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The death of Lady Diana in the British press: The discursiveness of news values.

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SOLICITO a aprobación do seguinte título e resumo:

Título: The death of Lady Diana in the British press: The discursiveness of news values.

Resumo: Diana Frances Spencer was the wife of Prince Charles, heir to the throne of Britain. Due to this marriage, the figure of Diana turned to be an important symbol in the country of Britain and also in the world. Diana became a mediatic character, very coveted by the media and persecuted by paparazzi constantly. Her death in 1997, caused by a car accident in Paris, triggered the alarms in the press worldwide. Newspapers reported her death in different and similar ways, but all of them had something in common: The event was newsworthy.

Newsworthiness is the concept that will be developed in this dissertation: which are the news values that we can find in different newspapers, in the news reporting the death of Diana, that have made this accident so important for the press and how they were discursively constructed (Bednarek, 2009). One of the news values which will be largely studied is eliteness (among others such as negativity, superlativeness, etc), this concept has to do with the mention of famous or important characters, as Diana was, and how they are portrayed. In this case, Diana was more portrayed as a charismatical figure who was very close to the British people rather than a monarchical figure.

Although the concept of "news values" is still not very studied, we could say that these are the criteria, qualities, or even preferences of the audience which make an event important for newspapers. In this work we will see how they are discursively constructed from a multimodal perspective (text and image) (Kress, G and T. van Leeuwen, 1998; Bednarek and Caple, 2017). We will carefully analyse which news values newspapers are selling and how they are constructively discoursed by comparing articles from newspapers with different political orientations (these newspapers will be determined later in the course of the work). Newspapers of right-wing and left-wing will be contrasted paying attention to their pro monarchical orientation or not, to see how the event is presented from these two different perspectives in order to provide a complete critical discourse analysis. (Fairclough, 2003).

SRA. DECANA DA FACULTADE DE FILOLOXÍA (Presidenta da Comisión de Títulos de Grao)

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SRA. DECANA DA FACULTADE DE FILOLOXÍA (Presidenta da Comisión de Títulos de Grao)

2. Introduction.

Lady Catherine Diana Frances Spencer, the Princess of Wales, was one of the most important figures of the twentieth century. The royal family has a lot of importance in the culture of the British Islands, as well as a high presence in the press. The character of Lady Diana became important in the media, as she became a beloved person among the British population. She was the most wanted and persecuted person by paparazzi during her lifetime. Her death in 1997 caused an important change in the media. Her role and her influence in the British press will be deeply explained in this dissertation. The event that I am going to deal with in this dissertation is the death of Lady Diana in a car accident.

The different newspapers of the British Islands are ideologically divided. This ideology will influence the news they select for reporting, as each newspaper has its own target audience with different ideological orientations. However, there is some news that will be selected by every newspaper independent from their ideology. This is because there is some news that contains certain factors or features that are going to make the event newsworthy. These factors will be related to the event; for example, they can be the people involved, the place where it is happening, the number of people involved, and so on. These factors will be reflected in the discourse as "news values" and they are going to be explained in this dissertation as well as the concept of newsworthiness.

The ideologies I will be referring to within this dissertation are right wing and left wing, but more specifically, the pro monarchical or no monarchical orientation.

"News values" are features that we can find in the discourse of the reporting news. For example, one of the most important news values for this dissertation is *eliteness*, which are the mentions to power, or elite people, that we can find in a discourse. Another important news value is negativity, which is the employment of words that will appoint negative thoughts or feelings. For example, words such as *tragedy, death, accident* and so on. These are only two of the news values that I will explain in this dissertation and that will be useful for the analysis of how news is reported in the event that I am focusing this work on.

As I have mentioned before, the ideology of newspapers can have an influence on how news is reported. Concerning the news of Diana's death, the news values found in the

articles are mostly the same. However, we can find differences in the discourse of these news values. In order to investigate these differences, I have chosen two of the most important newspapers of the British Islands: *The Times* and *The Guardian*. Both newspapers have a different ideology being that *The Times* is right wing and *The Guardian* is left wing.

Articles from the dates of Diana's death will be discursively analysed in order to see how the ideological orientation of the newspapers influence the words chosen, as well as the discourse in general. We will have an overall vision of how the death of Diana was reported by the media and which were the most important news values employed for attracting the audience.

3. Background.

3.1 Lady Diana Frances Spencer, Princess of Wales.

Lady Diana Frances Spencer, also known as "Lady Di", "People's Princess" or "Princess of hearts", has been one of the most famous and influent women from the twentieth century. She became popular for being the first wife of Charles III, son of the actual Queen Elisabeth II, and heir to the throne of England. Her commitment to charity, the close relationship she had with the English people and her charismatic behaviour made Diana one of the most loved figures for the British people.

Lady Diana's influence was so big that she has been compared with other important figures such as Grace Kelly or Jacqueline Kennedy. Lady Diana made a change in the monarchy, in the press and in the country.

Everyone wanted to know something about her life, and the media took advantage of it. Diana became the most wanted person by photographers, paparazzi and journalists. She was more than a royal figure, she became a very important character in the world of fashion. Her death in 1997 was such an important event that made a huge impact on the media, which was considered guilty of her death. In order to explain this fact, I will first make an explanation about the monarchy in the English country and its importance in the press. Then it will be necessary to explain more deeply who Diana was and the influence she had in the world.

3.1.1 Monarchy and society in Great Britain.

England is a country whose society is, in majority, monarchical. It is estimated that only 20% of the British population is in favour of abolishing the monarchy. The English royal family could be considered the most famous in the world, being in the front page of newspapers all around the world and collecting large amounts of followers in other countries. This is why the English royal family occupies a crucial role in the media, not only in the politics and current affairs field but also in other fields of journalism such as gossips and fashion.

In order to understand this massive support to the British monarchy we should go back to the post-war years. England was going through a bad time concerning the economy. It had lost the richness that had characterised it years before and they wanted to get it back.

Elisabeth II's coronation happened in an after-war time when conditions were not good enough for such a grandiose ceremony. However, richness and luxury were present without many critics from the population. The explanation that Walter Bagehot gives on his book "The English Constitution" is that people were worried about the changes that were happening in the world

and how they would affect the British identity. That situation was generating a wish for the ostentation among the public. British people preferred to keep the love for their culture before accepting new ideologies and changes. Walter Bagehot explains that "the mass of the English people yield a deference rather to something else than to their rulers. They defer to what we may call the theatrical show of society" (1973: 200). This means that the British population cared more about that luxury that they could see in royalty, than the real rulers of the country because "the real rulers are secreted in second-rate carriages" (1973: 199).

This love of the British population for their crown has to do with the identity that characterises them. The patriotism is the love for the own country. The case of British identity is a discussed theme by many academics. British people are very close to their culture and their history. According to Mark Easton, a British journalist, people have a conservative feeling to believe that the country "was better in the past than believe its best years lie in the future". He says that "being English is more than a factual statement about place of birth or citizenship. It is an attitude and a state of mind" (<https://www.bbc.com/news/uk-44306737 > 07/06/2019). It is this feeling of identity that plays an important role in the support that the population has for the monarchy. Britain is a country which bears to preserve its traditions, and one important element for doing this is the royalty. Mark Easton says that for the English people "logic is not the most important factor". He thinks that British society accepts eccentricity "because they reflect an important part of our national character". The love that the British population has for the royal family is a question of nationhood and patriotism, it is about the popular culture and the love and respect that people have for their values and traditions. "The British monarchy is valued because it is the British monarchy" (<https://www.bbc.com/news/uk-18237280> 07/06/2019).

3.1.2 The arrival of Lady Diana to the royal family.

Lady Diana was born the first of July of 1961 in Norfolk, Great Britain. She belonged to an aristocratic family who gave her a good education and studies. At the age of sixteen, she became independent from her family and moved to London, where she worked as a teacher for children at the Young School of Pimplico in Chelsea.

Diana met Prince Charles in 1977. He and her sister Sarah shared a romantic relationship, but none of them had an interest in getting married. Charles thought that the future heir to the English throne should be chosen very carefully. He then met Diana, who had a brilliant education and a clean past, aside from her big beauty and sympathy. On the 24th of September 1981, the marriage between Prince Charles and Diana Spencer was publicly announced. The wedding was celebrated on the 29th of July in Saint Paul's Cathedral. The fact that the woman chosen by Charles to become his wife was not of blue blood attracted the interest of people in

the relationship. From this moment on, Diana Spencer starts to be known under the title of Princess of Wales.

This marriage, in eyes of the press and the British population, was a fairy tale. However, Diana's nutritional problems, together with Charles' infidelity with Camila Parker- Bowles, caused problems in the marriage. Even though Diana's own life had a lot to do in the development of her eating disorders (her parents got divorced when she was a little girl and her bad physical condition during her teenage years), it could be said that one of the causes was the massive control that the media had over her. Diana confessed in an interview with the BBC that she even tried to commit suicide due to this fact.

The couple gave birth to two heirs to the throne: Prince William in 1982 and Prince Harry in 1984. Diana was responsible for the education of her children. During those years, it was very common to see the princess with her children in public places. She wanted her children to become exposed to the real life of people outside of Buckingham Palace. By showing this interest, people saw Diana as a close figure to them and fell in love with this feature of her.

In 1989 the marriage between Diana and Charles was notably bad. He did not make any effort in denying his meetings with Camila Parker-Bowles. Diana wanted a separation but the royal family advised them not to do so. However, it is in 1992 when the prime minister announces the friendly separation of the couple. She was thirty-one years old.

From this moment on, Diana became independent of the palace where she resided and lived a life in favour of charity. Eleven years after her marriage, Diana focuses her life on helping poor people.

A few months before her death, Diana was spending her last holidays with Dodi, her latest romance. It was very common to see the couple having fun on the beach, where the paparazzi waited every day to take pictures of Diana in her swimsuit. Diana was in a difficult moment with the media as she commented in her last interview in the French magazine *Le Monde*.

3.1.3 Lady Diana in the British press.

Lady Diana became the most important figure for the British press at that time. It was in 1980 when Diana started to be seen with the prince on multiple occasions, and it is also this year when the press starts to be attracted by her.

The wedding between Diana and Charles became one of the most viewed events in the history of television with approximately more than 28 million spectators worldwide.

People loved her, so the press and the paparazzi were very interested in portraying every aspect of her life. It was very common to see pictures of her with her children in the front pages of

newspapers and magazines. Her clothes were also very important for the popular press, as she had a strong sense of fashion and people wanted to dress the same way as her.

A very important event in the life of Diana, and crucial in the media, happened in Pakistan when Diana meets Adrian Ward- Jackson, who possessed the VIH disease. There was very little information at the time about if this disease was contagious or not. However, Diana touched him without gloves without any problem. Those pictures became famous all around the world and increased the admiration that people had on the princess.

In 1996 *The Sun* shows a video in which we can see Diana being unfaithful to Prince Charles, but it was later proved not to be real. It is also in this period when Diana confessed that she was feeling spied on every moment. In this period she starts a fight for her privacy getting to achieve an economic compensation from the newspaper *The Express on Sunday* for making false declarations of her.

After her marriage, Diana was the most photographed person by the press. Paparazzi got to offer 500.000 pounds for a picture of her. Jason Frases, one of her most famous persecutors, got to earn one million pounds for selling pictures of Diana and Dodi. "She was probable the most photogenic person I can ever, ever recall…Editors couldn't get enough of her" said Ian Down, a picture editor, in an interview with Time magazine.

Diana's friendship with other characters such as Donatella Versace or Elton John, who sang at her funeral, made the press see Diana as more than a royal figure, she was also seen as a celebrity.

Celebrities did not have the right to privacy that they have now, so being such an important figure as Diana, paparazzi were turning her life into a nightmare, mainly by introducing themselves into every aspect of her life. It is her death that will make an important change in the press as it was known.

3.1.4 The impact of the death of Lady Diana.

On the 31st of August 1997, Diana died in a car accident in Paris. She was thirty-six years old. The cause of the accident was the excessive speed of the vehicle as it was confirmed that the couple was being persecuted by paparazzi.

The accident was announced by the French minister Jean-Pierre Chevènement. The British country was in mourning. According to the British journal of psychiatry, the suicide rate of women increased to 33´3 percent after the death of the princess. Buckingham Palace became full of flowers brought by people to express their pain and love for the princess. Lots of

celebrities expressed their pain about the death of Diana such as Nelson Mandela and Teresa of Calcutta. The media did not talk about anything else.

Being journalists "guilty" of the accident, the limits of journalism started to be disputed in regards to the private life of celebrities. They were not officially blamed as being the cause of the accident, but to the eyes of people, they were. If they had not been persecuting the princess, the accident would never have happened. Another fact that annoyed people and portrayed the level that the sensationalistic press was reaching is that paparazzi took pictures of the body of the princess when they saw the accident, and we have no news about them offering help. Those images were sold to the media under the amount of a million euros but many of them refused to pay that amount of money. Finally, those pictures were never made public:

> The police said the paparazzi were "aggressive and pushy". Taking pictures through one of the car's open doors, they stopped him from going to the occupant's aid. One photographer told him. "you make me sick. Let me do my job." (The Daily Express, 3 September 1997).

After the accident, newspapers got the lowest number of sells in their history since 1962. Mark Frith, a British journalist and editor, confessed to Time magazine: "For months after Diana's death, I wouldn't mention that I worked for a magazine that published paparazzi pictures because we were the lowest of the low". Tim Rooke, the official photographer of the British royal family, confessed to the same source on what had happened the day after the accident when he went to take photographs outside Buckingham Palace: "I got abuse for members of the public who didn't realize I was an official photographer. It was quite a shock." (<https://time.com/4914324/princess-diana-anniversary-paparazzi-tabloid-media/> 06/06/2019)

According to Robin Callender, a specialist in media, the Protection From Harassment Act was created in the same year of Diana's death and provided celebrities a right to privacy that they did not have before. Robin says that "after Diana's death, the Press Complaints Commision (PCC) beefed up its Editor's Code of Practice to create what it called the "toughest set of press regulations anywhere in Europe". Unfortunately, it came too late because it was not applied until the death of Diana. As Robin Says "the use of long-lens photography to take pictures of people in private places was deemed unacceptable". This is one of the reasons why it is said that Diana's death created a before and after effect in the history of media. (<http://time.com/4914324/princess-diana-anniversary-paparazzi-tabloid-media > 06/06/2019)

Diana's funeral was as popular as had been her wedding sixteen years before. Millions of people were expectant to this funeral and about two thousand people were inside the abbey. Lots of

celebrities assisted. According to the British press, about two thousand million people watched the funeral from their houses, more than those who had seen the wedding in 1981.

Diana's coffin is now located on an island on a lake in a property of the Spencer family and it is visited by a lot of people every year.

3.2 The context of the British press.

Mass media is, nowadays, the most important source of information in contemporary society. Due to its existence, we can find out about events that happen all around the world, political movements, current affairs that happen in our country, and so on. They are responsible for what we know and what we do not know about the world. They are very powerful as well as very influential. The opinions that we create about the events that happen in the world are the result of the influence that they have among us through the way in which they tell us the news. Each newspaper has a different way of reporting the news and this is because there are lots of different ideologies which are reflected in them. As I have mentioned before, the press, as part of the mass media, is very influential so we can know something about the ideology or interests of one person by the newspaper that he or she is buying. This is because what you read is going to formulate your ideologies and will characterise the opinion that you will have about events.

Journalists are those who compose the ideological orientation of each newspaper as they are the ones in charge of writing the content of each newspaper. They collect the facts and write the report that is going to be published. According to Fowler, the event selected is "subject to processes of transformation as it is encoded for publication" (1991: 1). This content is usually the same in every newspaper, however the way in which each one of them narrates the event is very different. The expression and words chosen create the effect that the writer wants to have among the reader. They are also the ones who choose what is relevant to tell and what is not, and they plasm this relevant information in their discourse in a way that he or she believes is appropriate having in count the interests of their target audience. "Writers produce forms and meanings that are presumed to be understood to the readers, provoke reactions, and generally be recipient designed like conversations. (Van Dijk, 1988: 9). However, it is important to keep in mind that journalists have little influence in the values that are embodied in the language, as they are only the workers of an organization which is under the power of the institutional constraints that build the ideology (Fowler, 1991: 46).

Journalists have a big influence in the articles and the cognitive effect that is going to be created in the reader. Both the writers and readers share a common cultural cognitive knowledge. The selection of which events newspapers tell and which ones they do not tell gives us a "partial

view of the world" (Fowler, 1991: 11). It is also evident that different newspapers report in different ways. Ideology plays an important role in this. The selection of the events depends on some political, economic and social factors. According to Fowler "it is important to accept the fact that newspaper publication is an industry and a business, with a definite place in the nation's and the world's economic affairs" so their profit will be to have an influence in the cognitive knowledge of the reader so that the owners of that newspaper can maintain a government that will favour their "commercial ventures". It is going to be expected that the reporting of an event will depend on commercial issues (1991, 20). This is why newspapers differ greatly in the type of events that they report, as well as the way in which they report them. Each one of them has a different ideology that they need to preserve in the readers since it will benefit them.

In this dissertation, I will be focussed on doing the analysis on how different newspapers with different ideologies informed the world about the death of the Princess of Wales. For doing this, it is important to explain the context of the British Press and what is the ideology of the different newspapers, together with the influence they have (depending on the number of sells).

3.1.1 Classification of the British newspapers.

The distribution of the British press is, as in many other countries, geographically divided. There exists the national press, the regional press and the local press. Inside this division, each newspaper has its own frequency. There are daily newspapers, weekly newspapers and Sunday newspapers. The most popular ones are the nationals, as all the country has access to them. Each newspaper is different in the quality of its content. Some newspapers have the aim of informing in a more formal way, giving importance to the event; and there are other newspapers that create their content in the function of selling more copies, so they use some methods for attracting people. We can classify newspapers in quality newspapers, middle market newspapers and popular newspapers.

The quality newspapers are the opposite of the popular ones. They are oriented to an intellectual audience. The articles are longer and the discourse employed is more complex. The most important newspapers inside this category are *The Times*, *The Independent* and *The Guardian*.

Popular newspapers are the most focused on attracting the audience and include a more colloquial discourse, as well as some multimodal strategies in order to attract readers. The articles contain only the necessary information and they usually include pictures in order to make the article seem more attractive. Their discourse is not as complex as those from the quality press and the articles are usually shorter. The most important newspapers inside this category are *The Sun, The Daily Mail, The Daily Star* and *The Daily Mirror*.

According to Van Dijk, quality press "has more schema categories, especially Background, Context, Consequences and Reactions". (1988: 99) while popular press only narrates the main event and excludes its reader from these other factors. The popular press is more likely to include some multimodal strategies for attracting readers. These are factors such as the size of the headline, the colours that imply meanings, the manipulation of photographs in order to suggest another meaning, and so on. Quality press differs from this by creating a detailed narrative.

The ideology of a newspaper is embodied in the language. The aim of the writer is to portray the ideology they have in the discourse, as "institutional concepts have to be translated into personal thoughts. […] Each newspaper accommodates a range of similar voices to accompany the diversity of topics and formats within each day's edition." (Fowler, 1991: 47). Each newspaper has its own sense of news and target audience, so the same topic will appear differently in each newspaper. Writers will use language in order to make the report fit into the structure of the newspaper as well as being loyal to its principles as "anything that is said or written about the world is articulated from a particular ideological position" (Fowler R. 1991: 10). In this way, the same topic will not be portrayed the same way in *The Times* and *The Guardian*. Both of them belong to the same classification of newspaper (quality). However, their ideology plays a special role that will make a big difference in how they employ the language in their discourse.

The political orientation is the most important organization in terms of ideology as newspapers are clearly separated by it. *The Times* and the *Daily Star* are the most conservative newspapers, while *The Guardian* and *Daily Mirror* are the most liberal newspapers. This is reflected in the structure and values of each newspaper.

3.2.2 *The Times* and *The Guardian.*
Due to availability, this dissertation will be focussed on two quality newspapers: *The Times* and *The Guardian*. These newspapers differ from popular newspapers in many fields. One of them being the field of discourse, which will be the focus of this dissertation. Quality newspapers include more extensive articles and narrate the events in a clear way. They do not include as many pictures as can be included in a popular newspaper. Furthermore, they do not have as many strategies for attracting readers. Even though it would be interesting to compare quality and popular newspapers, I will only focus on the comparison of two quality newspapers due to availability.

The Guardian was first published on the 5th of May of 1821 and was founded by John Edward Taylor. It is a daily newspaper and is one of the three most sold newspapers in the UK, after *The*

Times and *The Daily Telegraph*. This newspaper has a big national and international recognition. Concerning ideology, it started supporting the liberal ideals, even though it is known that it has supported the conservative party during the elections of 1955. Nevertheless, this newspaper is considered one of left wing and does not support the monarchy, .These ideals can be seen in its discourse. London is the city where this newspaper has sold most of its copies, its readers being mostly male. It is oriented to a more professional and intellectual public with a strong ideology and strong political interests.

The second newspaper that I will be analysing is *The Times*. It was founded in 1785 by John Walter and it was first called *The Daily Universal Register*. It became *The Times* in 1788. This newspaper is known for having a strong right wing orientation and for supporting the monarchy. The newspaper stopped its publication for a short period due to disruptions in the management. However, the newspaper started being published again without losing its reputation. Nowadays it is still one of the most sold newspapers in the UK and it is the most sold quality press newspaper, selling more copies than *The Guardian*.

It is evident that both newspapers, with very different ideologies, will narrate the events in different ways. All of their articles will be written based on the ideals that they want to transmit. The way in which they write their articles will be conditioned based on these ideals. So in this dissertation, it will be analysed which *news values* are employed by each newspaper and which lexis is the most employed by each of them, to see how having different political orientations can make a difference in the discourse. This concept of *news values* will be explained in section 4.1.3.

4. Theoretical framework

4.1 The discourse of news values analysis.

On the 31st of August 1997, almost every newspaper reported the death of Diana on its front page. This means that the death of Diana was *newsworthy*. The meaning of this concept will be explained in this chapter, as well as the factors that make an event newsworthy. But before explaining this, it will be necessary to explain some concepts.

The factors that need to happen in order to create a good article are the following: there has to be an event and this event has to become news. An event is something that happens in a determined time and space, but not all the events that happen in the world become news.

> News values are widely conceived of as selection criteria that are applied to the event that has taken place and whether it is to be selected for investigation by a journalist. (Bednarek M. Caple H. 2017: 31).

For establishing an event as newsworthy it is necessary to pay attention to semiotics. As I have previously mentioned in the previous chapter, the press has a big influence among the readers and it has the capacity of influencing our opinions about what they are telling us. Because of this, they use some values that are going to attract the public and influence how the news is perceived. Fowler investigates the reporting of the "news" as a construction of the events. He maintains this perspective that journalists construct the event according to their interests and ideology. However, Bednarek and Caple adopt a position between realism and constructivism. They do not defend the idea that journalists narrate the event itself without changing it in order to make it attractive, nor do they defend the idea that journalists construct the event. They defend the idea that an event must contain certain news values in order to be selected by journalist to become "news". "News values are widely conceived of as selection criteria that are applied to the "event" that has taken place and whether it is to be selected for investigation by a journalist" (Bednarek M, Caple H., 2017: 31) but they also consider the question of construct the news in the discourse and "how news are communicated through discourse" (Bednarek M., Caple, H, 2018: 43).

As I have previously explained, the press discourse is influenced by the ideology that each newspaper has. "The articulation of ideology in the language of the news fulfils, cumulatively and through daily reiteration, a background function of reproducing the beliefs and paradigms of the community" (Fowler R., 1992: 124)

What I want to achieve in this dissertation is a vision of which values are employed by each newspaper and how their ideology can have an influence in their discourse. This research can

also give us information on which semiotic resources are more employed depending on the theme. I will focus my analysis on Bednarek's theory, who has made an investigation about the discourse of news values, a concept which will be explained later.

4.1.1 Key concepts. (event, news and multimodality)

Before starting explaining, it is useful and necessary to explain some concepts that will be employed in the dissertation.

- Event.

The event is the most important part of the journalism process, without it, there would be no news. An event can be defined as something that takes place in a particular time and place. There will be circumstances to make an event worthy to tell or not. The features that can make an event newsworthy are the people that are involved, the things that happened, etc. I will take the death of Diana as an example to explain this concept.

According to Bednarek and Caple "when we use the term event we use it as a cover term for events, issues and happenings, including elements or aspects of these. (Bednarek M., Caple H., 2017: 6).

Diana died in a car accident with her lover in Paris. If it were a "common" person who had died in the car accident it would not have had any impact. It would probably be announced in newspapers one day and will be forgotten the next day. However the fact that the *event* concerned a famous person added value to the event. It would also be different if she had died by an illness, or if the death was something expected. But the fact that the princess of Wales had died at the age of 31 in a car accident running away from paparazzi and accompanied by her lover was a very *newsworthy* event.

Not every event ends up being news, there has to exist some factors that make the event as something worthy to tell. Journalists share common knowledge with their audience, as they have a common culture, so they are able to distinguish which events they should include in their newspaper. This is why an event must attract journalists so they can turn it into "news".

- News.

Bednarek refers to the term news as "new information". They are facts about some new events that can make changes within society. I have previously explained what an event is. *News* is the publication of this event to the population. Newspapers provide news every day, and the news will depend on the interests of the audience. According to Fuller (1996: 6) "News is a report of what a news organization has learned about matters of some significance or interest to the

specific community that news organisation serves". This means that the fact that an event becomes news will depend on the type of society that it is addressing and also on the newspaper. There can be newspapers that include some news that is not included in another as they are going to choose those events that will interest their target audience. Therefore, the news organizations will be the ones deciding which events to communicate to their readers depending on their interests.

- Multimodality

Multimodality is another key concept that will be important for this dissertation. Bednarek and Caple define discourse as multimodal when they combine two or more semiotic modalities. This modality can be an image and discourse. "Further, we use the term semiotic mode to refer to meaning-making systems (image, language), while the term semiotic resource is used to refer to linguistic and visual techniques." (Bednarek M. Caple H. 2017).

We could say that multimodality is the combination of two or more semiotic modes in the same article. For example, an image together with an article is reinforcing some news values. This will be deeply explained later in section 5.2. As visual modes I am not only referring to images, there are other visual elements that can have an influence on discourse. These are elements such as colours of the words, typography, all of these factors imply a meaning.

4.1.2 Newsworthiness.

Newsworthiness is a combination of factors in the field of news reporting. It exists in the cognitive aspect of society. As I have explained before, journalist share common knowledge with the readers, so they are able to know what events are going to be of interest since they are who select the events and turn them into news. It is difficult to give a detailed explanation of what newsworthy is because not every academic has the same belief of what the concept means.

Galtun and Ruge propose that *newsworthiness* resides in the event itself. They propose that "the more an event satisfies the criteria/ news factors, the more likely that it will be registered as news and that "once selected, those factors are going to be accentuated by distortion" (1965: 65). In other words, they say that *newsworthiness* is in the *realism* of the event and that the selection of an event must be newsworthy before turning into *news*. However Bednarek and Caple do not agree with this assumption because: "(i) it treats events as monolithic; (ii) it assumes newsworthiness can easily be objectively determined and that events are either newsworthy or not; and (iii) it seemingly ignores human intervention (social cognition and discursive mediation)." (Bednarek M., Caple H. 2017: 31).

On the other hand, there is another theory which is that *newsworthiness* is created by journalists once the event is selected. Academics like Fowler state that "real events are not intrinsically newsworthy, they became news when they are selected for inclusion in news reports." (1991: 11). According to this, newsworthiness resides in the construction of the news by journalists because "news stories are constructed on the basis on mental categories which are present in readers and built by the media" (1991: 19). Following this theory, we should conclude that society has a cognition about what is newsworthy or not, so journalists should construct *news* based on that cognition that both writer and reader share.

However other academics such as Bednarek and Caple adopt the concept of newsworthiness in a middle position between these two aspects. For turning an event into news it has to contain some aspects in order to be selected as one, a non-newsworthy event is not going to become news. However, there are certain aspects that can be constructed through discourse and that are going to attract the audience or change and influence the perception of the reader. For this dissertation, I will adopt this position as Diana's death was newsworthy because of the features of the event: the princess of Wales had died in a car accident in Paris. This event was newsworthy by itself. However, there were many ways of telling the story and constructing the discourse. This will be developed later.

There is some news that is more likely to be newsworthy than others. These are the "hard news". Bad news will be more newsworthy than "soft news" as they have to be published quickly, while soft news can wait to be known as they are probably less attractive to the public. "In a democratic society, the role of the news media is not to mirror the world as it is, but rather to spotlight and draw public attention to problems and situations that need solutions and repair". (Shoemaker, P. 2006: 108). According to this quote, negative events are more likely to be published by journalists. They are events such as crime, accidents, damage and tragedy. The narration of hard stories develops until the problems are solved. When a problem occurs, the media is going to publish articles concerning this fact until it is solved. This is why negative stories are newsworthy, as they are something that concerns the society and provides the newspaper a guarantee of having articles for many days. The death of Diana is a clear example of this. After her death, all newspapers were publishing articles about her death for weeks. But it did not finish there. Nowadays we can still read articles about that accident. News about the judgment of paparazzi or theories about whether the accident was induced or not are still being published. "The newspapers are bound to be interested in Royalty, because the Royals symbolize hierarchy and privilege, and because emphazising the "naturalness" of hierarchy a privilege serves the interests of capitalism, in which the newspaper industry participates." (Fowler 1991: 20)

In conclusion, a newsworthy event contains some aspects that society is mentally programmed to conceive as important. Writers will use the discourse (or image) to discursively construct it to call the attention of the audience between other reasons. Journalists share common knowledge about what people want to know, so they are able to select those events that are more important to tell.

Having explained this concept, I will now explain which aspects t an event must contain to be newsworthiness.

In order to report a newsworthy event, journalists consciously or unconsciously use a range of criteria that will condition the selection of the event. These criteria are "news values" or "news selection criteria".

4.1.3 News values.

The more news values an event contains, the more newsworthy the news will be. Many linguists have studied this concept, however, it is still not very developed and its importance is very significant in the field of reporting news. I have investigated the use of news values based on the book *The discourse of news values*, by Monika Bednarek and Helen Caple.

Bednarek and Caple base their work in the investigation of those news values suggested by Galtung and Ruge in 1965. Their work has been helping many researchers on their investigations about news values. Therefore, Galtun and Ruge proposed twelve news values which are the following: frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, reference to elite nations, reference to elite people, reference to persons and reference to something negative. However the ones that Bednarek and Caple study in their work, and the ones in which I will be focusing on, are: *negativity, impact, proximity, timeliness, unexpectedness, eliteness, superlativeness ,personalization, aesthetic appeal and consonance.*

As I have said, newsworthy can be constructed in the discourse, but there are some factors that will mark the selection of news to be build up as newsworthy. News values derive from the social culture, political ideology, nationality and so on (Van Dijk, 1988:27).

I will make mention of *commercial values*. The word *commercial* gives us a clue about what they are associated with: money and convenience. These are those values that are going to influence the selection of the story and they are such as competition between newspapers, the target audience, etc. The story can be influenced by other factors such as the proprietor, politicians, someone from the power elite, etc. All of these commercial values influence the story selection and have to be analysed in the same way as news values. In this way, a newspaper such as The Times can be influenced by their pro monarchical attitude. These

commercial values are classified by Bednarek and Caple under the category of "news selection factors" and this is how I will be treating them.

I will now explain each of these news values, so we can later do an analysis of the newsworthiness of Diana's death focusing on them.

As a first explanation, I will quote Bednarek and Caple's definition on each news value. All of the first definitions will belong to the book "The discourse of news values" published by Monika Bednarek and Helen Caple in 2017.

4.1.4 Eliteness.

> *The event is discursively constructed as of high status or fame (including but not limited to the people, countries, or institutions involved).*

Eliteness refers to the mentions to those characters or institutions that belong to power and elite. Depending on the person or institution, Bednarek incorporates different ways of *eliteness*: stars, expertise, authority, celebrity, fame, or stardom.

Elite people are more newsworthy than events affecting ordinary people. Galtun and Ruge suggested that "media pay attention to the rich, powerful, famous and infamous. Stories about important people get the most coverage." They say that journalists know that news about elite people will have more consequences in the newspaper.

Between all the types of *eliteness* that Bednarek proposes I consider Diana as an authority because she was a member of the monarchy, therefore she is an authority to the media. However, I consider her a celebrity as well because of her proximity to the world of fashion and her friendship with other celebrities. All of these factors have made the media treated her as a very important figure.

This news value is also connected to cultural proximity as it is going to depend on the audience, the culture and the power people in the different countries are. What is considered *eliteness* in one society does not have to be the same news value in other societies.

Focusing on the event of the death of Diana, the main factor that made this event newsworthy is the news value of *eliteness*. One of the most influent and popular people of that time had died by accident. The strength of this news value is even higher in this event because it also concerns other people whose names will mean *eliteness*: the British monarchy. In all the articles of Diana's death will be referencing (good or bad) to Prince Charles, her children, the reactions of the Queen, the famous friends who had attended the funeral, etc. On the other hand, there will also be references to her current lover who was the son of the owner of the Harrods Market.

Diana meant something more than just one dead princess. It meant news about everyone who surrounded her, who were just as famous as her. I will explain this contrasting the accident with the death of a general from the army.

When a figure such a general or a soldier dies, *eliteness* is suggested because he is an authority. Articles about him are going to take place in newspapers and of course, his family is going to be mentioned. Diana and Charles were divorced when the accident happened, and Diana's mother, brother and sisters were still alive. However, the media were more focused on portraying the royal family (who were not so close to her) than her real family. This will be later analysed and contrasted.

> **The queen** sphinx-like, the **prince of Wales** as if broken. **William** masking his feelings with what looked like boredom. **Tony Blair** taking his control of the significant pause close to the point of self-parody. Then **Elton John**, professionalism carrying hinm through when everyone insisted he would break down.

> At times it seemed more like a film premiere, with the crowds cheering a celebrity guest list that included **Tom Cruise**, his actress wife **Nicole Kidman**, wearing a black hat, **Tom Hanks, Chris de Burgh, Sting**, his wife **Trudi Styler, Duncan Goodhew, Steven Spielberg, Luciano Pavarotti, Diana Ross, Lord Attenborough, Sir David Frost, Sir CLIFF Richard** and **Imran Khan.**

> (*The Guardian,* 8 September 1997).

This is an excerpt from *The Guardian* on the day of the funeral. As we can read, people attending the funeral were very important, as well as the description of what they were doing.

This is why eliteness is the most important news value in the event of Diana's death, because it does not involve only Diana, it involvedDiana and the British monarchy at a time when media was very interested in the relationship of Diana and the monarchy, as it happened after the divorce of the couple.

4.1.4 Negativity

The event is discursively constructed as negative, for example, as a scientific breackthrough or heroic act. (Bednarek M. and Caple H, 2017:55)

Negativity is included in the majority of news. Bell defines it as "the basic news value". This concept includes the description of natural disasters, injuries, accidents, political conflicts and so on. Even though the fact that a piece of news is negative depends on the audience, as well as the culture to be seen as negative or not. For example, the permission of homosexuality could be seen as positive in some countries but negative in others. However, there are other themes such

as famine or poverty that always imply negativity. Diana's death, having been an accident and a tragedy, is inside this category and even more having in count the impact that this character had. The construction of negativity on the discourse is created through lexis that defines negativity or conflict. But it does not only depend on the lexis, as there can also be negative descriptions.

> The life of Diana was a **tragic** story. We may now be embarking on the sequel: **The tragedy** of Charles III. But maybe there is never going to be a Charles III.
>
> There were no clouds in the sky. The sun glinted on the St Jame's Park lake, and the stonework of the palace gleamed. It felt like the capital of a different, distant country.
>
> *(The Guardian,* 8 September 1997*)*

This is an excerpt from *The Guardian* and we can see *negativity* in the use of words such as *tragic, or tragedy*. We can also appreciate it in the way that they described the landscape in a way that designates sadness.

According to Bednarek, within negativity we can find the attention to the behaviour of protagonists and its description. Newspapers showed a lot of attention to the reactions of Prince Charles and the Queen, as well as her two sons William and Harry. Bednarek classifies the description of behaviour as:

- Labelling emotions: the description of the emotions that the characters are showing. If the person is sad, happy, tired, etc.
- Describing emotional behaviour: this kind of description is focussed on how the person showed his or her emotions. This concerns to facial expressions, or things or quotes that this person has said.

> Rarely has body language said so much as when Prince Charles put a **supportive hand** on his sons' arms and shoulders. There was also his **quiet, protective presence** as they shared their **pain** with the public. *(Daily express,* 8 September 1997*)*

Negativity can also be expressed by the writer of the article.

> Were he still her husband, it would not have been expected. As her distanced ex-husband, who has uttered **no apology** for the way he **betrayed** her during their marriage, a gracious **tribute** would have seemed appropriate. (*Daily express*, 3 September 1997)

As I have mentioned before, negative news is newsworthy because they need to be told immediately. It is not to strange that negativity is one of the most employed news values in the event of the death of Diana.

News values can be mixed, this means that we can find different news values mixed creating a more newsworthy story. This is what happens with the event of Diana's death. Even when I write Diana's death I am mixing two news values: *eliteness* (Diana) and *negativity* (death).

I should highlight the fact that almost every news in newspapers are negative because they are the ones that interest people. It is obvious that the mixture of two of the most powerful news values was going to be very newsworthy. It was a negative piece of news about one of the most important characters from the elite of the moment. The use of both news values is going to make this event a very newsworthy story that will carry lots of articles and news for days and years.

4.1.5 Personalization.

> The event it discursively constructed as having a personal or human face (involving non-elite actors, including eyewitnesses). (Bednarek M, and Caple H, 2017: 55)

Bednarek defines it as "giving a human face to the news through references to "ordinary" people, their emotions, views and experiences." Relating to Diana's death, this concept is present in the articles about her death. Giving the word to the public was an employed method by some newspapers, explaining how they were feeling and how the country reacted to her death. We can identify this news value by the use of proper names, personal description (physical appearance and age), job and so on. We can also identify them by the quotes stated by these people, including in the article something that has been said by a common person. This can be made in the direct speech (mentioning the exact words that have been said by the person by the use of quotation marks), or the indirect speech (the narrator introduces what someone has said in the discourse with his own words). According to Bednarek, using the direct speech is more common for introducing personalization because it is directly including someone in the article, giving importance to a common person.

> "It's unreal, isn't it?" said Sarah Fleming, **an art student**. "You know it can't be her, but you have this silly feeling that it just might be". **Her friend** Annie had a more prosaic explanation: "You don't realise how much we all look like her, well those of us who are blonde. I'm not conscious of copying her but I suppose I must" *(The guardian, 7 September 1997)*.

Even though personalization concerns common people, we cannot exclude elite people from this news value. When an authority character is referring to the population, he or she is, in a way, is

creating personalization, because the point and the importance is on common people and not in the elite.

> The **Jewish community** also held a service of tribute at the Western Marble Arch Synagogue in London, addressed by Dr Jonathan Sacks, the Chief Rabbi, and the Israeli ambassador. Dr Sacks said: "The service of tribute represents an unprecedented outpouring of grief and a passionate desire on the part of the **Jewish community** to identify with the nation." (*The Guardian,*7 September 1997)

This quote includes personalization because the person speaking is representing Jewish people.

It would not be appropriate to think that only the direct and indirect speech can include personalization. We can find in newspapers articles about one specific person and it would also be personalization, as the event includes some other news values that made the news newsworthiness to include in the newspaper.

4.1.6 Proximity.

> The event if discursively constructed as geographically or culturally near (in relation to the publication location/ target audience. (Bednarek M. and Caple H, 2017:55)

Proximity is the news value in which it references to everything close to the audience is present. It is going to depend on the audience. We can identify it when we find references to the names of places that are culturally close to the population. For example, regarding Diana's death we find many references to Buckingham Palace or London on many occasions.

> The cortege had turned into **Hyde Park**, embarking on the long ribbon of **South Carriage Drive**. The tree- shaded avenue past the **Albert Hall and Albert Memorial** had been lined with onlookers waiting in respectful silence since early mourning. (*The Guardian,* 7 September, 1997)

Grammatically speaking, we can also find it in the use of the pronouns "our" or "we", of nominal phrases such as "the nation" or "the country". It is about relating the event with society and its culture.

This news value is again, going to depend on the culture. For example, in the following quote, there is a mention to the Domesday Book, a book that collects the history of Britain and is very familiar to society. However, it can be unknown for someone outside the British country and who has no knowledge about the British culture.

> First mentioned in **The domesday book**, the church was rebuilt by the Spencer family in 1515. (*Daily Express,* 2 September 1997).

It is also important to highlight the fact that the mentions to Diana's new boyfriend Dodi Al Fayed, whose name goes sometimes followed by some reference to Harrods. In order to understand this, it is important to mention a strategy pointed by Bednarek which consists of "to transfer a distant event to a closer location". I will explain this strategy with the following example:

> **Mohamed Al Fayed** has promised against the photographers he believes are responsible for the deaths of Diana and Dodi. **The Harrod's Boss** will also be eager to examine (…). (*Daily express,* 3 September, 1997).

The writer of this quote has associated a foreign person with a very different culture to the British country. By the mention to Harrods, an icon of the city of London, the narrator has created proximity with the British population. This strategy is used almost every time that Dodi is mentioned.

Proximity is also one of the most employed news values in the reports of Diana's death, and I will be showing it in the following analysis. As the country was shocked by the news of the death of Diana, proximity is a very well used news value. I have explained before that news values are going to depend on the audience. In this way, the closer an event is to the target audience, the more newsworthy it is. Previously in this work, I have explained why people loved the British monarchy and its influence in society. Monarchy and society are very close, so an event concerning the monarchy will imply proximity.

4.1.7 Superlativeness.

> The event is discursively constructed as being of high intensity of large scope/ scale. (Bednarek M. and Caple H, 2017:55)

This news value consists of introducing in the discourse some words or grammatical constructions that intensify what they are telling. It is about providing the event an intensity that it probably did not have, but it is going to attract the reader. We can identify it by the use of adverbs of quantity, numbers, amount, size and so on.

I will explain this news value through the classification that Bednarek has made of the ways in which we can find *Superlativeness*.

1. Grammatical intensifier. According to Bednarek, we can include here adjectives and adverbs which attribute intensity to the story. On the example that I propose the use of the adverb "considerable" gives strength to the sentence.

   (…) his haunt near the Ritz, said he had a **considerable** capacity for the drink . (*Daily Express,* 3 September, 1997).

2. Quantifiers. It consists on the use of, as its own name suggests, quantifier adjectives or expressions of amount that are going to indicate the importance of the situation. Here we include numbers, expressions of quantity such as *many, a lot of, etc*.

   (…) Henry Paul, was **more than** three times over the French drink- limit when he crashed at high speed. (*Daily Express,* 3 Septermber 1997).

3. Intensified lexis. In this category lexis whose meaning describes superlatives is included. This includes adjectives, names, verbs, adverbs, etc.

   (…) not just from the faces of a **suffering** nation who had gathered *(...) (Daily Express,* 2 September 1997).

4. Metaphor and simile. It consists on the metaphorical use of the words in order to create intensity. I will show this in the following example in which the queue of the palace is compared to a river, implying that the river was long and that people were very sad.

   The great queue stretched around the palace **like a river of sadness** (*Daily Express*, 2 September, 1997).

5. Comparison. It is about the use on comparatives and superlatives clauses.

   The country's largest building *society, Nationwide*. (*Daily Express*, 2 September 1997).

6. Repetition and additional resources. It consists on the repetition of words to emphasize the importance of an event. Unfortunately, I have not found any example of this in any article concerning Diana's death.

   The **most terrible** moment of this **most terrible** day was written on the faces of the two young princes. (*The Guardian,* 7 September 1997).

4.1.8 Timeliness.

The event is discursively constructed as timely in relation to the publication date: as new, recent, ongoing, about to happen, current or seasonal. (Bednarek M. and Caple H. 2017: 55).

This consists in the use of time expressions in order to make the reader know that the news is as recent as possible. This is created through the use of adverbs of time such as *today, later, this week, currently, etc*. However, we should not consider every expression which contains one of these adjectives as an instance of *timeliness* when only referring to current events.

> Princess Diana came home **last night**- to tears, a dying sun and a cold breeze rippling the Royal Standard which draped her coffin. (*The Mirror,* 1 September, 1997).

Timeliness is also an important news value regarding Diana's death because it was important to make people know about the newness of the situation. I have said before that sad news was the most newsworthy because they had to be told very quickly. The same happens with timeliness. The newer an event is, the more newsworthy it will be. So this is another news value that made the death of Diana newsworthy, they had to talk about it quickly.

4.1.9 Impact.

> The event in discursively constructed as having significant effects or consequences (not limited to impact on the target audience). (Bednarek M. and Caple H. 2017:55)

This news value is about evaluating the event. It employs a grammatical construction that is going to classify the event as very important. These are words such a *historic, important, grandious, etc*. According to Jaworsky, it is important to consider the writer's speculation as impact, because it is not necessarily the truth. Often, this news value is combined with *Negativity*, in this way the news is going to became more newsworthy. In the case of Diana's death, the combination of impact and negativity is important as one word that is going to be employed multiple times to describe the event is terrible.

> […] Diana, Princess of Wales, which damed the House of Windsor for its falure to love the most hunted person of the modern age and, in a single act, **has changed British history.** (*The Guardian*, 7 September 1997)

4.1.10 Unexpectedness.

> The event is discursively constructed as unexpected, for example, as unusual, strange, rare. (Bednarek M. and Caple H., 2017:55)

This new value is about creating sentences that will point out something that we are not used to. We can identify it by the use of certain words such as *unusually, surprisingly, unexpectedly, etc*. We can also find it through grammatical expressions like the one that I propose in the following example.

Neighbours in his home village of Whittington, Shorpshire, **were unaware** of Mr Rees-Jones life as a body-guard. His father in law farmer Ieuan Jones revealed that only his inmediate family knew he was Dodi's bodyguard. (*Daily Express,* 2 September 1997).

We can also find it in comparison with other events because a lot of time has passed since the last time that a similar event happened. We can also find in contrasting clauses with the preposition *but* or by the use of *even though.*

I have already explained all the news values that are employed by newspapers, according to Bednarek and Caple, to make news newsworthy. In conclusion, I should say that news values are what make the event newsworthy, some of them come with the event itself (*Eliteness, Negativity*) and others need to be created through discourse (*Superlativeness, Unexpectednesss, Impac*t). The event of Diana's death had many of these news values, but others had to be created through linguistic resources in order to create the effect that the media wanted.

News values are employed by every newspaper and they are used in all newspapers when talking about the same event, independently from the ideology. However, they do not employ them in the same way.

In the following section, I will do the analysis of which news values are the most employed by newspapers on Diana's death and I will analyse how the employment of this news values can change depending on the newspaper's ideology.

4.1.11 Aesthetic appeal

The event is discursively constructed as beautiful (visuals only). (Bednarek M. and Caple H., 2017:55)

This news value is only applied to visuals, so I will focus on the images included in some articles. *Aesthetic appeal* is constructed in visuals by factors such as the technique of the picture and the composition. This concept will be deeply developed later with examples of The Times and The Guardian in section 5.1.

4.1.12 Consonance

The event is discursively constructed as (stereo)typical (limited here to news actors, social groups, organizations, or countries/ nations). (Bednarek M., Caple H., 2017:81)

This news value is included in the discourse by the inclusion of words that make the reader know that it is something common or that it has already happened before. It can be employed by the use of words such as *typical, famed for, once again* and so on. As it is to expect, this news value depends on culture. What is t*ypical* in one culture does not have to be *typical* in others. Bednarek likes to refer to this news value as the use of the stereotypes of one culture.

Consonance can be references to someone who always behaves in the same way (*typical, legendary*), a comparison with something that has already happened before (*once again*), or references to something known by everyone (*well- known*).

Her life and death are likely to acquire the same **iconic** significance as Kennedy's. (*The Guardian*, 1 September, 1997).

The people were, **as ever this week**, the first to feel, to understand, what had happened. (The Guardian, 7 September, 1997)

5. Data and methodology

This dissertation is focused on the study of how *The Guardian* and *The Times* portrayed the death of Lady Diana. In order to do this, I have done research about all of the articles published by English newspapers between the 1st of September of 1997 (the day after her death) and the 8th of the same month (the day after the funeral). In 1997 the internet was not as common and accessible as it is now. Nowadays every newspaper has its online version. However, in 1997, this feature was not common so it is not easy to have access to the archives of newspapers. Only the *Daily Express* has the online version of the archives of those days. All of the archives are available in the British library but they are not freely available online. Finally, by doing a private personal subscription to *The Times* and *The Guardian* I got access to some of the old archives. Unfortunately, one worker of The Times informed me that not all of the articles written in those days have been adapted to the electronic version. As a result, this dissertation will be based on the articles that are available by subscription to the online edition of *The Times* and *The Guardian*.

As mentioned in section 3.2.2 I have decided to focus this dissertation only in quality press newspapers with different political orientations in order to investigate how their ideology is shown in the words they use. *The Times* and *The Guardian* are two of the most sold newspapers in the UK and, as I have explained in section 3.2, they are written for an audience with a clear political orientation.

The Times is a right wing and pro-monarchical newspaper, while *The Guardian* is from left-wing and it does not support the crown.

My data are as follows: a total of 9 articles from *The Times* with 10465 words, and 8 articles from *The Guardian* with a total of 8840 words (headlines and articles). All of the articles date from the 1st to the 8th of September in 1997.

As I worked with words in order to see which are the most common ones employed by each newspaper and associate them to which news values are employed, I have used a computing tool called ProtAnt, created by Laurence Anthony. This tool will show me the most employed words in the articles of each newspaper, as well as its frequency. After the results, I will make a classification of the seventy most frequent lexical words and proper nouns and the seventy most frequent grammatical words and forms of *do*, *be* and *have*. Thanks to this tool I will be able to compare what the most common words are used by each newspaper and study if they are relevant or not in the discourse.

Secondly, after the result I will get by using ProtAnt, I will introduce the most relevant words in another computing tool called AntConc, created by Laurence Anthony as well. This tool serves

to provide service about corpus. Firstly, I will introduce all of the articles from the newspaper that I want to analyse. Secondly, I will write the word that I want to see in which context it is employed and how it is discursively constructed. This will provide me a wide range of information on how the most important words were employed by each newspaper as well as the concordances.

Lastly, I have done a careful manual analysis of each article, in order to find those news values that cannot be found using the ProtAnt or the AntConc, due to the context. As there are some news values, such as *superlativenes*, that need a further study because they do not have a clear structure and appear in the context. I have also done this hand technique for the analysis of obituaries (case study 2).

As I have explained before, newspapers did not have an online version so I could not find the official front page. I had to search them on Google and take a screenshot of them as this was the only possibility.

All of this methodology has provided me the information to get a conclusion about the discourse of news values in the reports of Diana's death, as well as how newspapers employed words to support their ideology and have an influence on the reader's mind.

6. Findings

6.1. Empirical analysis of news values in *The Guardian*.

For doing the analysis of this newspaper I will analyse a total of 8 articles between the dates of the 1st September to the 8th of September. As I have already mentioned, this newspaper has a total of 8840 words (counting articles and headlines). I will make the analysis focusing on words. I will separately analyse the body copy in the articles, in order to see the news values most employed in the reporting of news, from headlines, in order to see which are the news values employed for attracting readers and summarise the event.

As I have explained before, *The Guardian* belongs to those quality press newspapers and it has a defined left- wing ideology and no monarchical.

First I will use the ProtAnt to see which are the most common words and its frequency.

Grammatical words and forms of *do*, *be* and *have*.	*The, of, and, a, to, in, was, her, that, as, on, had, at, she, by, for, but, with, it, were, not, his, more, been, he, be, on, they, from, there, this, is, their, have, I, would, even, into, said, who, which, did, has, no, when, much, its, or, about, other, then, could, also, another, up, made, most, only, so, than, being, we, out, like, between, some, many, through, because, those.*
Lexical words and proper nouns.	*Diana, princess, prince, one, after, royal, public, all, Wales, Dodi, photographers, palace, car, first, time, never, queen, Ritz, people, crash, driver, before, French, Spencer, death, Paris, private, way, family, Mercedes, couple, two, life, lady, five, young, woman, mother, marriage, press, year, now, days, close, years, left, later, earlier, side, paparazzi, Fayed, world, scene, love, Charles, William, Buckingham, usually, attention, media, clear, continues, holiday, yesterday, hospital, hotel, Britain, tragedy, moment, London*

Table 6.1.1 **Most typical grammatical and lexical words in *The Guardian*.**

The results that the ProtAnt provides us is that *eliteness* is the most employed news value as we can see there are many words relating to popular people and power institutions. These are words such as *Diana, prince, royal, Dodi, palace, queen, Ritz, Spencer, Charles* or *Buckingham.* All of these words design elite figures relating to the British culture. *Negativity* is also present as it would be to expect because this is the reporting of an accident. It is the second most employed news value by *The Guardian*. The words associated with *negativity* are: *death, crash, hospital* or *tragedy*. We can also find words associated to the news value of *proximity*, words that indicate the close relationship of the newspaper and the audience. These are words such as *Buckingham or Wales*. The last two words (*Buckingham* and *Wales*) could be considered a combination of *proximity* with *eliteness* as *Buckingham* is a power institution but it is also a symbol of the country. The same happens with *Wales*, it could be considered *proximity* because it belongs to the country but we could also consider it *eliteness* as many times it occurs together with "Princess of Wales". I have explained the combination of both news values in the section 4.1.3. We can also find the use of *timeless* in the words *first, before and now.* These words are the evidence that the writer is narrating the course of the event, giving evidence of the newness of the story.

If we focus on grammatical words, there are lots of words which are multifunctional. These are words such as *the, of, and, to*. However, we can appreciate the use of *superlativeness* with words relating to quantity such as *than, many, much* or *most*.

As I have already mentioned, *eliteness* is the most employed news value so I will show a screenshot of tables on the frequency of the three words with the highest frequency: *Diana* and *princess.* I have decided to exclude the frequency of the other words because some of them are multifunctional and will not provide useful information for this research. Others are useful for news values but will not provide information about how ideology affects the language. These three words will be later analysed with a corpus tool to see their most common concordances.

	Keyword	Freq		Keyword	Freq
8	her	101	26	princess	42
9	that	86	27	been	40
10	as	84	28	he	38
11	diana	76	29	be	37
12	on	73	30	prince	37
13	had	73	31	an	37

Table 6.1.2. **Number of frequency that the most important words have got in *The Guardian.***

The study of how newspapers decide to refer to call Lady Diana is important because it will provide useful information about how ideology affects language. As we can see in this image, this newspaper refers to Diana by using her real name 76 times. On the other hand they have called her princess 42 times.

I will now do the analysis of the headlines, which is really important because they contain the sentence that is going to attract the reader to the article. The headline must contain the most important information. Below I have written all of the headlines of each article to see which news values were most employed to attract readers.

HEADLINE *The Guardian*	NEWS VALUES
"How a game of cat and mouse ended with **carnage."**	*Negativity.*
"Diana's body flown back to **Britain."**	*Eliteness, proximity.*
"The people's **destroyer."**	*Negativity.*
"To speak of emotion conveys sincerity."	*Personalization.*
"She may be at peace. **The nation** is not."	*Proximity, negativity.*
"World weeps for **the queen of hearts."**	*Personalization, eliteness, negativity.*
"Spare **the princes** from **Diana's** fate."	*Eliteness.*
"Diana, **Princess of Wales** obituary."	*Eliteness, negativity.*

Table 6.1.3. **News values on the headlines of each article.**

As it is shown in the table, *eliteness* is again the most frequent news value. Journalists from *The Guardian* know that mentioning power figures attracts the public.

Below I show the analysis of frequencies that the ProtAnt tool provides us. The word *Diana* is employed two times while the word *princess* only once. Just as it happens with the articles, *The Guardian* prefers to refer to Lady Diana by using her name.

	Keyword	Freq			Keyword	Freq
1	the	4		39	princes	1
2	of	4		40	from	1
3	diana	2		41	fate	1
4	s	2		42	princess	1
5	she	1		43	wales	1
6	may	1		44	obituary	1

Table 6.1.4. **Number of frequency that the words *Diana* and *Princess* have got in *The Guardian*.**

In order to have a more complete framework of how this newspaper refers to Diana, I will now show the results of the corpus analysis. The AntConc tool will help me to see the most common concordances for these two words.

The word Diana will be the first one analysed.

Concordance Hits 76

Hit	KWIC
1	one-week holiday was at an end and Diana, after spending most of August on the French
2	long since closed for the evening. But as Diana and Dodi sped away, the photographers leapt onto
3	s-Jones, made another attempt to accelerate away. Diana and Dodi were sitting in the back seat,
4	gh given the tormented state of relations between Diana and her ex-husband, the change is a
5	egedly detailing a telephone conversation between Diana and a lover, the story was widely disbelieved
6	phed. It was a curious relationship, that between Diana and her photographers. She could be at turns
7	frenzy which had enveloped her all summer. But Diana and Dodi 's departure from Sardinia had not
8	night the perennial problem presented itself for Diana and her friend: how to leave the Ritz
9	those leaving and points out directions. But for Diana and Dodi, there was little prospect of anonymity
10	such was the enthusiasm, high and low, for Diana and such was the shortage of other supposedly
11	moment, perhaps, that reality began to sink in. Diana and Dodi are dead. She was 36. He was 42.
12	BMW motorbike, and reached for his mobile phone. Diana and her companion, meanwhile, were stretching the
13	probably, not many answers. Even before Princess Diana and Dodi Fayed had strolled through the baroque
14	emely difficult to cut through and reach Princess Diana and the injured bodyguard in the front seat
15	iscretion. At the very beginning of their romance Diana and Dodi stayed in the Imperial Suite. Le
16	in the past. The game plan was that Diana and Dodi would spend the night in the
17	eals itself - to itself Julie Burchill celebrates Diana as a glorious force for republicanism Front pages
18	e, publicly or privately, was delighted with Lady Diana, as were the photographers and their editors. Sh
19	after the crew stopped the 'paps' from snapping Diana as she swam with Dodi in a nearby
20	to find a driver to take him and Diana back to the 16th arrondissement, in a bullet-
41	is any consolation, is that the reputation of Diana, Princess of Wales, as a beautiful, winning, int
42	serious. At around 3am - 4am local French time - Diana, Princess of Wales, was pronounced dead. Bruno R
43	their children, and the demotion in title to Diana, Princess of Wales. It is almost impossible to
44	night with the body of his former wife, Diana, Princess of Wales, who was killed with her
45	s been made of other subsequent revelations about Diana 's worries about the match, even up to
46	put them. Many headed for Buckingham Palace and Diana's own home, Kensington Palace. Yet often the
47	was mixed with a mood as surreal as Diana's own life and death. Some sports events
48	emed, even in the 'swinging sixties', a 'bolter'. Diana 's fall from a horse while in her
49	graphers were jostled, as presumed accomplices in Diana's death, and advised by the police to
50	. But this was no common English woman. Lady Diana 's father, the eighth Earl Spencer, had been
51	. For two hours the surgeons continued to massage Diana 's heart. At the scene, bodyguard Trevor Rees
52	that. The urge for vengeance was one of Diana's characteristics, and it runs in the family.
53	more sideswipes at the press. A feeling that Diana 's PR, formerly so successful, if famously errati
54	by filets of sole tempura, it is understood. Diana 's mood at the end of a holiday
55	dy. As attention now refocuses on Prince William, Diana's son and the future king, the divisions
56	moy was determined that custody would remain with Diana 's father, the then Viscount Althorp, and not
57	huge proportion of the population believes she is Diana, saint and martyr, victim of the wicked Windsors.
58	did not seem quite like that as Lady Diana Spencer stood in the nursery playground on that
59	close to matching the life and death of Diana Spencer. And not only in its twists, turns,
60	see the truth in it when the young Diana Spencer first emerged blushing and blinking into

Table 6.1.5. **Most frequent concordances of the word *Diana* in *The Guardian*.**

The concordance hit tells us that we find the word Diana 76 times, just as the result of the ProtAnt tool. As there are too many concordances, I have decided to show only the ones providing the useful information for this dissertation.

Firstly, I have pointed that the most common concordance is "Diana and". This is an evidence of the importance of *eliteness* in the reporting of this tragedy. Diana was not the most important thing, what really mattered were those elements surrounding her.

Secondly, I have found it important to highlight the number of times that we can see the concordance "Diana, princess of Wales". As it was the title given to her, and the way that she was and is still known. It is strange that it does not has a high frequency. This is more evidence on the influence of the ideology in the discourse. As *The Guardian* has a left wing orientation, they do not put so much effort on highlighting the fact that she was a princess and prefer to narrate the event without paying so much attention to this fact that she belonged to the monarchy.

Concordance Hits 42	
Hit	KWIC
1	aracterisations. But there was rather more to the Princess. A surprisingly steely resolve, a gift for friend
2	uary, 1996, three years after the separation, the princess, after a a private meeting with her husband
3	, though not so much of late, a fairytale princess. And although this was one of those typically
4	best. They opened the injured chest of the princess and repaired a ruptured vein. But the internal
5	. In December of that year, the Prince and Princess announced their formal separation. This brought n
6	ner. Similar doubts were raised in 1993, when the Princess announced that she intended to reduce her officia
7	country pursuits, and in his old mistress. The Princess, as with any princess, took refuge in her
8	ons, but, probably, not many answers. Even before Princess Diana and Dodi Fayed had strolled through the
9	it extremely difficult to cut through and reach Princess Diana and the injured bodyguard in the front
10	, for example, to imagine it being asked of Princess Elizabeth and Philip Mountbatten. It was also a
11	at. But there is evidence to suggest the princess had already been angered by a violent dispute
12	influenced by the pyschotherapeutic treatment the Princess had been receiving. Asked by Martin Bashir 'were
13	settlement believed to be around pounds 15m (the Princess had been reported to be asking for nearer
14	volving Italian paparazzi earlier in the day. The princess had spent the week holidaying aboard the Jonikal,
15	the accident. He was deeply anxious about the princess. He got up, paced about, and waited for
16	4, too, the publication of Anna Pasternak's book, Princess in Love, supposedly detailing her five-year affai
17	ny consolation, is that the reputation of Diana , Princess of Wales, as a beautiful, winning, intriguing wom
18	sh which swept away all further doubts. ' Diana , Princess of Wales, has died, according to British sources,
19	children, and the demotion in title to Diana , Princess of Wales. It is almost impossible to resist
20	remain forever frozen in time, inviolate. Diana , Princess of Wales, Lady Diana Frances Spencer, born July 1

Table 6.1.6. **Most frequent concordances of the word *princess* in *The Guardian*.**

The concordance hit says that there are only 42 concordances for this word. Paying attention to the sentences we can again find *eliteness* as the word itself suggests it. However, the concordances of this word in this newspaper does not provide much useful information.

6.2 Empirical analysis of *The Times*.

Now it is time to make the analysis of the other newspaper so I can contrast the findings and see in what way the ideology has an influence on the discourse of both newspapers. The articles of

this newspaper contain a total of 10465 words, 47 are part of the headlines and 10418 are part of the articles. Before starting, it is useful to remember that *The Times* has a conservative and monarchical orientation.

As I have done before, I will do the analysis of the words with the help of the ProtAnt in order to see what was the most common news value for this newspaper.

Grammatical words and forms of *do, be* and *have*.	*The, of, to, and, a, in, was, her, that, she, for, at, it, with, has, as, by, is, own, were, not, I, from, be, but, we, he, have, you this, their, his, who, when, on, been, they, there, will, which, set, more, one, would, us, about, no, are, own, so, into, them, has, did, many, were, most, your, much, very, such, like, those, other, what, this, being, than, me, before, our, both, only, also, out, may, them, do, how, my, could, should, over, even.*
Lexical words and proper nouns.	*Princess, prince, Diana, royal, public, Wales, all, life, family, time, world, two, press, Fayed, photographers, death, queen, palace, first, marriage, last, years, Spencer, lady, day, people, mother, children, funeral, state, British, car, lord, Paul, love, now, great, privacy, yesterday, never, new, paparazzi, early, private, Charles, accident, days, good. always, sense, today, got, visit, abbey, Paris, police, husband, media, well, way, long, down, hospital, every, times, news, minutes, personal, story, part, remained, London, William, law, loved, driven, later, age, Harry, place, French.*

Table 6.2.1 **Most typical grammatical and lexical words in *The Times*.**

The evidences that we get from the first analysis of this newspaper is that *eliteness* is for this newspaper, as well as it was for *The Guardian*, the most common news value. It uses proper nouns a words making reference to royalty and power institutions. These are words such as *Princess, Diana, prince, royal, queen, Spencer, Fayed, Paul* or *Charles*. We can also find many

words relating to proximity such *as London, Bristish or England*. There is not a massive use of negative words, as it would be to expect talking about a death. The negative words employed are *funeral, death, hospital and accident*. I consider *hospital* as a negative word because in this context it is associated with an accident. *Timeless* is also very frequent with words relating to the course of the facts. These words are *before* or *after*. Moving on to grammatical words and verbs, as it was expected, many of the words are multifunctional (*the, of, to, and, a, in, her…*) so we cannot guess any news value associated to them. However we can appreciate a use of words that imply *superlativeness* by the use of the words *more, many, much* and *than*.

As it happened with the analysis of the previous newspaper, the most important words that will provide information for the ideology and the discourse are *Princess* and *Diana*. These two words are also those with the higher frequency in this newspaper, however each word differs in the number of frequencies. In the following table are the results of the frequencies of these two words in the ProtAnt tool.

	Keyword	Freq		Keyword	Freq
35	his	57	11	for	145
36	who	56	12	at	124
37	diana	56	13	princess	111
38	when	53	14	s	111
39	an	53	15	it	108
40	been	52	16	with	106

Table 6.2.2 **Number of frequency that have the most important words in *The Times*.**

The result of the analysis that the ProtAnt provides shows us that this newspaper employs the word *princess* 111 times, while the word *Diana* is employed only 56 times. Here we have evidence that the pro monarchical orientation of this newspaper is reflected in the discourse as journalists decide to put emphasis in the fact that the person who has died was part of the royal family.

As I have done before, in the following table I show all of the headlines of the 9 articles available and the news values I can find in them.

HEADLINES *The Times*	NEWS VALUES
"Obituary: **Diana, princess of Wales.**"	*Eliteness, negativity.*
"No lay could have shielded her."	*Eliteness, negativity.*
"**Prince** comes home with "**The people's princess**"."	*Eliteness, proximity.*
"A perrier with the **princess.**"	*Eliteness*
"**Princess's** driver was drunk."	*Eliteness*
"**Queen** to make TV broadcast."	*Eliteness*
"On her way to a vision of God."	*Negativity*
"**Earl Spencer's funeral** tribute."	*Eliteness, Negativity.*
"Music and memories. "	

Table 6.2.3 **News values on the headlines of each article in *The Times*.**

We can appreciate that all of them contain *eliteness* just as it occurred in *The Guardian*.

However, it is different the lexis that this newspaper use for attracting the audience. The analysis of frequencies of the headlines (with a total of 47 words) will help me to explain this fact.

	Keyword	Freq		Keyword	Freq
1	princess	4	19	could	1
2	s	3	20	have	1
3	a	2	21	shielded	1
4	with	2	22	obituary	1
5	the	2	23	diana	1
6	her	2	24	wales	1

Table 6.2.4 **Number of frequency that the words *Diana* and *princess* have got in the headlines of *The Times*.**

What this table shows is that *princess* is the most employed word in the headlines and that Diana is employed only once, contrasting with the previous newspaper. However, I must highlight the fact that almost every headline contains something related to the monarchy. Not only the title of princess, but they also include the queen and the prince making them protagonists of the event. An event in which they, definitely, were not the protagonists.

As I have done in the previous section of analysis (6.1) I will now use the AntConc tool in order to find out what are the most common concordances for these two words.

Concordance Hits	56	
Hit	KWIC	
1	fail, and both sides suer when that happens.	Diana, among her many delightful qualities, had an eart
2	ars easily satisfied. The photographers who dogged	Diana and Dodi Fayed for the past two months
3	can name their own. Even last year, when	Diana announced her departure from public life, I think
4	shown us at this dreadful time, for taking	Diana at her most beautiful and radiant and when
5	become as sounding brass, or a tinkling cymbal."	Diana believed that. When she said she was not
6	in our desire to pay our respects to	Diana, but rather in our need to do so.
7	, as well as a lovely tribute to you,	Diana. But for those of us who remain there
8	, as well as a lovely tribute to you,	Diana. But for those of us who remain there
9	he Royal Family, thought specifically of him. Like	Diana, Charles is a person trying to be good,
10	a Dame) and the Bach Choir singing. Lady	Diana chose her favourite school hymn, I vow to
11	iscreet image, which caused the octogenarian Lady	Diana Cooper to joke: "Wasn't that a mighty
12	n of lepers, the random destruction of landmines.	Diana explained to me once that it was her
13	born at Park House, Sandringham, as the Hon	Diana Frances Spencer. She was the third and youngest
14	y because I wrote sympathetically about that; but	Diana never pretended that the failure of the marriage
15	letters to members of the public signed "love	Diana". not only her very English beauty, but the
16	a similar fate and I do this here,	Diana, on your behalf. We will not allow them
17	in St Paul's terms. Compared with either	Diana or Mother Teresa, most of us cannot meet
18	to remember that, of all the ironies about	Diana, perhaps the greatest was this: a girl given
19	ranging conversation. Whatever else is said about	Diana, Princess of Wales, in this dreadful week, let
20	but silver linings on the blackest of clouds.	Diana, Princess of Wales, died yesterday after a car
21	major destructive force in the Princess's life.	Diana, Princess of Wales, was born at Park House,
22	had there been an international icon to match	Diana, Princess of Wales. Her picture on the cover
23	had there been an international icon to match	Diana, Princess of Wales. Her picture on the cover
24	the public signed "love Diana". The mother of	Diana, Princess of Wales, is a Roman Catholic. Last
25	oered for the repose of the soul of	Diana, Princess of Wales . Death, where is your victory
26	criticism of her response to the death of	Diana, Princess of Wales, yesterday with a series of
27	tribute to a unique person," Dr Carr said.	Diana, Princess of Wales, died yesterday after a car
28	merited. On her divorce she assumed the title	Diana, Princess of Wales, and remained a member of
29	paparazzi THE chaueur of the car in which	Diana, Princess of Wales, was killed had been driving
30	Paris with the body of his former wife	Diana, Princess of Wales, last night to prepare for
31	. For all the status, the glamour, the applause,	Diana remained throughout a very inse cure person at
32	to see him in hospital that afternoon. This "Diana rescues tramp" story was new to me. But	
33	orious Welshness of Cwm Rhondda , the readings by	Diana's two sisters - Lady Jane Fellowes had an
34	my head low today. The cameras that eulogised	Diana's every feature, every movement, every activity,
35	tage. If the photographers hadn't surrounded Lady	Diana's vehicle and organised the chase, the driver
36	he looked a less than happy man. Lady	Diana's appearance on the scene refocused press attenti
37	pursuit persisted to such an extent that Lady	Diana's mother wrote a letter of appeal to
38	sorbing paradigms of human weakness. Perhaps with	Diana's death, this process may begin. Stripped of
39	her. When she married the Prince of Wales,	Diana said on television that she saw her life
40	Fellowes had an incredible similarity of voice to	Diana, so that as girls they were often mistaken

Table 6.2.5 **The most frequent concordances for the word *Diana* in *The Times*.**

We can appreciate here the 56 concordances for the name of Diana. In contrast with *The Guardian* the most frequent concordances for this word are "Diana, Princess of Wales." This

newspaper has decided to make use of the full title accompanying her name thirteen times, which is a considerable number in contrast to the four times of *The Guardian*. The result of this analysis is another evidence of the ideology that this newspaper has.

Below I show the table of the corpus analysis of the word *princess*.

Concordance Hits	111	
Hit	KWIC	
1	the highlight of the evening was when the Princess accompanied John Travolta in a sensational dance	
2	devastation at the death of the "People's Princess" after a car crash that also killed her	
3	half bottles of wine - when he drove the Princess and her companion Dodi Fayed from the hotel	
4	to prevail. The fatal crash happened as the Princess and Mr Fayed were driven from the Ritz,	
5	of the entrances to the Ritz while the Princess and Mr Fayed were having dinner, forcing the	
6	a tape of an intimate conversation between the Princess and James Gilbey. There was talk of separate	
7	character, but they were essentially dierent, the Princess being a great deal more dutiful and less	
8	much of her devotion to her sons. The Princess celebrated her 21st birthday in July 1982, and th	
9	in November that year, when the Prince and Princess, clearly unhappy in each other's company, were	
10	and sent round to a side entrance. The Princess continued calmly to sip her bottled water and	
11	outside the Paris hospital where the 36year-old Princess died, as political leaders from across the globe	
12	for intrusive and exploitative photographs of the Princess, encouraging ruthless and greedy individuals to r	
13	loved children and cared for the sick. The Princess enjoyed a natural anity with both children and	
14	loved children and cared for the sick. The Princess enjoyed a natural anity with both children and	
15	he public charismatic life. Everyone who knew the Princess felt her vulnerability: "It seems to me you	
16	Duchess for hospices, a Duke for animals, a Princess for children. Occasionally twisting the stem of a	
17	photographers who have dogged Mr Fayed and the Princess for weeks." Mr Al Fayed issued a statement	
18	she represented the Queen at the funeral of Princess Grace of Monaco in the cathedral at Monte	
19	s divorced. Throughout her marital diculties, the Princess had remained devoted to her sons. After the	
20	accident. When a further call confirmed that the Princess had died, he woke Prince William and Prince	

Table 6.2.6 **Most frequent concordances for the word Princess in *The Times*.**

As it happened with *The Guardian*, the corpus analysis of the word princess does not privide many usefull information. However it is interesting to highligh the use they make of "the princess and". *The Guardian* had a lot of concordances for the sentence "Diana and" so we have here an evidence that both newspapers deal with the same elements but using different lexis. Both of them focus on the people that surrounded Diana to give worth to the article, but their own ideology made them use the same news value in different ways.

6.3 Discussion of results.

Now that I have shown the analysis of both newspapers I will reflect now the conclusions I get comparing them.

It is evident that *eliteness* is the most important news value dealing with this tragedy. It involves a lot of people, not only Diana. She meant something more than just her figure, she meant the royal family. As I have explained in the section 3.1.1 British society has a strong love and support for the royal family. Journalists, as being part of this society know exactly what the reader wants. However, journalist are the workers of an industry wich is ideologically controlled. As Fowler says "the representation and reproduction of news events by journalists is

[…] a socially and ideologically controlled set of constructive strategies. (1991: 28). The employment of the word *princess* by *The Times* with so much frequency is not casuality. Journalists plasm the ideological values of the newspaper in the discourse, and want to have an influence in the reader's minds. The analysis that I have made involves only two words, but reading the articles deeply we find that the use of eliteness is different in the mentions to other characters.

As I have only employed two words for doing the analysis, I have decided to make an analysis of frequencies with other names in order to support this statement. The names I have decided to use are *Charles* and *Dodi*. The reasons for choosing these names are the following.

Charles was her ex husband so, if he were not a member of the monarchy he would not have the importance he has. Charles was not part of the accident and was not in the personal life of Diana anymore. Dodi was the current lover of Diana and died with her in the accident. Reasonably speaking Dodi was more important than Charles in the tragedy.

I will also search the word *prince* as I did with the word princess in order to see if they reffer to him by his name or by his title.

	Keyword	Freq		Keyword	Freq
28	he	38	25	from	75
29	be	37	26	be	73
30	prince	37	27	but	72
31	an	37	28	prince	67
32	they	36	29	we	65
33	from	36	30	he	65

Table 6.3.1 **Comparison of frequencies of the word Prince. (*The Guardian* on the right, *The Times* on the left).**

As it was to expect, *The Times* has more mentions for *prince* than *The Guardian*, having it a frequency of 67 comparing with 36 of *The Guardian*.

	Keyword	Freq		Keyword	Freq
143	scene	7	141	private	13
144	these	7	142	con	13
145	love	7	143	charles	13
146	charles	7	144	accident	13
147	rather	7	145	just	12
148	william	7	146	outside	12

Table 6.3.2 **Comparison of frequencies that the word Charles has got in *The Guardian* (on the right) and *The Times* (on the left).**

Here we find that the name *Charles* has more mentions in *The Times* (13) than in *The Guardian* (7). Both newspapers use the word *Prince* more times than the word *Charles*. However, what it is important here is the number of references to this figure.

Now we will see the number of references that we find of *Dodi* in both newspapers.

	Keyword	Freq		Keyword	Freq
49	said	19	227	died	8
50	who	19	228	earl	8
51	which	19	229	dodi	8
52	did	19	230	few	8
53	dodi	19	231	head	8
54	has	17	232	attention	8

Table 6.3.3 **Comparison of the frequency that the word Dodi has got in *The Guardian* (on the right) and *The Times* (on the left).**

The number of references to a person who has been very important in the accident is lower that the references to someone who has not. Dodi is mentioned 19 times in *The Guardian* and only 8 times in *The Times*. This character was not a monarchical figure, so he was not as newsworthy as Charles could be. Here we can see the importance of the commercial values that I have mentioned. *The Times* is a newspaper which supports the monarchy, and the fact that Diana was dating another man could not be interest to point out. This is again a clear evidence that their different ideology is reflected in the words they used. The pro monarchical newspaper has decided to avoid this name and not to mention someone who has been important in the accident. However it did decide to include Charles more times, someone who was not the current lover of Diana and who did not play an important role in the event that the press is narrating. *The*

Guardian makes more mentions to him, as they do not need to be in a good position with the monarchy because it is not what supports their ideology.

Even though *The Guardian* mentions him 19 times, it is important to realise the fact that, as I have said, Charles did not play a part in the accident, and he is the second most mentioned person in newspapers. *Eliteness i*s a very powerful news value, as it attracts readers because people want to know about celebrities. The death of Diana was not only the death of Diana. It meant the reaction of the prince, of the queen, of the country. Reactions of celebrities, a funeral with the most important and famous people in the world, presidents, kings and queens, actors, singers, etc. This is why *Eliteness* is the most important news value on Diana's death.

I have previously mentioned that the combination of news values could mean a more newsworthy story. This event combined two of the most frequent and important news values: *negativity* and *eliteness*. However, this event has made *eliteness* a more newsworthy news value than *negativity*. The most important thing was not the sadness. What was truly important was the people who suffered this sadness.

6.4 Case study 1. News values on the front pages of *The Guardian* and *The Times*.

As I have explained before this is a multimodal analysis, which means that I will be analysing text and image. Due to the year of publication, the articles that have been adapted to the online version have not preserved the photographs that probably were present in the original newspaper. However, the front pages of these two newspapers are available so I will be able to analyse both of them focusing on which news values are present in the images as well as their differences and similitudes.

Visuals are a way of attracting readers so it is important to choose them carefully. "A newsworthy image should depict an elite person involved in an unexpected, dramatic and recent event." (Hall, 1973) News values co-occur with verbal texts (Bednarek, 2017), this means that the headlines or paragraphs that accompany the image are very important because they are related. At the time of analysing images, there are lots of similitudes with the analysis of discourse news values. For example, an image of people in front of Buckingham Palace at the time of Diana's death can implicate *superlativeness* (the amount of people), as well as *proximity* (Buckingham can be considered a symbol of the country), and *eliteness* (Buckingham is the house of the queen). In relation to the analysis of images, Bednarek makes two ways of analysis: **capture** and **content**. The content is what we see in the image, what is represented or what is happening. Capture is those technical strategies that can have an impact among the readers. These are the angles, how the photography is taken so that it implies another thing, and so on.

Represented participants may be photographed from eye-level, from a low angle (looking up toward the represented participants), from a high angle (looking down to the represented participants) or front a frontal (face on) or oblique (from the side) angle. (Bednarek, 2017).

For example, if we can see in an image someone wearing a uniform, we can know that he or she is a power character, so the picture implies *eliteness*. The activities represented in the image are also important and can imply a news value, for example someone crying can imply *negativity*, or the image of a city devastated by a tsunami implies *impact.*

Text and image can be related in three different ways. I will explain these three options with examples from *Daily Express*. Even though it would be interesting to employ images from *The Times* and *The Guardian* it is not possible because of the reasons that I have mentioned in section 5. *Daily Express* is the only newspaper in which I can find the original version of the newspaper with all of the articles and images.

(i) **Image as a mirror of the text.** This means that the image showed in the article shows exactly what the text is reporting. For example, on the 2 September of 1997, the daily express showed a picture of Buckingham Palace full of flowers under the headline "A world of grief in a carpet of flowers". The article was explaining how the morning after the accident was for the British people.

(ii) **Image complementing the text.** The image attached in the article provides more information than the one the article is reporting but follows the same theme. An example of this is the inclusion of the image of how the car ended after the accident. This picture is providing more information about the consequences of the accident and it is adding the news value of *impact*.

(iii) **Image and text can tell separate "stories".** The picture that accompains the article does not have to match. For example, *Daily Express* published the 3 of September of 1997 an article called "A heavy drinker with a taste for high life". The article provides information about the driver of the car and his "unhealthy" life. However the picture included shows this man doing his job as the guard of Dody Al-Fayed in a responsible way.

The analysis of the front pages will be based on the capture and the content, as well as the relationship that I can find between the text and the images. All of this without forgetting the news values that the pictures imply. It will be important to see how the news value of *eliteness* is developed in the image, as I have already discovered that this is the most important news

value in the discourse of the reporting of Diana's death. The combination of *eliteness* with other news values will also be analysed.

6.4.1 News values on the front pages of *The Guardian*.

The death of Diana: 16 pages of reports, pictures, analysis, comment and obituary

The Guardian
NEWSPAPER OF THE YEAR

Diana: 1961-1997

Matthew Engel on
the tragedy that
struck at the
heart of a nation

Inside

The front page of *The guardian* showed a picture of the coffin of Diana arriving in England.

The **content** of the image is Diana arriving in Britain after dying in France. At a first sight it is evident the presence of *eliteness*: all of the participants are wearing an uniform, which means that they are someone from power organization. Secondly, they are holding a coffin covered by a flag that implies that the person who is inside, is someone from the royal family. An important news value is *aethetics* combined with *proximity*. The picture is resalting some symbols in which the country is represented such as the flag or the uniforms. If we focus on the **capture**, the angle is an oblique perspective and the elite person is situated in the top of the picture, situating it in a position of power among the other people who see her from a lower position. *Negativity* is also present, as this picture depicts the negative effect of an event: the coffin of Diana in England. *Negativity* can be implied by many factors such as the face expresions of the officers, negative emotions, etc. The most important negative factor in this picture is the coffin, because it means that someone is dead. Other news value that we can find in this picture is *impact* as this picture is showing the consequences of something, and for the country, the image of a coffin knowing that Diana was inside, is something that had a negative impact. The text that

goes together with the headline "*Diana: 1961- 1997*" is important as it suggests the three news values that we find in the picture at the same time: *eliteness* as it is mentioning Diana, *negativity* becase the setting of the years is indicating that she is dead and *impact* because suggesting the death of such an elite person as Diana was has a real impact in society.

The relationship between text and image is that of "**image as a mirror of the text**". The title of the article and the image are connected, the image is only showing Diana's coffin, and the title is suggesting that Diana is dead, that is the news. Nothing else matters for the article because they are portraying the news without anything more with other importance. Diana was dead and they wanted to portray it on the front page. Nothing else was important.

6.4.2. Analysis of the front page of *The times*.

It was interesting to find out that the image *The Times* had decided to include on its front page was the same as *The Guardian* had. However, *The Guardian* has opted for the edition by excluding one person. This person excluded is someone with a floral offering. This is a religious

motif and it probably could be the reason why this newspaper had decided to exclude it, because it did not represent their values.

As it is the same picture I will not analyse **content** and **capture** in this front page because it is the same as I have explained in the previous section. The relation they have is that of "**image as a mirror of the text**" as well as in *The Guardian*. However, even though the relationship is the same, the ideology of both newspapers plays again an important role. The headline of this front page is "Prince comes home with the people's princess" and the article reports information about how Charles brought the body of Diana back to England. As Charles was not in the picture with the coffin, they had decided to include another picture in which we can see the prince and his emotions. While *The Guardian* is portraying only what Diana is, *The Times* is giving importance to other factors such as the prince, and the arrival at the country.

Apart from *eliteness*, the news value of *proximity* is present here, as they are saying that the prince and the princess are back in the country. This image is showing transition, it is portraying exactly what the title of the article says, the princess is coming home. Home would be symbolized in the uniforms of the guards, and the arrival would be represented in the movement that the picture implies. There is again a combination of news values.

The news value of *eliteness* is found in two different ways. While *The Guardian* has decided to focus only on Diana for attracting the attention of the public, *The Times* considers newsworthy to include aspects and characters from the monarchy to attract readers to their newspaper. The analysis of the front pages has proved that *eliteness* can be employed in different ways in images as well.

6.5 Case study 2. Comparison of obituaries in *The Guardian* and *The Times*.

An obituary is the announcement of the death of someone. It is a kind of biography which should contain the reasons why someone is important, as well as the things that this person has done during his or her life, job, family, etc. It is usually reported in a newspaper.

As Rupert White writes in *The Guardian*, writing an obituary of a famous person who has died unexpectedly is a challenge because they have to publish it in the next morning's newspaper, so it has to be very fast and it should include the information that the target audience wants.

> "Then we have to work out how quickly we can update material, and work with night-team colleagues in London, or those in New York or Sidney, to see how soon we can launch it online, while providing the added value and factual accuracy that our large and expectant readership will want to read." (*The Guardian*, 15 July, 2016).

According to this quote, an obituary related to a celebrity is written from the perspective of the ideological orientation of each newspaper. Both of the newspapers that I am analysing in this dissertation have written an obituary about Diana, and each one of them in a different way, depending on the values and ideology of each newspaper. The obituary is something very important in this dissertation because they are narrating her life. It is important to see, how they made the description of her life and how they narrated the relationship she had with the monarchy.

6.5.1 Analysis of Diana's obituary in *The Guardian*.

It is important to remember that the Guardian has a left wing ideology and it does not support the monarchy. As I have shown in the analysis of frequencies, they talk more about "Diana" than about "the princess". Reading this obituary I have found something interesting that connects how Diana is portrayed in her obituary with the analysis of my corpus. It should be remembered that the most common concordances for Diana in this newspapers was "Diana and", providing evidence that it portrayed Diana as an important person because of her relationships. This is what we can find in the obituary.

This obituary written by Charles Nevil was published on the 1st of September 1997, just the day after Diana's death. It has a total of 4.186 words. All of the quotes that I will mention from now on belong to the article "Diana, Princess of Wales obituary" on The Guardian the 1st of September of 1997.

This article contains many aspects of negativity, as it is narrated from the death and not from the life. It starts with the following sentence: *"Her life, it was often said, although not so much of late, was like a fairy tale"*.

In this quote he is talking about her life using the past simple form of the verb, which suggests that she is dead. He continues telling the story giving to know that she was a princess, relating her with Prince Charles.

He does not give a lot of importance to her character as she fully was: he narrates the beginnings of her life in relation to someone. It can be Charles, her family, the royal family or even the media. He describes the beginning of Diana in the public life as a good choice of the monarchy because of her faculties, a good figure that people love.

> "She was fresh, unknown, beguiningly shy, already with the appealing and trademark upward glance. And, most importantly for the photographers and their editors, and unlike many another royal or would- be royal, she was genuinely pretty and in possession of that most vital of 20th century qualities: she was very, very photogenic. "

He is describing her from the point of view of the media and how they looked at her, as well as the importance that she was for them. He even uses Diana for criticising another newspaper and its monarchical attitude.

> *"Good news, then, for Fleet Street, especially at the lower end, where Rupert Murdoch and his Sun newspaper in particular were increasingly alive to the attractions for readers of royalty, of a young and fresh royalty."*

The narration of her childhood and the problems that she had are related to the divorce of her parents and positioning her as a future monarchical figure. To narrate the first encounter of Diana and the Prince, he makes a summary of what her sister has done and who they are married to. It was important to highlight the fact that her sister was first a girlfriend of Prince Charles. At the time of narrating the marriage of Charles and Diana, he is questioning the supposed love that they shared, as well as the mention of the affair that Prince Charles had with Camila Parker Bowles.

> *"Even less has been made of how significant it was that an interviewer should have dared in the first place to ask the question of whether they were in love."*

He narrates the negative aspects of her life by other people. The publication of a book from Andrew Morton, the infidelity of Charles with Camilla and he mentions one problem that Diana had with the media. At the time of narrating the divorce, he puts emphasis on what society was thinking of her:

> "For her part, the princess was to be seen as neurotic, unbalanced, frivolous flighty, is sway to fame and frocks."

After narrating the divorce he mentions an interview that Diana had on the BBC. He makes a direct style speech of her saying that she was not loyal to Charles, he mentions how many viewers that interview had and includes a confession that Diana had regarding to monarchy and he also included the reaction of the pubic to this interview. He also includes the title that was given to her by the queen after the divorce. Even when he narrates her relationship with charity, he makes a relation with the monarchy:

> "But there could be no doubt about the sincerity and the worth of her work for charity in areas normally carefully skirted by royalty and the establishment."

The last part of the obituary mentions her lover Dodi, and mentions Jackeline Kennedy, as she is a figure who is compared to Diana many times.

The conclusion I get from this newspaper is that they are not focused on the figure of Diana, but on what surrounds her figure. Even not being a monarchical newspaper, it is focused on her relationship with the monarchy, mostly situating Diana in a better position, but he is mentioning it anyway. So the fact that the most repeated concordance is "Diana and" is significant for this newspaper, as the figure of Diana is important due to the importance of people surrounding her.

6.5.2 Analysis of Diana's obituary in *The Times*.

The Times dealt with the death of Diana in a very different way from *The Guardian*. The extension if this obituary is a total of 4.584 words. All of the quotes in this part of the dissertation will belong to the article "Obituary of Diana, princess of Wales", published by The Times the 1ˢᵗ of September of 1997.

In the same way as the Guardian does, it starts announcing the death of Diana. However, just in the first sentence of the obituary they are mentioning another person:

"Not since the heyday of Jacqueline Kennedy had there been an international icon to match Diana, Princess of Wales."

They continue making allusion to the newsworthiness of Diana's death.

> "Her picture on the cover of magazines was enough to guarantee sales worldwide, and no personality in history was ever the subject of more unremitting attention on the part of the paparazzi. In that sense, the fact that she should have met her death- with her new boyfriend Dodi Fayed- while apparently seeking to escape a motorcycle pursuit by photographers carries its own cruel irony along with it."

Again they mention another person: Dodi. It will be the first and the last time that he is mentioned.

They continued narrating her life from a monarchical perspective. From now on, they will be portraying Diana as a monarchical figure, putting a lot of importance on monarchical characters.

> "The most successful princesses in history have been those who love children and cared for the sick. The Princess enjoyed a natural affinity with both children and the sick. She devoted much energy to their care, in a way entirely in tune with the age. ".

They provide more information about her personal life before being a princess, focusing on the details of her being a working girl, how good she was in her studies, where she lived, what were her hobbies. Definitely, they reflect the princess' life from her figure.

At the moment of explaining how she met Charles, they explain how he and her sister shared a romantic relationship. This is explained in one paragraph in which Charles and Lady Sara are mentioned. However, Diana is still the important character of the story, they do not forget to mention her and maintaining her perspective of the facts.

> "The accepted version is that Prince Charles and Lady Sarah were romantically involved, though not deeply so. The younger sister fell in love with everything about the Prince, was keen to be Princess of Wales, and saw him as a challenge."

Following the obituary, we find how Diana became a popular figure and her relationship with the press. *The Times* positions itself on the princess side, mentioning the press as the ones who made her life complicated.

> "Her subtle handling of the press earned her not only universal respect but the real affection of these normally hard- hearted men. At one point after she had broken down in tears, a note of apology was placed under her widescreen wiper."

This is comparable with *The Guardian* when it criticised how *The Sun* was having the princess and the royal family on the newspaper every day, knowing that it was newsworthy and that it would be a success. The times, decides not to mention anyone but making a brief critic. This has probably something to do with the fact that I have explained before that after the death of Diana, society created a feeling of hate to the media and journalists. In this way, The Times was getting rid of guilt by talking bad about journalists and positioning itself with what society was thinking about them.

The wedding was explained giving importance to both figures. An important part regarding to the monarchical ideology of the newspaper is that they mention every monarchic figure that has attended to the event and the ones who hadn't.

> "Many heads of state attended, including nearly all the crowned heads of Europe, President Mitterrand of France, and Mrs Nancy Reagan, wife of the President of the United States. The king of Tonga required a special chair to be built to support his mighty frame. A last minute absentee was king Juan Carlos of Spain because of the decision of the prince and princess to embark on the Royal yatch Britannia at Gibraltar"

Continuing with the story, they mention the role that Diana had in the world of fashion, giving again all of the importance to her character. They even give importance to the description of the dresses that she was wearing and the repercussion that her clothes had on people. This is a way to make evidence of the importance of Diana among society.

They do not give a lot of words to explain the birth of her two sons. But they continue explaining how her fame was increasing and overthrowing her husband. They created here a comparison of both and accuse the prince of being jealous of her but not excluding Diana from the focus of the discourse.

> "But is soon became clear that of the two, it was her that the public most wished to see, and prince Charles was to some extent reduced to a male dancer supporting his glorious ballerina in her pictures."

When talking about this theme, they exclude from Diana and they start explaining Charles's childhood and his hobbies, and they kind of justify the distance that Charles was taking from Diana. Returning to the Princess, they focus on her supposed feelings, getting to confirm them and her fear to lose her husband.

> "Even as the world rejoiced on their wedding day, the princess was aware that she had not entirely captures Prince Charles's heart. Yet she always felt that she would win him."

The comparisons between Diana and Charles continue, giving her all the importance and portraying her as the good and charismatic person of the relationship.

Finally they start talking about the big presence that Diana had in charity. They explain her impact and commitment as well as each one of the organizations that she was part of.

They continue mentioning the trips that she had made as part of the royal family and explain them with detail, mentioning each one of the cities that they have been to as well as what they had done in them.

They make a mention to the duchess of York, how they became friends and the "bad" influence that this character has had on Diana.

The obituary follows with the beginning of the problems inside the marriage that ended on divorce. They focus on the problems of both characters and explain how they began to take different lives away from each other. After many paragraphs focusing on the things that led to the divorce, this is announced. And they start explaining what happens after the divorce.

After this, they do not mention anything about Diana that has not something to do with the monarchy. They focus on explaining the things that she had done, but after the divorce Diana had been related to other male characters romantically and she has continued working with charity. However, as Charles has a lot of importance in her obituary getting to have part of his

life biography on it, the others who have also been important do not have any mention. Those who have probably been more important to Diana than the people who attended to her wedding.

The end of the obituary is the title of princess that the queen has given to her. For *The Times*, the life of Diana ends at the time of her divorce, they do not mention how the death was, where she was, or anything that had happened to her after the divorce. Her life as a no monarchical figure does not have importance for this newspaper.

7. Conclusions.

This dissertation has illustrated the analysis of the discourse of news values around the particular topic of the death of the Princess of Wales. It also provides information about how these news values can be identified by the frequency of some words and how they are collocated through the corpus analysis. I have also demonstrated that the different ideology of newspapers will influence how these news values are discursively constructed.

My aim in this dissertation was to investigate how newspapers portrayed Diana's death through the basis of the news values theory developed by Monika Bednarek and Helen Caple. I have found which news values are the most important ones when reporting the death of such an important figure. The investigation of news values has been very useful to carefully analyse the massive influence that *eliteness* has in this story. The corpus linguistic analysis has suggested that it is the most employed news value in articles about Diana's death and that it is established by the use of proper names of people and institutions. In addition, there are evidence of the use of *negativity* and also *personalization* and *proximity.*

These were the news values employed by both newspapers. It does not matter the event that journalists are dealing with, what journalists want is to attract readers and convince them that their newspaper is the one that they need to buy. In a story, as Diana's death is, people did not only want to know about how she died. People wanted to know about how the monarchy reacted and that is exactly what they did. When a famous person dies *negativity* is not the most important news value, as would be in other deaths or accidents. Most of the news in the every day are negative, but when a famous person dies, *eliteness* is the factor that matters, it is the most important news value to explore. It does not matter the ideology or if the newspaper is a quality press or popular press.

What differs is the way in which these news values are explored because words have a very important role in the discourse of news values as they can change their perception. Newspapers want to have an influence on the reader's mind, they want to influence their opinion about the facts.

The Times narrated the story focusing on her role as a princess, her relationship with the monarchy, how they reacted to her death. The small amount of frequency that the word Dodi has is a strategy to make their target audience see Diana as a Princess, and avoid all of the problems that surrounded Diana and the Royal family. The fact that scandals had happened in their marriage, or the problems that they could have are not important because she was a princess, and they want to portray her like that. The fact that they finish her obituary at the time

of her divorce is a very important thing. They do not pay attention to her life out of the Royal Family, they do not care about any other boyfriend who was not Charles. They do not care about her works with charity without the support of the crown. For them, her life finishes at the time that she finishes her life as the wife of the future heir to the throne of England.

The Guardian narrates the story from that critic position to the monarchy. However their eye is in the monarchy as well but from a different position. They mention Dodi and they do not treat Diana as a princess, as evidence by number of times that they refer to Diana by her name and not by the title. They mention the crown, of course. They also pay much attention to every person who has attended her funeral as well. They make bigger use of *personalization* than *The Times*, by the use of direct speech including other people in the article. *The Guardian* portrays everything that is happening in England about the death of Diana. The context that the British population and the British monarchy is going through. They are focussed on people. However, this newspaper is a little bit more focussed on the figure of Diana as the front page that I have analysed evidence. They wanted to portray her death while *The Times* was portraying Charles bringing Diana to England. The monarchy helping the deceased princess. The monarchy bringing the British country what they wanted, the people's princess in their country.

People who surround her are what matters for the press. The death of Diana has served for newspapers to express their ideals with the crown and to influence people about their reactions, in a good or a bad way. The important thing about this event is the monarchy, that is what is behind every article, the political ideology of newspapers. And it is expressed by the big importance of words.

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