided by their political views. When reading same topic articles in different media publications, it is clear, what the attitude towards the topic is, depending on their political views.

As the articles in the *Daily Mail*, which is right-winged, and *The Daily Mirror*, which is centre-left, were compared, it was clear that although the topics in the articles were the same and overall gave the same information about the issue, the attitude which reflected through the text and discussion was obviously different.

It was clear, that both media publications reflected the political view which they supported. It was apparent through their titles, discussion, word usage, usage of pictures and

other visual representations etc. Although the message got through to the reader through both newspaper's articles, the attitude was clearly noticed.

The *Daily Mail* seemed to have a more negative opinion towards the topic. Their articles on the incidents with migrants were a lot longer than the news appeared in *The Daily Mirror*. When talking about an incident, they often used strong adjectives and verbs. They also repeated themselves multiple times, which made it seemed like they tried to impose their views on the reader. Reading the articles, from the beginning and from the title, the attitude was noticed, as they used emotional words in their titles. The attitude continued in their discussion, as they used strong emotional words repeatedly.

The Daily Mirror had more neutral views on the incidents. When looking at the titles of the articles, they were neutral and gave the most crucial information, they did not use emotional nor strong words. When looking at the discussion, it was a lot shorter than the discussions in the *Daily Mail*. The authors gave the information straightforwardly but did not repeat nor use too many emotional nor strong words. When possible, they gave word to the opposite opinion.

Although it is possible to receive the most important information from both of the media publications, on the current topic it seems to more neutral to get the information from *The Daily Mirror*, as reading the article there it did not seem as someone tried to force their (negative) opinion on the reader.

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RESÜMEE

TARTU ÜLIKOOL
ANGLISTIKA OSAKOND

Hanna-Mary Kägra

Comparison of immigration related news in two different UK media publications

Kahe erineva Suurbritannia meediaväljaande immigratsiooniteemaliste uudiste võrdlus

Bakalaureusetöö

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Annotatsioon:

Antud bakalaureusetöö eesmärgiks on võrrelda kahe erineva Suurbritannia meediaväljaande, *Daily Mail* (parempoolne meediaväljaanne) ja *The Daily Mirror* (vasaktsentrism), immigratsiooniteemalisi uudiseid. Uurimistöös soovitakse leida, kas ja kuidas erinevad antud meediaväljaannete kajastused sama teema uudiste kohta ja kas uudistes kajastub erinevat suhtumist või keelekasutust.

Töö esimeses osas defineeritakse immigratsiooni mõistet ja avatakse seda laiemalt, selgitades, kui palju inimesi immigrereeruvad ja miks, miks on see neile vajalik, kas ja kuidas on immigrantidest kasu riikidele, kuhu nad immigrereeruvad. Lisaks avatakse meediakallutatuse mõistet ja tuuakse ülevaade immigratsiooniteemaliste meediakajastuste kohta Suurbritannias.

Töö teises osas analüüsitakse *Daily Mail* ja *The Daily Mirror* samateemalisi meediaväljaandeid et leida, kas ja kuidas kajastub erinevat suhtumist või keelekasutust samateemalistes uudistes, arvestades, et antud meediaväljaanded on esindavad erinevaid poliitilisi vaateid.

Töös leiti, et meediaväljaandeid võrreldes on selgelt eristatav nende suhtumine antud teemasse, vastavalt nende poolt esindatavale poliitilisele vaatele. *Daily Mail* on negatiivsema suhtumisega antud teemasse, väljendades seda pikkade ja emotsionaalsemate pealkirjadega, kasutades tugevamaid ja emotsionaalsemaid omadus- ja tegusõnu ja nende artiklid on väga pikad (tihti poole pikemad, kui samadel teemadel artiklid *The Daily Mirror*'is). Vastandina on meediaväljaandes *The Daily Mirror* artiklid neutraalsemad, kasutades neutraalseid ja lühemaid peakirju ja andes täpse ülevaate antud temast, kasutamata väga tugevaid sõnu.

Märksõnad: immigratsioon, Suurbritannia, meedia, artiklid, meediakallutus

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