

Endorsing a political candidate

Traditionally before a major election US & UK news press endorse a political party or candidate that is to say they specifically state or declare their support for them - or not...

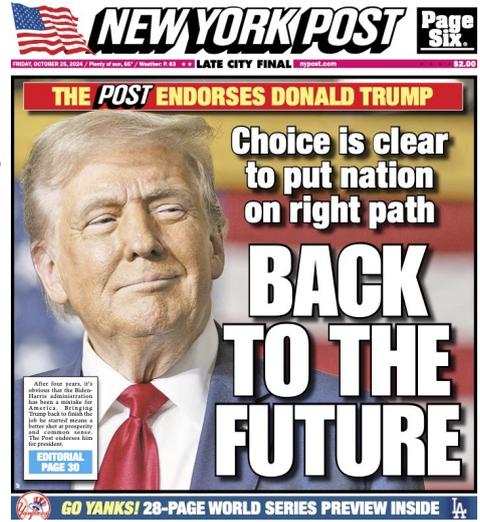
Examples: The Sun's and the Daily Mirror's endorsements for the 2017 snap election on June 8, 2019 & The Economist criticising both US presidential candidates George W. Bush & John Kerry on October 30 - November 5, 2004.

U.S. endorsement examples

Two endorsements from the 2024 U.S. presidential election :

- The New York Times opinion page, September 30, 2024.
- The New York Post front page, Monday October 25, 2024.

Compare the 2 endorsements (political leaning, visual and writing style and generated feelings, impressions) focusing on the main, more striking differences and associate them to a popular or a quality paper.



Quality versus popular papers

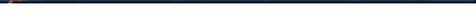
Indeed, in the U.K., and to a lesser extent in the U.S.A., the two main types of newspapers are quality papers and popular newspapers - also called broadsheets & tabloids due to their original format, which differ in form and content. Their competition for readership started in the age of print media but is still raging in today's digital world.

U.S. example

2 U.S. front pages to characterise popular and quality papers.

- The New York Times October 6 2020
- The New York Post October 6 2020

Compare the 6 October 2020 front pages from the New York Times and New York Post to show the main differences in visual and writing style, news reporting and targeted readers between popular and quality newspapers.



UK endorsements

Deduce the political leaning of the main UK newspapers following their endorsement from 1979 to 2019.

Add up a new column for the 2024 general election. Fill it with the colour of the winning party and find out which party these newspapers endorsed using the front pages of 23rd May 2024 when PM Rishi Sunak called a GE.

UK quality & popular papers

Determine if each newspaper is a broadsheet or a tabloid and justify your choice.

Newspaper support at UK general elections

Source: Twentieth-Century British Political Facts & British Political Facts Since 1979, David &

	1979	1983	1987	1992	1997	2001	2005	2010	2015	2017	2019
Winner	Conservative	Conservative	Conservative	Labour	Labour	Labour	Labour	Conservative	Conservative	Conservative	Conservative
Daily Express	Conservative	Conservative	Conservative	Conservative	Labour	Labour	Labour	Conservative	UKIP	Conservative	Conservative
Sun	Conservative	Conservative	Conservative	Conservative	Labour	Labour	Labour	Conservative	Conservative	Conservative	Conservative
Daily Mail	Conservative	Conservative	Conservative	Conservative	Labour	Labour	Labour	Conservative	Conservative	Conservative	Conservative
Daily Mirror	Labour	Labour	Labour	Labour	Labour	Labour	Labour	Labour	Labour	Labour	Labour
Daily Tele-	Conservative	Conservative	Conservative	Conservative	Labour	Labour	Labour	Conservative	Conservative	Conservative	Conservative
Financial	Conservative	Conservative	Conservative	Labour	Labour	Labour	Labour	Conservative	Conservative	Conservative	Conservative
Guardian	Labour	Liberal Democrats	Labour	Labour	Labour	Labour	Labour	Labour	Labour	Labour	Labour
Independent	Conservative	Conservative	Conservative	Conservative	Labour	Labour	Labour	Conservative	Conservative	Conservative	Conservative
The Times	Conservative	Conservative	Conservative	Conservative	Labour	Labour	Labour	Conservative	Conservative	Conservative	Conservative

