

Univerzita Hradec Králové
Pedagogická fakulta

BAKALÁŘSKÁ PRÁCE

Univerzita Hradec Králové
Pedagogická fakulta
Katedra anglického jazyka a literatury

**Britská královská rodina jako předmět britských médií a jejich vliv na veřejné
mínění**

Bakalářská práce

Autor práce: Adéla Pištová
Studijní program: Cizí jazyky pro cestovní ruch – anglický jazyk (maior)
Cizí jazyky pro cestovní ruch – ruský jazyk (minor)
Vedoucí práce: B.A. James David Clubb
Oponent práce: Mgr. et Mgr. et Mgr. Věra Tauchmanová

Univerzita Hradec Králové
Pedagogická fakulta
Katedra anglického jazyka a literatury

**The British Royal Family as a subject of the British media and its influence on
public opinion**

Bakalářská práce

Author: Adéla Pištová
Study programme: Languages for Tourism – English (major)
Languages for Tourism – Russian (minor)
Thesis advisor: B.A. James David Clubb
Thesis opponent: Mgr. et Mgr. et Mgr. Věra Tauchmanová

Zadání bakalářské práce

Autor: Adéla Pištová

Studium: P21P0085

Studijní program: B0231A090083 Cizí jazyky pro cestovní ruch - anglický jazyk

Studijní obor: Cizí jazyky pro cestovní ruch - anglický jazyk, Cizí jazyky pro cestovní ruch - ruský jazyk

Název bakalářské práce: **Britská královská rodina jako předmět britských médií a jejich vliv na veřejné mínění**

Název bakalářské práce AJ: The British Royal Family as a subject of the British media and its influence on public opinion

Cíl, metody, literatura, předpoklady:

První teoretická část bude věnována historicky měnícímu se vztahu médií a britské královské rodiny. V této části plánuji stručně popsat co média znamenají a uvedu bych typy médií. Ráda bych se zaměřila na historii některých skandálních členů této rodiny, kteří byli, či stále jsou velkým terčem britských médií. Plánuji se také stručně zmínit o britské královské propagandě, abych poukázala na onu obrovskou sílu, kterou má vliv britských médií. Dále bych se ráda zabývala vlivem, který mají britská média na mínění veřejnosti, pokud se jedná o královskou rodinu. Ráda bych také poukázala na dosah, který média mají, protože média již dlouhou dobu podporují členy královské rodiny, ale pouze tehdy, když je to pro ně příhodné. V opačném případě pro média není sebemenší problém zničit dobré veřejné mínění o celé královské rodině za použití pár slov. Poté budou představeny stručné informace o členech britské královské rodiny a o tom jakou roli má královská rodina a monarchie v médiích.

Ve druhé praktické části své práce bych se ráda zaměřila na analýzu vlivu médií na veřejnost, píšících o členech britské královské rodiny. Konkrétněji bude práce analyzovat, jak jazyk používaný médií slouží jako nástroj k ovlivnění názorů veřejnosti na konkrétní členy královské rodiny. Chtěla bych vyzdvihnout dva členy, kteří byli největším středem pozornosti a zdrojem médií – princeznu Dianu a Meghan, vévodkyni ze Sussexu. Vybrala jsem tyto dvě královské členky, kvůli existující podobnosti v tom, jak britská média psala o princezně Dianě a jak stále píše o Meghan, a jak prohlášení médií ovlivňuje myšlení většiny britských občanů o těchto členkách.

The first theoretical part will be devoted to the changing historic relationship between media and the Royal Family. In this part, I am planning to briefly describe what media means in terms of the royal family, and I would state the relevant types of media. I would like to focus on the history of the mutually beneficial relationship that has existed between the two parties. I am planning to briefly mention British Royal propaganda as well to show the great power of the media's influence on the Royals. Next, I would like to deal with the influence that the British media has on public opinion when talking about the Royal Family. I would also like to point at an issue of media coverage, as the media have long supported the royals, but only when it is convenient, because there is no problem for them to destroy a good public opinion of the whole Royal Family in a few words. Then, brief information about members of the British Royal Family will be introduced and what role The Royal Family and Monarchy have in the media.

In the second practical part of my paper, I would like to focus on analysing what influence the media has on the public when writing about the members of the British Royal Family. More specifically, the paper will analyse how the language used by the media serves as a tool to influence the public's views about specific members of the royal family. I would highlight two of the members who have been the biggest focus and source of media scrutiny—Princess Diana and Meghan, Duchess of Sussex. I have chosen these two members as there is a similarity in how British media used to write about Princess Diana and how they are still writing about Meghan, and how the media have been an influencing factor on the mindset of a majority of British citizens about these members.

1. Owens, Edward. *The Family Firm: Monarchy, Mass Media and the British Public, 1932-53*. University of London Press, 2019. ISBN 978-1909646940.
2. Taylor, Philip M. *British Propaganda in the Twentieth Century: Selling Democracy*. Edinburgh University Press, 1999. ISBN 978-0748610396.
3. CONBOY, Martin a John STEEL. *The Routledge companion to British media history*. New York: Routledge, 2015. ISBN 978-0-415-53718-6.
4. WILLIAMS, Kevin. *Read All About It!: A History of the British Newspaper*. Routledge, 2009. ISBN 978-0415346245.
5. ANONYMOUS. *The Media Landscape and the Influence of Cultures on Advertising in the United Kingdom*. Munich: Stralsund University of Applied Sciences, 2019. ISBN 978-3346557391.
6. DITTER, Philipp. *Mediating the Royal Family: Public Relations, Social Networks and Media Images of British Royalty since 1997*. GRIN Verlag, 2015. ISBN 978-3656884767.

Zadávací pracoviště: Katedra anglického jazyka a literatury, Pedagogická fakulta

Vedoucí práce: B.A. James David Clubb

Oponent: Mgr. et Mgr. Věra Tauchmanová

Datum zadání závěrečné práce: 5.12.2018

Prohlášení

Prohlašuji, že jsem tuto bakalářskou práci vypracovala samostatně a že k jejímu zpracování nebyly využity žádné jiné prameny a literatura než ty uvedené v seznamu použitých zdrojů, který se nachází v závěru mé práce.

V Hradci Králové dne 17. 5. 2024

Adéla Pištová v.r

Poděkování

Tímto bych ráda vyjádřila poděkování svému vedoucímu, B. A. Jamesi Davidu Clubbovi, za důvěru a cenné rady, bez kterých by se tato práce neobešla. Díky jeho kvalitním a odborným znalostem a bezmezné ochotě vždy pomoci jsem byla schopna úspěšně dokončit tuto práci.

Anotace

Bakalářská práce Britská královská rodina jako předmět britských médií a jejich vliv na veřejné mínění se zaměřuje na to, jak britská média ovlivňují názor společnosti na členy Britské královské rodiny. Důraz je kladen na stylistický vývoj, způsoby a prostředky používané médii ve svých článcích o královské rodině a jejich členech k ovlivňování úsudku společnosti. Tato práce se věnuje především mediálnímu pokrytí dvou bývalých členek královské rodiny – Princezny Diany a Meghan Markle, jelikož jejich příběh jakožto dvou příchozích členek do královské rodiny je podobný, avšak jak je v práci dokázáno, se ve výsledku a způsobu mediatizace velmi liší. Práce se zaměřuje na praktické porovnání mediatizace těchto dvou osobností a zároveň poskytuje přehled o tom, do jak velké míry věří britská společnost obsahu vydávanému britskými médii a také kterým mediálním společností důvěřuje z hlediska pravdivosti informací nejvíce.

Klíčová slova

Britská královská rodina, britská média, propaganda, vliv médií, veřejné mínění, princezna Diana, Meghan Markle.

Annotation

The bachelor's thesis *The British Royal Family as a subject of the British media and its influence on public opinion* focuses on how the British media influences public opinion on members of the British Royal Family. Emphasis is placed on the stylistic development, methods, and means employed by the media in their articles about the Royal Family and its members to influence public judgement. This work primarily addresses the media coverage of two former members of the Royal Family – Princess Diana and Meghan Markle, as their stories as incoming members of the Royal Family are similar, but as demonstrated in the thesis, the outcomes, and methods of mediatization differ significantly. The thesis focuses on a practical comparison of the mediatization of these two personalities while also providing an overview of the extent to which British society trusts the content produced by British media and also which media outlets they trust the most in terms of information accuracy.

Keywords

The British Royal Family, the British Media, propaganda, media's influence, public opinion, Princess Diana, Meghan Markle.

Abstrakt

Ke královské rodině Windsorů, s hlubokými historickými kořeny, které sahají až do jedenáctého století, jsou neustále upínány zraky celého světa. Rodina, která je zároveň denně skloňována ve všech pádech a ve všech úrovních. Jakožto kulturní ikona je ostře a kriticky sledována médii čekajícími na chyby a sebemenší přešlapy, které se nejen, že neodpouštějí, ale navíc jsou i některými médii často upravována k obrazu svému, aby zvýšila poptávku. Média, některá více a některá méně seriózní, důvěryhodná či méně důvěryhodná, vedená politickými ideologiemi.

Tato práce se zabývá vztahem a jeho vývojem v čase Britské královské rodiny s mediálním strojem. V tomto kontextu jsou v práci zvoleny dvě výrazné osobnosti, kterými jsou princezna Diana a Meghan, vévodkyně ze Sussexu. Předmětem práce není hodnocení jejich pozitivit nebo negativit jako lidí nebo členů královské rodiny, ale promítnutí a dokázání na jednotlivých konkrétních příkladech, jak se vztah s médii a chování médií v průběhu doby měnilo.

V této práci je nutné zmínit nejvýraznější postavu britské monarchie, kterou byla bezesporu královna Alžběta II., která vládla celé monarchii poctivě a svědomitě dlouhých 70 let. Dostávalo se jí obdivu a velké úcty lidí z celého světa. Službu Británii a zemím Commonwealthu brala jako své celoživotní poslání, upřednostnila ji před svým soukromým životem a obětovala jí celý svůj život. Média ji, i přes její obětavý postoj k vládnutí a svědomitost respektovala, ale ani ona se kritice nevyhnula. Největší kritika se na její osobu snesla v případě havárie v Aberfanu v jižním Walesu v roce 1966, kdy se královna okamžitě osobně nevydala k neštěstí, kdy sesuv půdy způsobil smrt 144 lidí, převážně dětí. Další velkou vlnu kritiky sklidila v roce 1997, kdy tragicky zemřela princezna Diana, matka královniných vnuků a reakce na tuto tragédii byly označovány za chladné a neuctivé. Touto událostí se práce zabývá podrobněji.

Práce představuje nejoblíbenější a nejdiskutovanější osobnost, kterou jistě byla princezna Diana, choť prince Charlese, syna královny Alžběty II., která sama z královské rodiny nepocházela, nýbrž se do ní přivdala, což byl jeden z důvodů její velké obliby u veřejnosti. Diana je označována za královnu lidských srdcí. Věnovala velkou část svého nepřilíš šťastného života charitativní činnosti, její činy ne vždy odpovídaly královské etiketě, např. když bez váhání podala ruku pacientovi s AIDS. Nebála se projevit svůj názor. Média ji věnovala přední stránky novin a sledovala ji na každém kroku po celý

život, ale největší vlnu zájmu a kritiky sklídila po rozpadu manželství s princem Charlesem, kdy se situace vystupňovala natolik, že média byla schopna udělat cokoli, aby jim neunikla jediná minuta z jejího života, což se jí stalo osudným v roce 1997, kdy tragicky zahynula v Paříži při autonehodě, když se snažila uniknout pronásledování novinářů.

Další velmi diskutovanou členkou královské rodiny je Meghan Markle, choť prince Harryho, vévody ze Sussexu, syna princezny Diany a současného krále Charlese III., u které lze však v kontextu této práce oproti oblíbenější Kate Middletonové, choť prince Williama, prince z Walesu, provést jasnější rozbor, když zde kontrastuje láska s nenávistí celého světa. Meghan byla jednou částí světa od počátku milována i nenáviděna za prakticky stejné věci. Byla míšenkou, herečkou, byla již jednou vdaná, nebo prostě stačil jen fakt, že byla Američankou. Byla přirovnávána k Wallis Simpsonové, manželce tehdejšího krále Edwarda VIII., čímž bylo mnohdy naznačováno, že je pro prince Harryho stejně nevhodná. Jako princezna Diana, ani Meghan Markle nepocházela z královské rodiny. Stala se tak na dlouhá léta bohatým zdrojem senzací britských médií, a z tohoto důvodu byla vybrána, stejně jako princezna Diana, k tomuto porovnání, neboť ať už byly každá úplně jiná nebo se v něčem podobaly, byly zkrátka nejdiskutovanějšími členkami královské rodiny. Obě také různými způsoby veřejně kritizovaly monarchii.

Ve Spojeném království je mediální scéna silně rozdělena na komerční celostátní deníky, které mají jasnou politickou orientaci a veřejnoprávní vysílání vedené BBC. Přestože tištěná média zůstávají vlivná, zaznamenala obrovský pokles čtenosti, a to zejména v důsledku rostoucí popularity online zpravodajských zdrojů, což je světový trend. Navzdory tomuto posunu noviny aktivně hledají způsoby, jak si zajistit udržitelnost.

Mezi klíčové hráče na poli televizních médií patří veřejnoprávní British Broadcasting Corporation (BBC), ITV, Channel 4 a Channel 5. BBC je vlastněna a financována z veřejných zdrojů, ITV a Channel 4 jsou veřejnoprávní, komerčně financované televizní kanály a Channel 5 je plně komerční.

Britské noviny lze obecně rozdělit na dva typy: broadsheets a bulvární noviny. Noviny typu broadsheet se vyznačují kvalitativní a na přesnost zaměřenou orientací, zabývají se serióznější žurnalistikou a publikují ověřené informace. Naopak bulvární noviny se snaží nalákat čtenáře na pomluvy, nepodložená fakta a senzace, jejich informace nemusí být vždy pravdivé. Hlavními příklady seriózních novin je The Guardian, který se politicky

řadí k levici (labouristé) nebo The Telegraph, politicky stranící pravici (konzervativci). Politicky nestrannými by měly být noviny The Times, které jsou vydávány ve velkém nákladu, a jejich zpravodajská funkce je považována za profesionální. Jejich příklon je však také mírně pravicový, což je způsobeno jejich vlastníkem, společností News International Ruperta Murdocha. Za skutečně politicky nestranné jsou považovány The Financial Times. The Independent o nezávislost usiluje, v minulosti se však přikláněl k levicovému smýšlení. Bulvárními deníky jsou např. pravicově orientovaný The Express nebo levicově orientovaný the Mirror. Bulvárním deníkem s nejvyšším nákladem je v současnosti The Sun, který se snaží publikovat nestranně, což je dáno i jeho shodným vlastníkem s The Times.

Ve Velké Británii neexistuje oficiální rozdělení na noviny podporující monarchii a noviny orientované proti ní. Je ale známým faktem, že pravice (konzervativci) se vyznačují podporou monarchie, a naopak smýšlení levice prokazuje spíše sociálně-demokratické myšlenky. A právě tím vyjadřují noviny podporu nebo naopak kritiku monarchie.

Propaganda královské rodiny je mnohem důležitější, než se může zdát. Je třeba udržovat popularitu a přízeň v očích veřejnosti, čehož si je královská rodina dobře vědoma. Média na druhé straně potřebují veřejnost aktuálně informovat o dění v královské rodině, což tvoří nemalou část jejich produkce. Z těchto důvodů bylo důležité najít pro obě strany nějakou společnou cestu, kterou se stala neviditelná smlouva mezi médii a královskou rodinou, ve které se strany nějakým způsobem vzájemně respektují. Nejnovější informace týkající se dění v královské rodině zajišťují královští zpravodajové, profesionální novináři soustředící se čistě na mediální krytí členů královské rodiny.

Tato práce tedy blíže porovnává mediatizaci princezny Diany a Meghan Markle, které žily v různých dobách, což mělo vliv i na způsob jejich mediálního zájmu. Princezna Diana se potýkala s tradičními novinami, oproti tomu Meghan Markle čelila trýznivé a rychleji se šířící online pozornosti. Práce rozebírá různé situace, jak ze života princezny Diany, tak Meghan Markle s odkazy na konkrétní novinové články. Ukazuje na prostředky, za jejichž pomoci britská média ovlivňují názor lidí, dále také kterým britským médiím lidé nejvíce důvěřují a která média si nejčastěji volí jako zdroj svých informací. V práci je také popsáno, jak se vztah médií s královskou rodinou postupem času vyvíjel, které události byly zlomovými, které jej nejvíce ovlivnily a zásadně změnily, což je dokázáno konkrétními příklady.

Práce ukazuje zásadní obrat médií, který nastal po tragické smrti princezny Diany, kdy média prakticky nesla část odpovědnosti za tuto tragédii a byla jí viněna. Do té doby po rozvodu často kritizovaná princezna Diana se stala rázem ikonou a miláčkem médií, když média převzala smutek a lásku lidí celého světa. Viníci byli hledáni i v královské rodině, kde se otevírala, do té doby, nepřístupná kontroverzní témata. Události kolem smrti princezny Diany vytvořily precedens v komunikaci a chování se médií. Avšak práce ukazuje, jak agrese médií nezmizela ani po oné tragické události, pouze změnila formu na jiný druh, ještě silnější ironické agrese, se kterou se setkává v boji s médii Meghan Markle.

Contents

Introduction.....	15
Theoretical part.....	18
1 The modern British monarchy	19
1.1 Queen Elizabeth II	19
1.2 Princess Diana.....	20
1.3 Meghan, Duchess of Sussex	21
1.4 The modern British monarchy and its changing constitutional role.....	22
2 British media and its history	24
2.1 British pro-monarchy and anti-monarchy media	27
3 Media image of the Royal Family	29
3.1 Royal propaganda	30
3.2 Royal correspondents and invisible contract between the Royal Family and the media.....	31
Practical part	33
4 Comparison of the mediatization of Princess Diana and Meghan Markle	34
4.1 The changing stylistics of Meghan Markle's mediatization compared to the time of Princess Diana	35
4.2 Conclusion	37
5 Comparison of Princess Diana and Meghan Markle's media coverage in tabloids, specifically The Daily Mirror.....	38
5.1 Comparison of the announcements of engagements.....	39
5.2 Comparison of resigning from the Royal Family as a working member / reducing their official royal duties.....	42
5.3 Revealing of the truth about the life of an incoming member of the Royal Family by giving a public interview	46
5.4 Conclusion	49
6 How the British media impact what people think.....	51
6.1 Why does the British media put effort in influencing reader's opinion except just the bias of the owners?	54
6.2 Conclusion	59
Conclusion	60
References.....	62

Table of pictures

Figure 1: WE WANT DI	39
Figure 2: How the world's newspapers reacted to Prince Harry and Meghan Markle's engagement.	41
Figure 3: Diana steps back from the Royal Family	43
Figure 4: Harry and Meghan leaving the Royal Family	44
Figure 5: WE'RE OUT.....	45
Figure 6: Royal morals in question.....	46
Figure 7: Royal crisis.....	48
Figure 8: Harry and Meghan's interview saddened Charles and William.....	49
Figure 9: Media outlets preferred by British public	52
Figure 10: A large majority of British people trusts the public news organization.....	53
Figure 11: The Queen as a symbol of tradition	55
Figure 12: The British Royal Family as source of public interest.....	57
Figure 13: Politics as source of influence.....	58

Introduction

This topic was chosen for more in-depth analysis and discussion in relation to the author's long-standing interest in the British Royal Family. And mainly because of the great interest in British society's view of the royal family. As discussed in this thesis, these opinions of the people are primarily shaped by the media and their coverage of the Royal Family's every move. The author has always been concerned not only with events in the Royal Family but also with how these members were mediatised. Notably, the contrast in how the media, and therefore, the world, has portrayed Princess Diana and the storm of critical commentary nowadays is being brought down on, for example, Meghan Markle. For this reason, this topic has been chosen for this bachelor's thesis to uncover and reveal what stands behind this contrast and satisfy the author's interest and curiosity in this matter.

This bachelor thesis on the language usage by the British media to shape public opinion of the British Royal Family is convenient for scholars of media studies, communication, and cultural studies, particularly those interested in the media portrayal, societal values, and historical context of the royals. By focusing on Princess Diana and Meghan Markle, the thesis offers a compelling comparison that sheds light on shifting dynamics in the media treatment of those royal figures. Through practical examples in the form of an analysis of tabloid coverage, it reveals the evolving media landscape, reflecting broader societal shifts towards irony, scepticism, scrutiny, and intrusive mediatisation. This study not only enriches our understanding of the relationship between the monarchy and the media but also provides valuable insights into the power of language means through which media shapes public opinion in contemporary society.

The two issues, such as the British Royal Family and the British media, are undeniably closely linked. In modern Britain, one cannot think of one without the other. Over the last century, the media has become so close to the Royal Family that perhaps it could be considered, whether wanted or unwanted, a member of the Royal Family itself. Indeed, such is the crucial role played by the British press that it has the power to shape the consciousness of the British population as quickly as the publication of a newspaper article about the Royal Family. It is this bachelor's thesis that describes the ways and the means of language that British media uses to shape the public's opinion.

The work is divided into two major parts. The first part consists of explaining theoretical findings from the existing literature. It describes topics that are undoubtedly inherent to the title and focus of this thesis and that an individual might encounter in such an exploration. The very first chapter deals with contemporary modern monarchy. A brief historical background of the ruling family is included while also introducing, for the first time, two members who stand out for their portrayal and persecution in the media. For this reason, Princess Diana and Meghan, Duchess of Sussex, are also introduced as the two leading roles the thesis deals with in detail. At the same time, the late Queen Elizabeth II is also introduced as the most important, supreme, and well-known representative of the entire institution. The history of the changing constitutional role of the monarchy is still dealt with in the last sub-section of this broad introductory chapter.

Next, the theoretical part of the second chapter already focuses on the second component of this relationship, namely the introduction of the British media and its structure with a brief look back into its history. An essential element is also the description of the leanings of each newspaper according to the political spectrum and ideologies. One sub-chapter also deals with a more detailed summary of pro-monarchist and anti-monarchist newspapers, where minor examples are also given, and their bias is explained.

The final, third chapter of the theoretical section looks at the media image of the Royal Family and demonstrates the factors influencing the way they are mediated. One sub-chapter is devoted to royal propaganda, which aims to actively influence and manage society regarding the actions and activities of members of the Royal Family, including the usage of social media or even film propaganda. The second subchapter deals with the topic of royal correspondents, professional reporters whose specialisation is purely media coverage of the royals.

The practical part of this thesis explores the dynamic area of media coverage of two prominent figures in the British Royal Family: Princess Diana and Meghan Markle. Through comparative analysis, it examines the evolution of media coverage from the era of Princess Diana to the current era represented by Meghan Markle. This part of the research shifts the focus to specific examples, examining key events in the lives of both celebrities and scrutinising the stylistic devices used by tabloid newspapers, notably The Daily Mirror, in their coverage.

Central to this analysis are key moments in the lives of Princess Diana and Meghan Markle, such as the announcement of their engagement, the decision to resign or reduce royal duties, and interviews regarding their experiences in the Royal Family. By examining how these events have been portrayed in tabloid media, this research seeks to explain shifts in media representation and public discourse over time.

In addition, this section of the thesis includes findings from social research on the British public's trust in the media and their preferences for sources of information. Examining media consumption patterns and trust provides insights into the role of the media in shaping public opinion and influencing public attitudes towards the monarchy. This part of the study also examines the factors that influence media coverage of the Royal Family, including historical influences, public interest, economic importance, and political implications. By analysing these factors, it seeks to uncover motivations behind the media narratives surrounding royal figures and their influence on the public.

In essence, the practical part of this thesis explores the complex interplay between the media, the monarchy and public opinion, offering a detailed examination of the media coverage and media image of Princess Diana and Meghan Markle in contemporary society.

Theoretical part

This part holds an overview of contemporary modern monarchy, tracing a brief historical background of the ruling family. It introduces two prominent figures, Princess Diana and Meghan, Duchess of Sussex, known for their media portrayal and scrutiny. Additionally, it highlights Queen Elizabeth II as the central figure in the institution. The chapter concludes with an examination of the evolving constitutional role of the monarchy. Moving forward, the subsequent section delves into the British media, exploring its structure and historical evolution. Special attention is given to the political leanings of various newspapers, detailing their ideological inclinations. Furthermore, the chapter delves into pro-monarchist and anti-monarchist publications, focusing on their biases with examples. Lastly, the theoretical section's final chapter scrutinizes the media's depiction of the Royal Family and the factors influencing their portrayal. It delves into the concept of royal propaganda aimed at shaping public perception of royal activities, including its modern portrayal through social media and film. Additionally, the role of Royal Correspondents, specialized reporters covering royal affairs, is examined in detail.

1 The modern British monarchy

This chapter delves into the modern British monarchy, examining its historical roots and the evolution of its constitutional role. It focuses on three significant members: Queen Elizabeth II, Princess Diana, and Meghan, Duchess of Sussex. These individuals were chosen for their profound impact on the monarchy and the media attention they have received. Queen Elizabeth II, the longest-reigning monarch, symbolizing dedication to public service despite criticism. Although not born into royalty, Princess Diana captivated the public with her charity work and unconventional actions yet faced media scrutiny. Similarly, Meghan Markle's mixed-race background and acting career stirred admiration and controversy, catching intense media interest.

Monarchy is the oldest form of government in Britain. British monarchs' roles, responsibilities and powers have been shaped over the centuries, and some are still being shaped. The current monarchy is made up of the current monarch and his family, the British Royal Family. Its members are descended from the Windsor dynasty. This house was created in 1917 to break any connection between the monarchs and German ancestry. (Kelley, 2010, p. 18)

During their long period as a reigning dynasty, the famous family has grown to include quite a few members, many of whom have met with success and the love of their subject people. However, some have faced disfavour and persecution of their reputation by the press, which casts this hatred and bad light on these members even more. This fact ensures the continued fame and popularization of the members. An example of the most persecuted and debated members is two members who were not born into the Royal Family but married into it. They are Princess Diana and Meghan, Duchess of Sussex. The following members were chosen for further, more detailed research in this thesis because of the similarity of their lives and destinies. Their decisions, which should have guaranteed them the desired greater privacy and peace of mind, led them into a never-ending media storm from which there was no escape. Both became victims of their desire for freedom or fame, marked by an imaginary label they would not get rid of for the rest of their lives.

1.1 Queen Elizabeth II

Queen Elizabeth II was and is still considered by many to be the top member of this contemporary ruling family. She came to power in 1952 after the death of her father, King

George VI. From the very beginning of her reign, she assumed her role with great devotion, and for her faithful service, she earned the respect and admiration of the people. She is also the longest-reigning monarch, having served her country for 70 years. During her reign, there have been 15 Prime Ministers of the United Kingdom and over 170 Commonwealth Prime Ministers. She took public service and volunteering very seriously, and examples of her honest and dedicated work included regular personal visits to Commonwealth countries, patronage of many organisations and charities, etc. (The Royal Family, 2023)

Despite her conscientious work, her position has often been criticised, such as in The Aberfan Disaster in South Wales in 1966 when a landslide caused the death of 144 people, 114 of whom were children. The Queen did not immediately go to the disaster scene and therefore earned negative reactions from her lack of compassion and connection with her subjects. Of course, she earned another wave of criticism in 1997 for her response to the death of Princess Diana, which people called cold and disrespectful. Recent events of Prince Andrew's association with accused sex offender Jeffrey Epstein in 2019 sparked public calls for Prince Andrew's resignation from royal duties, which also negatively impacted the Queen's image. (Quinn, Rawlinson, 2019)

1.2 Princess Diana

Princess Diana was the most discussed and the most famous member of the British Royal Family of the 20th century. Diana was born in 1961. As already mentioned, Diana did not come from the Royal Family; she only married into it. However, from birth, she had a solid connection to British nobility as the daughter of Edward John Spencer, Viscount Althorp, heir to the 7th Earl Spencer. However, the fact that she was not a member of the inner circle of the nobility was one of the reasons for the great popularity she enjoyed among the British people. This popularity was supported by Diana's massive charity work or her unconventional actions, which did not always correspond to royal etiquette. (Encyclopædia Britannica, 2024c)

For example, deliberately shaking hands with an AIDS patient was considered an unconventional act. This, of course, won her not only supporters all around the world but also haters. For example, she earned a wave of criticism in 1996, when her marriage to Prince Charles had already absolutely fallen apart, culminating in divorce. And, of course, these "scandals" have always attracted more and more attention from the media, whose

covers she filled for many years. The media was so obsessed with capturing her every move that Diana gradually developed a hatred for them and, above all, tried to guard her life and the privacy of herself and her children very seriously. But the more she resisted the media's attention, the more the media's interest in her grew. Even after her divorce from Prince Charles, the persecution continued. It proved fatal when she died in a car crash in Paris in 1997 while trying to escape the persecution of journalists. (Woods, The Times-News, 1991)

1.3 Meghan, Duchess of Sussex

Focusing on one of the most talked-about members of the 21st-century Royal Family, Meghan Markle is a shining example. Female royals such as Kate Middleton could be put in this category, but the more excellent contrast of love and hate from the world at this point is Meghan.

The beginning of a new era of media storm was when Meghan Markle first appeared at a public event with Prince Harry towards the end of 2017. This made it easy prey for the media, with endless headlines to tease in newspapers and tabloids, tempting the public to take great interest in the media. There were several so-called 'scandals' and unprecedented things. Among the biggest was the colour of her skin, her career as an actress, the fact that she had already been married once, or the simple fact that she was American. Initially, we can speak of a public popularity that may have been similar to Princess Diana's popularity as a princess of the people; moreover, she was a future royal of mixed race. (Carroll, 2018, p. 4)

However, despite the initial popularity with the British public, the media did not hesitate and, already in these early days, began to tease the new relationship with their headlines. British tabloids such as The Spectator gave the relationship the label of *a 'union of royalty and showbiz'* (McDonagh, The Spectator, 2017), whereby they, in part, targeted Meghan's previous marriage, which was supposed to make her unfit or unsuitable. It was often referred to by comparing the last historical union of a member of the Royal Family and an American woman that of the then King Edward VIII and Wallis Simpson concluding that Meghan was as unsuitable for Harry as Wallis Simpson was then.

For years, Meghan Markle has become a rich source and sensation in the British media. It is for this reason that, like Princess Diana, she has been included in this selection for comparison and analysis of how the mediazation of Diana differed then and how the

modern one that of Meghan is taking place when faced with the latest technologies and media methods that are literally breaking down the public's awareness of their subjects. Some people would disagree that these two particular members can be compared in any way, if only because of the time in which their media pursuit began. However, in some aspects, they are undeniably similar. If nothing else, they are the two most discussed and debated members of the Royal Family, each from a different era, as already mentioned. Princess Diana and Meghan Markle also publicly criticized the monarchy in various ways during their time in the royal family.

1.4 The modern British monarchy and its changing constitutional role

To interpret and understand the change in the constitutional role of the British monarchy, it is necessary to go back to its historical development. We need to go back to the foundations and first fragments of the formation of the Constitution.

The development of the political system in the UK is a story characterized by transition and reform. The historical background of the British monarchy goes back to the eleventh century, particularly to the emergence of the Anglo-Saxon kingdom of Wessex. At that time, the monarchy enjoyed a position of great authority. However, during the thirteenth century, the first changes took place, which slowly laid the foundations for the Constitution of the British monarchy. King John of England faced a series of conflicts that culminated in the loss of British territories in France. These problems prompted King John to take the remarkable step of signing the Magna Carta. This groundbreaking document established a significant turning point in the history of the British political system. It elevated the legislature's role above that of the monarchy, emphasizing the importance of laws and legal constraints on the monarch's authority. In essence, it implemented crucial limitations on the monarch's power. The signing of the Magna Carta can, therefore, be seen as the beginning of the transition from absolute to constitutional monarchy. (Jones, 2015, p. 1)

Since then, more laws have been passed to regulate and limit the monarch's power. For example, The Bill of Rights of 1689 included new restrictions on the monarch's power. Among other things, it is also rooted in the power of the Parliament. The Bill guaranteed that the monarch was acting as head of state from then on, but his power was limited by law. These developments collectively marked the formal recognition of Britain as a constitutional monarchy. (Encyclopædia Britannica, 2024b)

The Bill deprived the monarch of such rights as suspending laws, levying taxes, and forming a regular army. In addition to legal reforms, societal changes also played a role in the transformation of the monarchy. As England became more democratic, the idea of an all-powerful monarch became increasingly unwanted. The monarchy gradually shifted towards a more ceremonial role, with the monarch serving as a symbol of national unity. (Royal, 2023)

2 British media and its history

The following chapter describes the brief history and structure of the British media landscape, highlighting its significant influence on public opinion and political discourse. It discusses the divide between commercial national newspapers and publicly funded broadcasters, such as the BBC, and how this division shapes the media's role in British society. The chapter also examines the role of television and newspapers, categorizing them based on their political leanings and the types of content they produce. Additionally, it explores the relationship between media and politics. Furthermore, it discusses the presence of bias in media coverage and its implications for public perception.

In the UK, the media scene is defined by a strong divide between the commercial national newspapers, which has clear political leanings, and the publicly funded BBC-led broadcasting system. This division also applies to the UK's rules and regulations governing print and broadcast media. While the print media remains influential, it has experienced a massive decline in readership and circulation, mainly due to the growing popularity of online news sources, a worldwide trend. Despite this shift, newspapers actively seek ways to sustain online readership financially. The national press, especially during election periods, has a significant influence on shaping public opinion. For instance, in the 1992 election, the Conservatives secured an unexpected victory with crucial support from one of the largest British news tabloids, *The Sun*. Extensive research demonstrates that the press's agenda strongly influences broadcast media and holds the power to change public opinion. (Media Landscapes, 2023)

TELEVISION

Various forms of mass media play a prominent role, including television, radio, newspapers, magazines, and websites. Key players in the UK television media landscape include the publicly funded British Broadcasting Corporation (BBC), running two national analogue channels (Encyclopædia Britannica, 2024a):

- BBC One – consisting of a network of local BBC stations
- BBC Two

The BBC Television Service had a complete monopoly on television broadcasting in the UK until the private ITV plc was launched in 1955, running one national analogue channel (Encyclopædia Britannica, 2024d):

- ITV – consisting of a network of local ITV stations

Channel Four Television Corporation runs one national analogue channel (Channel 4, 2023):

- Channel 4 – launched in 1982

Viacom CBS, which is a global media company, also runs one channel (media-info, 2021):

- Channel 5 – launched in 1997

In summary, BBC One and BBC Two are publicly owned and funded. ITV and Channel 4 are publicly owned but commercially (privately) funded television channels, and Channel 5 is fully commercial – privately owned and commercially funded, (Coleman, UK Parliament, 2022)

NEWSPAPERS

British newspapers can be generally divided into two types: **broadsheets** and **tabloids**. Broadsheets get their name from the historical size of the newspaper, which was very large compared to today's form. These two categories differ from each other mainly in their qualitative characteristics and also in the seriousness of the topics they cover. Broadsheets are more concerned with qualitative and more severe journalism, aiming to report, as far as possible, verified news riding on a wave of seriousness. Conversely, tabloids are newspapers that try to attract readers based on gossip and sensationalism and can, therefore, be considered less severe and trustworthy. However, of course, it does not follow that the information in broadsheets must always be accurate. (Oxford Royale, 2022)

British broadsheets are characterized by their political leaning. One of the most trustworthy broadsheets is The Guardian. Politically, it aligns with the left-leaning (Labourites). Another of the most trustworthy newspapers is The Telegraph, historically nicknamed The Torygraph, after the Tory political party, which also reveals its political leaning – right-wing (Conservatives). One of the oldest continuously operating newspapers on the market is The Times. It is a so-called paper of record, meaning it is *'any major newspaper with a large circulation and whose editorial and news-gathering functions are considered professional and typically authoritative'*. (Academic Dictionaries and Encyclopedias, 2021)

Due to this, it is expected to be politically impartial. However, its political leaning is also tilted towards the right, partly due to its owner, Rupert Murdoch's News International. Newspapers without political leaning (i.e., centrist) include The Financial Times. They focus on specialized articles providing updates on economic or business changes. Among the relatively younger newspapers are The Independent, founded in 1986, which, as its name suggests, has aimed for independence and, thus, diverse political perspectives. However, historically, it has leaned more towards the left-wing thinking. This was further supported when the Russian oligarch Alexander Lebedev purchased the newspaper. Among the relatively newer newspapers is The I, the sister publication of The Independent. Its lower price and shorter content stand out, making it very popular among students. The Daily Mail is one of the tabloids with the highest circulation and one of the highest numbers of regular readers. Politically, they lean to the right. Another tabloid from the right-leaning ranks is The Express, for example. On the other hand, left-leaning tabloids include the Mirror. It is, at present, the most prominent left-leaning tabloid in Britain. The tabloid with the highest circulation is the Sun, which the same company owns as, for example, the Times. It is the tabloid that most influence public opinion. It can't be said to express support for one side or the other. Instead, it tries to write articles that readers want to read. That is why it is generally called a populist tabloid. (Oxford Royale, 2022)

To fully understand the British media, it is necessary to focus on the previously mentioned fact that media and politics are two very closely related topics. The British media is characterized by a great deal of competition and by the way in which individual newspapers appeal to particular audiences, partly by addressing readers' political preferences, socio-economic status and other interests. Today, this competition is referred to as indirect. An example is the political stance of the more obscure British news outlets. For example, the Guardian (a left-leaning liberal newspaper), the Daily Telegraph (appealing to right-leaning readers) and the Financial Times (not favouring any party as its primary interest is in business). It is the market segment from which these newsletters differ and, therefore, do not directly compete in their efforts to attract readers. But even so, there is a big reason to compete: advertisements, which, unlike the reader market, are far more sensitive to price and growth. (Conboy, 2015, p. 75-76)

2.1 British pro-monarchy and anti-monarchy media

In the UK, of course, there is no such thing as an official division between pro-monarchy and anti-monarchy newspapers. Still, as already mentioned, British newspapers tend to lean towards either the left or the right according to the political spectrum, which they then use their articles to express support for. From this, one can read about support or opposition to the monarchy. Thus, at the same time, which newspapers tend to write in favour of the monarchy and which, on the contrary, open up a different perspective, for example, towards the ideas of republicanism and the abolition of the monarchy.

As is already clear, the newspapers that lean towards the right, that is, the Conservatives' supporters, are expressing their support for the Royal Family. These are mostly older newspapers, so we are discussing traditional ones. These include, for example, the Daily Telegraph, mentioned earlier, and its sister paper, the Sunday Telegraph, both owned by The Telegraph Group. The Sun, among others, is also a significant contributor. On the other hand, newspapers that express support for a left-wing political party are prominently featured, such as The Guardian and The Observer. These show significant irony and disbelief in monarchy and the Royal Family. As an example of the difference, it is well demonstrated in the headlines of these newspapers when they covered Queen Elizabeth II's 80th birthday in April 2006. The Daily Telegraph commented on this significant event with words expressing sincere support, hope and tribute to the Queen. The newspaper's headline was: *'Subtly and silently, the Queen has bound our society together'*. (Utley, The Telegraph, 2006) The Guardian's headline, on the other hand, suggested irony and a kind of expectation that this Queen would be the last Queen of the monarchy since the monarchy itself would die with her. The headline was: *'Elizabeth the Last'*. (Freedland, 2006)

In the financial landscape, media bias is often influenced by its primary benefactors—the current owners. In the UK, ownership of most prominent national newspapers is concentrated in the hands of six billionaires. This includes conservative-leaning papers like the Daily Mail and The Sun and liberal-leaning ones like The Independent and The Guardian. While these owners generally do not participate directly in their media outlets' operations, they hold the potential to influence content according to their political preferences. For instance, it has been suggested that Rupert Murdoch, who owns The Sun and The Times, may affect his editors to ensure the publications reflect his political

inclinations. A former employee even claimed that newsroom editors would often consider 'What would Rupert think of this?' before publishing content. (Mohan, 2020)

To summarize this part, it is very often one person, the owner, who decides and directs how their newspaper will send a specific message, which may influence the British public's mind indirectly. It is essential even for this work to mention that because of the way certain newspapers express themselves about the royals, and that is one of the many factors which influence the public's mind.

3 Media image of the Royal Family

This section explores the evolving relationship between the British monarchy and the media, tracing changes from Queen Elizabeth II's reign to today. It highlights the role of media in shaping public perception of the Royal Family, from Princess Diana's positive impact to the controversies surrounding Meghan Markle and Prince Harry. Additionally, it discusses royal propaganda efforts, including the use of social media platforms and the role of Royal Correspondents in reporting on royal affairs and maintaining transparency. The concept of an 'invisible contract' between the media and the monarchy, as described by Prince Harry and Meghan Markle, is also examined, illustrating the delicate balance between public interest and privacy rights.

Since the beginning of Queen Elizabeth II's reign, the relationship between the monarchy and the media has changed. This relationship has narrowed considerably, providing much more information to the media than ever before. Since then, the Royal Family has been a state machine, following its norms and traditions, representing certainty and simplicity. That is why it is generally taken for granted that the lives of its members are a public matter.

An example of a member who positively shaped the image of the Royal Family was Princess Diana, as mentioned earlier. This was aided by the amount of charity work and awareness of the activities in which she was involved—for example, the fight against prejudice about the disease AIDS or understanding of the dangers of landmines. Awareness was spread, for example, through interviews, where she always gave her own experiences, for instance, meeting people who had been maimed by landmines. Through and with the help of the media, she was able to raise awareness about many issues and thus raise the image of the Royal Family. The decline occurred after the death of Princess Diana in 1997 when there was a massive wave of criticism of the media in particular and their methods of persecution, etc. After this event, the media's writing about the Royal Family changed. They started to focus more on giving them privacy. Also, when Princess Diana died, many people began to see the Royal Family as unkind and distant. The Royal Family responded poorly initially, making people think even less of them. With the arrival of new family members, such as Kate Middleton and Meghan Markle, the situation began to improve, as they were women of the people, without aristocratic backgrounds. However, the affairs of the leaving of Meghan Markle and Prince Harry from the Royal

Family divided the world in two again, and the royal image is still fluctuating to this day. (Maklyuk, Volkova, Manuylova, 2022)

3.1 Royal propaganda

The propaganda of the British Royal Family is far more important than many of us may realise. Keeping the public aware of what the royals do daily, what they contribute to society, etc., maintains a structure and popularity for the monarchy. The monarchy itself is well aware of this and, therefore, uses all sorts of means to support its popularity and favour in the eyes of the public. It does so mainly through the media with the help of PR experts, newspapers, and charity work, but also in the form of films and documentaries, of which countless have been made.

For example, each house of the British Royal Family has an Instagram account of their own where they share various posts about significant events, like celebrating the birthdays of the family members, as well as their work, meaning royal visits, charity work, etc. There is an Instagram account of The Prince and Princess of Wales, sooner known as The Kensington Palace. Then, there is also an account for the King and Queen, generally called The Royal Family. This account follows not only the work of the monarch but all of the other members as well. Still, in terms of popularity, the Instagram account of The Prince and Princess of Wales has about two million more followers overall. With its content, it feels friendlier and closer to people. There was also one for Harry and Meghan Markle, who have been inactive since 2020 following the events of their royal leave. This is an excellent way to stay in touch with the younger generations in today's world, which is full of technologies and various media apps. Furthermore, to connect with the outside world, the Royal Family also uses the platforms of Twitter and Facebook, where they maintain accounts of the same name. (Sullivan, 2019)

In this case, there is a contradiction because some people see this royal propaganda in its true sense as something that is trying to impose an opinion on us falsely. Others, however, may know this propaganda as an attempt to spread awareness and understanding of the true purpose of the work of the Royal Family. An example of this contradiction between people might be film propaganda, such as the most famous documentary about the Royal Family, produced by BBC Television. This documentary aimed to change people's views and modernise members of the Royal Family in the public eye. To show that they are nothing more than an ordinary family, just like any other. The film highlighted some of

the everyday situations in Queen Elizabeth II's and her family's lives, but there was a mix of impressions with the audience. Many of the audience were indeed pleased with the film, but there were those for whom it was another opportunity to criticise the Royal Family. For example, criticism of how the members are a dull and outdated machine of the monarchy. (Meares, 2019)

3.2 Royal correspondents and invisible contract between the Royal Family and the media

Royal Correspondents are a specialized group of journalists who focus on reporting about the British Royal Family. They have a unique role in the media world, responsible for keeping the public informed about royal events, engagements, and updates. These professionals closely follow the activities of the royals, attend official events, and provide expert insights on matters concerning the monarchy. With their deep understanding and access to exclusive events, they deliver accurate news to their media platforms.

Collaboration with various media outlets is crucial to a Royal Correspondent's job. They are typically employed by media organizations such as newspapers, TV channels, and online news sources. By sharing their reports and exclusive stories, Royal Correspondents contribute to the comprehensive coverage of royal affairs across different media channels. Some media organizations participate in the Royal Rota system, which gives them official access to cover royal events. This system ensures that information and materials obtained by one outlet are shared within the media sector, promoting fairness and transparency in royal reporting. Their expertise and insights make them valuable sources of information for audiences both at home and abroad. Additionally, Royal Correspondents play a crucial role in shaping public perceptions of the Royal Family through their dedicated reporting and analysis. Their work involves navigating the complexities of royal protocol, building professional relationships with royal Communications Officers, and upholding journalistic standards while covering stories related to the monarchy. (Clancy, 2022, p. 331-350)

The 'invisible contract' between the media and the monarchy, as Prince Harry and Meghan Markle mentioned in their interview with Oprah Winfrey, is like a secret deal. It means that the media can take pictures of the royals in public, but they agree to leave them alone at other times for privacy. It is simply a deal of something for something else. For example, there was a deal where the media agreed not to bother Princes William and

Harry while they were at school. In return, the royals would sometimes pose for pictures at special events like William's 18th birthday at Eton College. This shows how the Royal Family, and the media agree that they give a little to get a little in terms of when and how they are in the public eye. (Clancy, 2022, p. 331-350)

Royal Correspondents are crucial in shaping the public's perception of the British Royal Family. They provide detailed coverage of royal activities, events, and updates, which are being covered across various media platforms. This constant flow of information helps to shape the public's understanding and opinion of the monarchy. Furthermore, as mentioned in the text, the 'invisible contract' between the media and the monarchy allows for a balance between public exposure and privacy. This agreement influences how the Royal Family is portrayed in the media, further impacting public perception. Royal Correspondents serve as a bridge between the monarchy and the public, significantly influencing how the public perceives and understands the Royal Family.

Practical part

This second part of the thesis deals with putting the issue into practice. Firstly, information is provided on a comparison of the changing mediatisation during the time of Princess Diana and in the current era—Meghan Markle. Also included is the development of stylistic devices differing and evolving in these periods in newspaper articles covering these two personalities. One whole chapter deals with specific examples from the lives of Princess Diana and Meghan Markle. The examples are chosen to be somewhat the same or at least similar so that a good comparative analysis can be formed. These examples are key events in the lives of both members of the Royal Family, namely the manner of media coverage of the engagement announcement, the resignation/restriction of royal duties and giving an interview about her life as an incoming member in the Royal Family.

There is also the description of the social research regarding how much the British public trust the content provided by British media outlets and, more importantly, which of these outlets they trust the most and thus seek out most often for their sources of information, which is the last chapter of this section. The chapter is also supplemented by a smaller analysis of potential reasons the media puts effort into influencing the reader's judgement of the Royal Family—these factors may include historical influence and tradition, public interest and economic significance, and political impact.

4 Comparison of the mediatization of Princess Diana and Meghan Markle

This section compares the media portrayal of Princess Diana and Meghan Markle. Although they lived in different times, both faced intense media scrutiny. Diana dealt with traditional newspapers, while Meghan faced the torment of online attention. In the subchapter, there is a description of the development of the changing stylistic devices used in articles during this change described theoretically.

Two different but in many ways similar members of the Royal Family—Princess Diana and Meghan Markle—were chosen for comparison in the way they were mediatized. Each member occupied a chronologically different but physically identical or at least similar situation. When we look at the matter from the other part, therefore, to make a visible comparison, we shall deal primarily with the period of each.

Princess Diana occupied the pages of the newspapers from her marriage to Prince Charles, now King Charles III, until her death, and in many newspapers continuously for several years afterwards. But for a range, we can give the years 1981 to 1997. Generally, the 1980s to the 1990s. That era differs from the one Meghan Markle is in today and is struggling with in one crucial way—the advance of technology. While Princess Diana has been hounded and subsequently printed on all the front pages and headlines of every newspaper in the world, Meghan Markle is also facing the pressures and criticisms of social and internet media, as well as a far greater number of media platforms that nowadays can quickly unleash a media storm that sweeps the world and therefore shapes and forms public awareness and opinion with far greater speed and intensity than it did in the previous century.

In several respects, however, they are comparable. As a woman of African American descent, Meghan Markle has faced a wave of racism. In 2021, a long-awaited special episode of Oprah Winfrey's American TV show was released in which Meghan Markle recounted her experiences of racism during her integration into the Royal Family, from which Meghan and Harry decided to leave, ending their roles as working members of the Royal Family. From there, the world was taken aback by her claims regarding the fears of members of the Royal Family, specifically regarding the skin colour of Meghan and Harry's children. Further, she commented on her stay in the Royal Family as an ordeal

from which there was no escape without help from other family members. Just like Princess Diana once did. (Mohamed, 2021)

Meghan reportedly did not just feel racism from the Royal Family but also stated that she thought the British media racially targeted her in general. An example could be when, in 2019, BBC broadcaster Danny Baker shared a photo of a chimpanzee in reference to the birth of Meghan and Harry's son Archie, which was deemed racist, leading to Baker's dismissal. (Walker, 2019)

4.1 The changing stylistics of Meghan Markle's mediatization compared to the time of Princess Diana

The stylistic language used by newspapers in the 1980s and 1990s differs in its aspects from that which has developed into the one of today, whose targets are such famous and controversial figures as Meghan Markle. For example, we can talk about changes in how headlines are reported today. In the late 20th century, newspaper headlines were typically straightforward and focused on concisely summarising the article's main point. They often consisted of simple noun phrases, known as mononuclear nominative headlines, which directly named the event or topic discussed. Expressive techniques like alliteration, metaphors, and metonymies were used sparingly to convey information rather than evoking emotions just by reading the newspaper's headline. (Shevtsova, 2019)

In contrast, in the present day, there has been a noticeable shift towards more expressive and captivating headlines. Modern headlines are characterised by a higher frequency of stylistic devices, creating a more engaging reading experience compared to those from the late 20th century. These contemporary headlines often feature simple sentences with subjects and predicates, headlines incorporating quotations, mononuclear nominative structures, and compound headlines with coordinated or subordinate elements. Moreover, modern headlines now encompass a broader range of styles, including imperative sentences and independent questions. There is also a growing trend towards using extended headlines that include various sentence components, while the use of complex headlines with cross headings has declined. (Shevtsova, 2019)

In summary, the transformation of newspaper headlines from the late 20th century to the present day reflects a shift towards more dynamic, engaging, and diverse stylistic elements, which to some extent may have an even more significant role in influencing

and shaping society's views of the particular people who are the subject of a newspaper article.

However, in recent decades, content and media coverage have shifted towards a more intrusive and sensationalist approach to reporting famous people like the Royal Family. This change can be attributed to various factors, including the rise of tabloid journalism, changing social attitudes, and the increasing demand for personal stories and scandals. We can see this in the example of Princess Diana; with Diana's death, this significant change in media coverage in Britain also came. Until Diana died in 1997, the media coverage of her was more varied, and there were articles praising and criticising her. She was often portrayed as a star, a celebrity, and she was usually referred to as a 'jet-setter'. Her role and work in the humanities were highlighted on the positive side. At the time, the tabloid media outlet *The Mirror*, for example, often provided a critical view of the Princess, describing and focusing on her personal life, which included her love affairs and behaviour. This newspaper had a somewhat contradictory relationship with the Princess, changing between love and criticism when they wrote about her. By contrast, *The Times* (broadsheet news), for example, had shown little interest, even ignorance, and not much inclusion of the Princess in its articles until her death. And when they did have some comment about her, it was usually a critical view. It focused more on the formal background of the actions rather than emotional content. (Hermes, Noordhuizen, 1999)

Everything changed following her tragic death in 1997. There was the already mentioned shift in how both media outlets portrayed her. *The Mirror* depicted Diana overwhelmingly positively as a humanitarian, the people's Princess, and a mother figure. Simply, all those nicknames we know her for today. They tried to align with the public sentiment of grief and admiration for her. All this, an exaggerated reflection of admiration, love, and support, became something new that had not been seen until then, a new reporting norm. In contrast, *The Times* continued to offer a respectful but more rational and factual perspective, with the focus on the expressive craze and public upheaval with less of emotionality and discomfort. Additionally, they maintained a more distant and critical stance towards the Royal Family, mainly because of their lack of information and expressions on this matter, according to the royal etiquette rules the Royal Family held. (Hermes, Noordhuizen, 1999)

4.2 Conclusion

Overall, the coverage of Princess Diana by The Mirror and The Times, shifted from a critical and distant approach before her death to a more emotional and positive portrayal after her death which was expected, but also demanded by the public. This new way of portrayal caused public perception of Diana as a beloved figure, saint, and a humanitarian icon, with the media only fulfilling and aligning with the sentiments of grief and admiration.

With Diana's death people also started to search for someone to blame. The driver, the press stalking her, or the members of the Royal Family. As we already know, the media played a significant role in shaping the narrative around Diana's death and public grief and anger towards certain individuals and institutions. This period, meaning 1990s, marked a turning point in how the media covered celebrities and public figures, including other members of the Royal Family with focus on intrusion and sensationalism. The intense scrutiny and criticism the Royal Family faced after Diana's death contributed to a change in media behaviour towards them, as we also can see it up until today, for example. The media began to demand even greater transparency and accountability from the Royal Family. This period also saw an increase in intrusive and tabloid reporting as the media focused on exposing scandals and controversies within the Royal Family that may have been hidden, for example, during Princess Diana's lifetime. Although it was not only Diana's death that led to an increase in intrusive media coverage, but it also played a key role in shaping the new media environment and set a precedent for how the press interacted with public figures. The events surrounding Diana's death exposed how much power the media has had over celebrities and the public. This set the stage for the more aggressive and intrusive style of reporting that still prevails in today's media environment, which means even more intrusive and aggressive coverage filled with irony, like it is with mediatization of Meghan Markle today. (Hermes, Noordhuizen, 1999)

5 Comparison of Princess Diana and Meghan Markle's media coverage in tabloids, specifically The Daily Mirror

Building on the previous chapter on the development and use of stylistics in British media articles in its practical focus, the subject of this chapter is a comparison of mediatisation between Princess Diana and Meghan Markle. The features already mentioned are applied here, including the media's shift over time towards more frequent and deeper use of irony and sarcasm in article headlines. These linguistic devices are often very powerful amplifiers and a kind of persuader that can very strongly influence readers' perspectives.

Life situations that both, Diana and Meghan shared, were chosen to provide a good comparison of changing media portrayal of these figures through years:

- 1) The announcements of engagements of both (Diana in 1981 and Meghan Markle in 2017)
- 2) Resigning from the Royal Family as a working member or reducing their official royal duties (Diana in 1996 and Meghan along with Harry in 2020)
- 3) Revealing of the truth about the life of an incoming member of the Royal Family by giving a public interview (Diana in 1995 to the BBC, Meghan with Harry recently in 2021 as a special edition episode of the show with Oprah Winfrey).

For this comparison, the tabloid newspaper The Daily Mirror was chosen, which has covered both characters extensively both historically and currently. One of the tabloids was chosen for analysis primarily because the tabloids, although not acknowledged by all people, are one of the greatest sources of influencing public opinion. In short, even tabloids, not only serious newspapers, provide insight to the public, which they attract especially with their stylistically different and coloured articles. Another reason of why the public is attracted to tabloid articles is their simple reading and above all their price, which is often lower than the price of other newspapers. All this also contributes to the fact that customers are more likely to buy a tabloid.

According to Sofia Johansson, who made many interviews with readers of ones of the most read British tabloids – the Sun and the Daily Mirror, by reading tabloids people seek for *'a way to relax and take the mind off day-to-day routines'*. (Johansson, 2007, p. 133)

Other motivation can be also a fun and satirical content, which tabloids very often offer to its reader, making it easy and quick to read.

5.1 Comparison of the announcements of engagements

Diana and Charles

This article is a transcript of an interview with the newly engaged couple. As is evident at first glance, this article, dated 25 February 1981, immediately after the announcement of the engagement of the then Lady Diana and Prince Charles, has an overall happy tone, celebrating and wishing the new couple good luck. The very first glance draws us to the main headline of the Figure 1, which reads 'WE WANT DI' not only using this endearing nickname 'Di' expressing the sheer excitement and popularity the young lady earned with the public and media and which will follow her in the future.



Figure 1: WE WANT DI

Source: (The British NEWSPAPER Archive, 2024c)

It even expresses that there is no doubt that this union should be happy, which is a MirrorComment, i.e., a personal comment by the newspaper itself. While the rest of the paper's content is mostly just obsessive commentary from Diana and Charles about how their engagement came about, where they plan to hold the wedding, and where they will live after the wedding, this commentary provides the editors' view.

The newspaper's comments throughout the couple's narrative in Figure 1 also exemplify the newspaper's optimistic viewpoint, describing the two only in positive or neutral tones. The strongest comment against this is, *'They exchanged affectionate glances as they talked, but Lady Diana maintained a shy poise and left her husband-to-be to conduct most*

of the interview.' This is not really a criticism either, but some might see it as a criticism against Lady Diana, expressing that Diana is too shy. On the other hand, an example of an expression of admiration is the sentence, *'Lady Diana, although only 19, seemed poised and confident as she sat beside the Prince today, but she conceded that it was 'marvellous' to have his moral support.'* The author of the article, one could say, pays tribute to the young Diana who, despite her young age, managed to keep a serious and confident face. The author adds a comment suggesting that the presence of her future husband probably makes her feel this way, thus again adding to the overall positive assessment of the couple. It's an overall article full of hope and joy about the new, almost fairytale-like royal couple which has enchanted the entire nation and, at that time, could even be seen as a symbol or synonym for young love.

Meghan and Harry

The change in the way media coverage evolved after Princess Diana's death, previously mentioned, is evident even on the cover of this tabloid. This issue of the Daily Mirror is dated 28 November 2017 and focuses on the announcement of Prince Harry's engagement to Meghan Markle. Specifically, as you may see in Figure 2, this newspaper chose the main headline, *'She just tripped and fell into my life...'* which is a transcription of what the couple themselves said during the interview where they announced their engagement.



Figure 2: How the world's newspapers reacted to Prince Harry and Meghan Markle's engagement.

Source: (The Telegraph, 2017)

Three additional subtitles hint at more detailed information contained within the magazine. The first subtitle reads '*Prince Harry to wed 'beautiful' Meghan after 18-month romance*'. Unlike the overall positive view of Diana and Charles' engagement in the media, here, one can immediately notice a subtle hint of those linguistic devices that evolved more after Princess Diana's death, such as the use of irony and intrusive remarks. This commentary draws attention to two things right away.

Firstly, the attribute describing Meghan as '*beautiful*' is already in quotation marks. Given the stir at the time about the unprecedented union of a royal member with a woman of African American descent, one might think that this is being pointed out, maybe even as mocking this new kind of beauty, not necessarily put as racist, but highlighting it. However, it's also possible and probable that these quotation marks simply refer to what someone else said, perhaps Prince Harry, about his future wife.

The second thing is the sarcastic remark about the fact that the couple got engaged after an '*18-month romance*'. It's almost as if they wanted to express that such a period is too short to have already decided to marry. This could again relate to the fact that all courtship of any royal member always took much longer, as was customary according to royal etiquette. Even the use of the word to describe their relationship at the time as

a '*romance*' could be a sort of poke, as it could be a word with stylistic colouring, indicating that their relationship had so far been just a romance. According to the Oxford dictionary, 'romance' is also defined as '*an exciting, usually short, relationship between two people who are in love with each other*'. (Oxford Learner's Dictionaries, 2024) This confirms the theory that journalists expressed their opinion that Meghan and Prince Harry's relationship before the engagement had a shorter duration than expected.

These highlighted stylistic features can be perceived subjectively, so they may not necessarily evoke an ironic subtext for everyone. Compared to many articles later written about Meghan and Harry, regarding their departure from the Royal Family, etc., this article does not go too much into criticism or irony. We can also say that, as is the case with all significant and new things, such as the union of these two individuals, their public appearances could not yet be evaluated because they were still in the early stages of their relationship and relationship with the crown, society, and the media. However, there are still elements of the changing media coverage evident here, as was characterised in earlier chapters, most commonly including potential irony and intrusiveness.

5.2 Comparison of resigning from the Royal Family as a working member / reducing their official royal duties

Diana

Figure 3, which includes an article from 4 December 1993, briefly describes Princess Diana's entire history with the Royal Family. This is because, in December 1993, an official announcement was made about the Princess's separation from the Royal Family, which also meant the thinning of her royal duties. This article briefly describes Diana's entire journey, from before she met Prince Charles to when the unhappy marriage culminated in an official separation. The article describes not only her '*torture*' of being a member of the Royal Family but also her gradually evolving relationship and position in society and the media. Each period is supplemented by commentary from a witness in their inner circle, such as Princess Diana's sister or a palace source.



Figure 3: Diana steps back from the Royal Family

Sources: (The British NEWSPAPER Archive, 2024a)

The article notes at first glance the fact that Princess Diana is already cutting her close ties with the Royal Family, and especially with her husband, with the subtitle: *'JULY 1993 MOMENT DI DECIDED SHE HAD TO END HER 13 YEARS OF TORMENT WITH ROYALS'*. The author uses intensely coloured words, such as *'torment'*, which invites the reader to an intense regret for Princess Diana.

Ironically, right at the beginning of the article, there is commentary from the Daily Mirror itself about how Princess Diana was hounded by the media even before she married Prince Charles. However, this only adds to the overall picture formed here by describing Princess Diana as a victim through and through. The article expresses pity and admiration for her.

One could say that the context of the article makes it all too clear how it positions the person of Prince Charles as an attention-seeking and envious villain of his wife, portraying this, for example, in one of the source's comments: *'The Prince was happier without Diana as he toured Poland. He was no longer walking in the shadow of his estranged wife.'* It also describes how Prince Charles used their children, Prince William and Prince Harry, for his popularity, which greatly annoyed Diana. These comments add to the overall impression portraying Princess Diana as a victim and, therefore,

someone with whom we sympathise. There is also mention of Prince Charles' infidelity and long-standing love for Camilla, Duchess of Cornwall, which Diana has had to deal with all this time.

Meghan and Harry

In January 2020, the world was surprised by unexpected news. Without warning, Harry and Meghan announced they withdrew from their social royal duties as working royals. They cited the endless intrusive behaviour of journalists, which they assessed as unfavourable for themselves and their descendants, whom they wanted to protect from this life.

Criticism and irony were undoubtedly not spared in any newspaper in this case, as shown in Figure 4. The headline read: *'They didn't even tell the Queen'*, which directly indicates the unfavourable position of the newspapers as if they were expressing the couple's recklessness. They judged it to be a rash decision since such a serious decision, let alone in such a respected and ancient institution as the monarchy, must first be consulted with the relevant authorities.



Figure 4: Harry and Meghan leaving the Royal Family

Sources: (PressReader.com - Digital Newspaper & Magazine subscriptions, 2024)

In Figure 5, another headline is used, oozing with irony, which was already inside the magazine: 'WE'RE OUT..but we'll keep the titles, the house and the £650k security'. Here, the journalists and editors could not have been more transparent about their personal views on the matter. In doing so, they express their impression that they think Harry and Meghan have acted almost hypocritically in renouncing all royal duties but would like to keep certain benefits related to their titles.



Figure 5: WE'RE OUT..

Sources: (PressReader.com - Digital Newspaper & Magazine subscriptions, 2024)

The whole article, which describes and comments on the meaning of their statements on their Instagram profile, is accompanied by a column that only adds to the overall impression that Meghan and Harry are on the side of the bad guys in this case and the Queen herself, whom they 'didn't even bother' to inform of their departure, on the side of the harmed victim. The whole column is a sort of comparison between the devotion of Queen Elizabeth II, who has devoted her entire life to her job and the whole institution, and the behaviour of Prince Harry and Meghan, who, by their unannounced and undiscussed decision, have disgraced the entire honourable institution, made up of several decades of work by the Queen herself.

5.3 Revealing of the truth about the life of an incoming member of the Royal Family by giving a public interview

Diana

Figure 6 covers the events of 20 November 1995, when Princess Diana gave an interview to the BBC that shocked the world. In it, Diana revealed her private life in the Royal Family as the future king's wife, strictly monitored by everyone around her. She described how she received absolutely no help or support from other family members, even when she had bulimia or when she found out about her husband's years-long affair with Duchess Camilla.

Figure 6: Royal morals in question

Source: (The British NEWSPAPER Archive, 2024b)

For this, one of the articles that summarizes readers' views on the fact that she did this kind of an interview for BBC, was chosen. It shows the results of a telephone survey that asked readers whether they thought giving this kind of confessional interview was a good decision. And the result, with an incredible majority of what was around 89%, showed a yes response. That is, 89% of those polled thought that Diana made a good decision in sharing her story with the public. And this was followed by the editors of this newspaper,

who tuned into the same positive wave to support and perhaps therefore please their readers. In the headline of the article there is a statement: 'the princess's amazing interview hits home', so there are emotional words like 'amazing', which clearly describes the author's positive attitude towards the situation. It shows a great wave of positive feedback and supportive words from readers. Readers also commented in the questionnaire that they thought, overwhelmingly, that the events as reported by Princess Diana during the interview were true. Some participants even responded by saying that despite her relationships and admissions of infidelity, Diana should become Queen. Diana's strong popularity with the public can be seen here, as she combines in one sentence the statement that the Princess was admittedly unfaithful during her relationship with Prince Charles, with the immediately following statement that she should still become the next Queen of England.

Overall, then, the predominance of positive supporters of Princess Diana is again portrayed here and puts the other side in the position of the bad ones, this time summarily addressing the royals with the title 'Royal morals in question' which is a response to the admissions made by Princess Diana about her existence in the Royal Family.

Meghan

The article in Figure 7 describes an interview from March 7, 2021, when a special episode of the show with Oprah Winfrey was released, focusing on the experiences and travails of life in the Royal Family of Meghan Markle and Prince Harry. Although it was a much shorter period of being part of the Royal Family, it perhaps brought a far greater wave of disapproval and criticism worldwide than it did for Princess Diana. The world was thus divided into two halves: those who believed and sided with Meghan and Harry and those who claimed the couple were only doing so for their publicity and visibility, making up unrealistic events to make themselves look as much like victims as possible.



Figure 7: Royal crisis

Source: (BBC, 2021), (9news, 2023)

As a reaction to the horrific testimonies of Meghan Markle and Prince Harry in the interview, the newspapers chose directly screaming, even scandal-calling headlines. 'WORST ROYAL CRISIS IN 85 YEARS' is one of the headlines which, as a statement, refers to the institution of monarchy as a whole. In itself, it could not be said whether the newspaper expresses support for this or that side with this headline, whether the newspaper stands on the side of those who believe Meghan's statements or not. However, evaluative adjectives such as 'worst' are used here, adding to the emotionality they are trying to impress the reader. However, the overall attitude of the authors to the situation is missing, as in the subtitles they only mention the state of the royal family, which they describe as 'Palace in meltdown over racism allegation and claim suicidal Duchess 'ignored'', which could be expected in such a situation. At the same time, the collocation of 'suicidal Duchess' gives the impression of putting the situation at ease, which would be morally inappropriate if all these allegations were true. It follows, then, that perhaps the newspaper itself took these allegations somewhat lightly.

For one of the covers, the newspaper chose the headline 'OPRAH INTERVIEW FALLOUT', which could mean a hint that after this act, there is no way back for Prince

Harry and Meghan Markle, as this act has caused a public dispute, which will result in the interruption of relations between both parties, such is the meaning of the word 'fallout'. Figure 8 no longer provides information other than that of the royal editor, who has provided information on how the palace, primarily Charles and William, feel about the whole thing. It describes both of them feeling 'immensely saddened', which was also taken out and used for the main cover headline of one of the issues, as seen in Figure 7. With this statement, one could mean that the royal family completely dissociates, disagrees with these allegations, and considers them mere and sad slander.



Figure 8: Harry and Meghan’s interview saddened Charles and William

Source: (BBC, 2021), (9news, 2023)

5.4 Conclusion

Based on the provided analysis of media coverage surrounding Princess Diana and Meghan Markle in tabloids like The Daily Mirror, it's evident that media coverage of Meghan Markle exhibits a shift towards more critical and potentially cynical tones compared to the largely positive coverage of Princess Diana, especially in their engagements and public interviews. This shift can be attributed to various factors, including changes in societal attitudes or advancements in media technology.

The comparison of engagement announcements illustrates how the media's treatment of royal events has evolved over time. While Diana's engagement was met with overwhelming positivity and celebration, Meghan's engagement to Prince Harry was accompanied by subtle hints of scepticism and irony, reflecting a more nuanced and potentially cynical attitude towards royal relationships.

Similarly, the coverage of their decisions to step back from royal duties highlights contrasting perspectives on royal responsibilities and personal autonomy. Princess Diana's separation from the Royal Family was portrayed sympathetically, emphasizing her struggles within the institution and positioning her as a victim of media intrusion. In contrast, Meghan and Harry's decision to step back was met with criticism and

accusations of irresponsibility, reflecting a more sceptical view of royal privilege and entitlement.

Furthermore, the comparison of public interviews reveals shifting attitudes towards royal transparency and accountability. Princess Diana's interview with the BBC was largely embraced by the public, who viewed her revelations as courageous and honest. In contrast, Meghan and Harry's interview with Oprah Winfrey sparked controversy and division, with some questioning the authenticity of their claims and others condemning the couple for airing their grievances publicly.

Overall, the analysis suggests that media coverage of royal figures has become increasingly polarized and critical in recent years, reflecting broader societal shifts towards scepticism and scrutiny. The contrasting treatment of Princess Diana and Meghan Markle highlights the complex dynamics and opposites that are crucial in shaping public perceptions of the Royal Family.

6 How the British media impact what people think

This chapter deals with the impact of the British media on public opinion, focusing on the trust people place in media outlets and why the media exerts effort to influence readers' views. It references a survey by the Pew Research Center to illustrate the level of trust in various media sources. The chapter also explores the reasons behind the media's interest in shaping public perception of the Royal Family, citing historical influence, public interest, economic significance, and political impact as key factors.

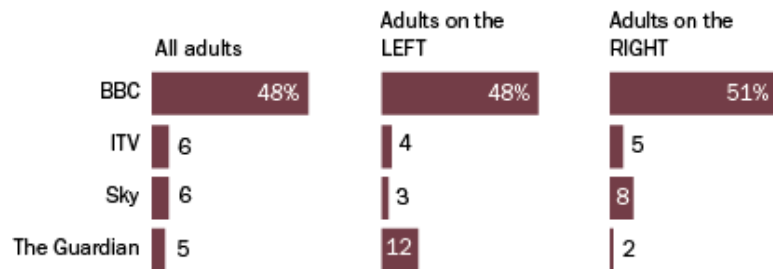
To make the topic of this paper complete, it is necessary to look at the matter from a more general point of view. Specifically, how much people in Britain believe and therefore are influenced by and adopt the views of the media. The previous chapters have provided a more detailed analysis of how the media portrays the Royal Family, and in particular Princess Diana and Meghan Markle. This whole chapter will serve to provide an overall understanding of why the media do this in the first place and why they make such an effort to influence the views of their readers. First, however, let us review how much the British people trust the content of these media outlets, and which media outlets they prefer for their information.

As it was already proven on an example of Sofia Johansson's study, media generally influence the British public's views. To bring this into another practice, there was a survey chosen which was made back in 2017 from the Pew Research Centre, called 'Survey of eight Western European countries'. The survey as whole focuses on more features, like the feature of populism and how people with populist ideas answered in the survey and etc. But for this paper, there were chosen only some parts from it, which specifically focus on how generally the British people trust the media.

The survey, specifically the one shown in Figure 9, shows how much British adults have trusted the British media in the recent years. In the world of Great Britain's media, as is now already clear, everything is connected. Everything has a certain impact on people's beliefs and affections, certainly then the political ideologies, and so the various newspapers which are mostly divided, concerning people's political leanings. The survey also always lists the media outlets that appeared most frequently in respondents' answers.

British adults across the ideological spectrum generally share the same main news source

% of adults in the UK who name each outlet as their main news source



Note: Only sources named by 5% of adults or more are shown. Respondents were asked to name the outlet they turn to the most for news. For the purposes of this analysis, major channels or brands were grouped into their larger news organization.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

"In Western Europe, Public Attitudes Toward News Media More Divided by Populist Views Than Left-Right Ideology"

PEW RESEARCH CENTER

Figure 9: Media outlets preferred by British public

Source: (Pew Research Center, 2018)

The first chosen part of the survey is focused on where people look for the information the most often, meaning the media outlets they use the most. The state-funded BBC (British Broadcasting Corporation) came top with the highest number of responses (48%). Further, it can be observed that there is no significant difference in the split between left and right leaning citizens, with both sides universally favouring the BBC outlet as their source of information. It could therefore be said that, with the largest percentage of citizens questioned turning to it, it is probably one of the most trusted sources among the public. The media outlets of ITV, Sky and The Guardian come next. However, they cannot match the BBC's outlet in terms of numbers.

Support of the result

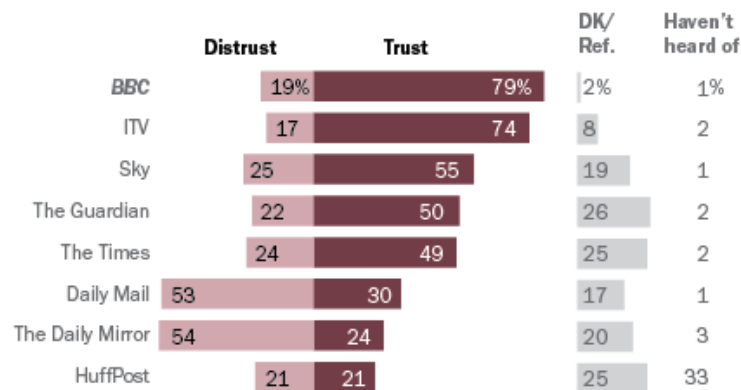
To support this result, we can mention, for example, the long tradition of this source dating back to 1922, starting as a radio broadcasting station, and then adding the possibility of television transmission in 1936. As one of the oldest modern forms of media outlets and a publicly funded service, it maintains a reputation as a trusted and impartial informant, prioritizing public interest over profit. Another reason could be the easy accessibility to the source, since, as already mentioned, the BBC is easily accessible as it is a channel whose fee is included in the television licence fee paid by households in the

UK that watch live television broadcasts. In addition, it offers several platforms that citizens can use—radio, television and online.

The second factor focuses on what percentage of the UK audience and readers trust a public news organisation. This is shown in Figure 10. Again, we see that the BBC received 79% positive responses, which means that this number of respondents trust the information provided by this public organisation. The private news organisations ITV and Sky also received more than half of the positive votes. There is a noticeable turnaround when it comes to the tabloids, with the Daily Mail and the Daily Mirror listed here. The explanation is probably clear and simple. As has already been stated, the focus and content of British tabloids is sensationalism and content aimed at the public. Thus, the information provided by these companies is presented in such a way as to appeal to the reader's attention rather than to provide complete truth or factual accuracy.

In the UK, a large majority trusts the public news organization

% of adults in the UK who generally trust or distrust each news outlet



Note: People who said they had not heard of an outlet or refused to respond to the question about whether they get news from an outlet are grouped under "Haven't heard of" here. Public broadcaster is in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

"In Western Europe, Public Attitudes Toward News Media More Divided by Populist Views Than Left-Right Ideology"

PEW RESEARCH CENTER

Figure 10: A large majority of British people trusts the public news organization

Source: (Pew Research Center, 2018)

Support of the result

To demonstrate this high level of distrust of tabloid newspapers such as the Daily Mail and the Daily Mirror, we can look at examples of people rebelling over false or factually incorrect information or immoral practices of these outlets. An example of this is Meghan Markle taking legal action against the Mail on Sunday (owned by the Daily Mail) for publishing a letter to her father. Meghan Markle claimed that although her father's consent to the newspapers publishing it was given, her consent was not. Cases such as these provoke and contribute to the distrust and resentment of readers. At least the part of the readership that likes the people in question. As a result of this, Meghan Markle was awarded a symbolic one pound for the privacy invasion. However, the Mail on Sunday also agreed to pay an unspecified sum for copyright infringement and legal fees. (Waterson, 2022)

Even more compelling was when in December 2023 journalists from the Daily Mirror, Sunday Mirror and Sunday People were convicted in court for illegal information gathering which included phone hacking. This was preceded by Prince Harry's filing of a lawsuit in May 2023. (Holden, Tobin, 2024)

The survey results from Pew Research Center show that people trust public news sources like the BBC because they believe they give fair and accurate information, one of the possible factors of this is the traditionality and known impartiality of this media outlet. On the other hand, tabloid newspapers like the Daily Mail and the Daily Mirror are viewed with doubt because they often publish sensational stories that are not true. Legal problems, like Meghan Markle's lawsuit against the Mail on Sunday and convictions for breaking the law, highlight why some people do not trust these newspapers.

6.1 Why does the British media put effort in influencing reader's opinion except just the bias of the owners?

In addition to information about how much and which media outlets are most trusted by the British people, it is also important to understand what other reasons besides mere financial profit and bias in various media outlets are behind the way the royals are mediatized and how the relationship between the Royal Family and the media is reflected in newspaper articles that ultimately influence the final judgement of the reader.

Britain, as the most famous monarchy to date, is very different from the rest of the world, and so is its method of mediatization. Their motivation is not just the vision of the greatest

possible profit, even though it plays a significant part and is also mentioned below as one of the factors, but there are also other factors that play a very important role in why the British media is so keen to shape and influence public opinion. The British media puts effort in influencing readers' mind about the Royal Family for various reasons:

Historical influence and tradition – the British Royal Family has a rich history and serves as a symbol of national identity. Its members are constantly monitored, and their lives are made accessible to the public. Media outlets are interested in their activities, duties, and personal lives. Figure 10 is clear evidence of how the British appreciate a long-lasting tradition of monarchy. Here is a picture of how the death of Queen Elizabeth II was covered by the British media. Of course, the newspapers chose their front pages to mainly honour and preserve the memory of the deceased and not to dishonour her memory in any way. However, in this way many newspapers often referred to the Queen's long and dedicated service to her country, thus also paying tribute to the long tradition of the monarchy as an institution. Newspapers across the country referred to the Queen as a national symbol or as someone who had done great honour to this centuries-old tradition by her service. The Daily Star, for example, chose the headline *'You did your duty, Ma'am'*, referring to her successful role in this ancient tradition. The British public certainly confirmed this by their considerable participation in mourning for the Queen across the country.



Figure 11: The Queen as a symbol of tradition

Source: (Telegraph Reporters; Crisp, 2022)

Public interest and economic significance – the British public has a long-standing interest in the Royal Family. Their lives are closely followed, whether its Queen Elizabeth II or the younger generation, such as Prince William and his family. The Royal Family also contributes economically through tourism, commerce, and cultural heritage. Media reports on these aspects because they impact the British economy. As Figure 12 shows, members of the Royal Family have been covered by media so often, that it is almost impossible to think about the British media without them. The very concept of royalty makes people think of something special, fabulous, and better. Over the years of mediatization of the members of the royals, people have developed a kind of desire to be as close to them as possible, for some even a desire to become one of them. In this way, the impression has been given to many people that these people are their idols. They want to be aware of everything they do and sometimes they even want to imitate them. Therefore, whenever a newspaper appears on the newsstand with a front-page photo of one of the members, it immediately increases the potential chance of a purchase.

An even higher factor is the sensational captions that accompany the photo. A typical idol, especially in the past, could certainly be described as Princess Diana, who the world was obsessed with, and so journalists tried to please their readers and get as much material for them as possible. Unfortunately, this resulted in persecutions with frequent violations of the Princess's privacy, as we all know. Conversely, the motivation can also be hatred. It is the ironic and critical articles about members of the royals that make even these people happy, which also drives them to buy. And hence a good deal of the economic profit that the media receive just by covering royals. Nowadays, this idol is, for example, Meghan Markle and her husband, Prince Harry. However, in people's perception, it also appears as a negative idol, but still as a source that attracts attention and fills the newspapers. In the Figure 12, we can see several depictions of Meghan Markle, capturing her in a possibly distressed or even tearful state. By presenting this face and adding captions like '*So who is the Royal racist?*', journalists engage their readers—whether they sympathize with Meghan Markle or hate her.



Figure 12: The British Royal Family as source of public interest

Source: (Roos, 2022)

Political impact – the Royal Family has influence over politics and society. Their stances and activities can shape public opinion and politic decision. Media outlets track how the family engages with various issues. As the theoretical part of this work already shows, British media are often biased towards political perspectives. Even though the monarchy and its representatives should ideally remain impartial as national institution, they may sometimes, even if implicitly, lean towards one political party. This can happen through expressing opinions or values that align with a particular political ideology. Media can also shape the British society's opinion on politics through their coverage of the royal family. Depending on whether they praise or criticize them in their articles, or provide some hidden criticism, media can influence readers' political views. For example, if a purely left-wing newspaper publishes an article that ironically criticizes an action of a member of the Royal Family, it can impact readers' opinions in the realm of political ideologies. Since the monarchy is often associated more with Conservatives, this type of media criticism could potentially change a reader's political preferences. So, even someone who has always leaned towards Conservatives could become a Labour supporter, solely due to the way the newspaper article is written.

For example, these newspaper articles also address the readers directly with the aim of convincing them of the claim, such as the articles that deal with the money of the monarchy, and in particular point out how much personal wealth the Crown has. In such articles, such as the one in Figure 13, again, criticism and ridicule often appear. Headline of this article, published by The Guardian, which is a left-leaning newspaper, was:

'Taxpayer to fund 45% pay rise for royals despite cost of living crisis'. The article talks about and describes new discussions about increasing personal income for members of the monarchy. It includes several other sentence structures expressing ironic surprise that the result of the negotiations was an increase in funds for private payments to royal members, funded by taxpayers' money, when the opposite outcome was expected. One emotionally charged sentence, for example, is: 'The review of the royal funding settlement was heavily spun by the Treasury to give the impression that the king would be taking a pay cut so crown estate funds could instead be spent on public services.' This significantly gives the impression that the author tried to impact the readers, as they talk about the potential allocation of money for public spending, which people not only lose this way, but also it means taxes increase for them to cover this rise.



contained in a review of royal funding published by the Treasury yesterday. It reveals the royal family's grant is due to increase from £86m to £125m. The monarchy's annual budget, known as the sovereign grant, is pegged against the profits from a national property portfolio called the crown estate. The review of the royal funding settlement was heavily spun by the Treasury to give the impression that

the king would be taking a pay cut so crown estate funds could instead be spent on public services. In fact, the report reveals the monarchy is due to receive a huge pay increase, although the rise will not kick in for two years. Next year, the sovereign grant will remain at £86.3m. However, in 2025, the king's public funding will increase by a projected £38.5m, giving the monarchy an annual stipend of £124.8m. In 2026, it will be £126m.

Figure 13: Politics as source of influence

Source: (WTX News, 2023)

6.2 Conclusion

The relationship between the British Royal Family and the media is a complex matter of historical tradition, public interest, economic significance, and political impact. As demonstrated by the points discussed, media outlets are deeply invested in shaping public opinion about the monarchy, often using sensationalism, bias, and emotive language to influence readers' perceptions. The media's coverage of the Royal Family not only reflects societal values and norms but also plays a significant role in shaping them. Furthermore, the media's portrayal of the monarchy can have far-reaching consequences, impacting not only public sentiment towards the Royal Family but also political ideologies and decisions. Through their coverage, media outlets have the power to change public opinion, shape political discourse, and influence societal attitudes towards governance, taxation, and public spending. Overall, the relationship between the British Royal Family and the media highlights the deep influence on British society.

Conclusion

The aim of this thesis was to demonstrate the ways in which the British media uses language to shape public opinion of the British Royal Family, and also to reflect the means they use to exert this influence, and to state and demonstrate this through practical examples. Princess Diana and Meghan Markle were chosen for specific introduction, two celebrities on whose media coverage this phenomenon is perhaps easiest to spot. At the same time, the aim was to distinguish the development and change of these media through the years, in eras that were typical of each of these personalities. In this thesis, a comparison of these features was made by comparing articles that were written about the same or similar life situations that the two women shared.

The analysis of media coverage surrounding Princess Diana and Meghan Markle in tabloids like *The Daily Mirror* provides valuable insights into the shifting dynamics of royal portrayal and media influence. Across various key events, from engagement announcements to public interviews, clear differences emerge in the treatment of these two figures, reflecting broader societal changes and media trends.

Firstly, the comparison of engagement announcements illustrates a notable shift in media tone over time. While Princess Diana's engagement was met with overwhelmingly positive and celebratory coverage, Meghan Markle's engagement to Prince Harry was accompanied by subtle hints of scepticism and irony, indicative of a far more critical and potentially cynical attitude towards them.

Similarly, the coverage of decisions to step back from royal duties highlights contrasting perspectives on royal responsibilities and personal autonomy. Princess Diana's separation from the Royal Family was portrayed sympathetically, emphasizing her struggles within the institution and positioning her as a victim. On contrary, Meghan and Harry's decision to step back was met with criticism and accusations of irresponsibility, reflecting a more sceptical view of royal privilege and entitlement.

Furthermore, the comparison of public interviews reveals shifting attitudes towards royal transparency and accountability. Princess Diana's interview with the BBC was largely embraced by the public, who viewed her revelations as courageous and honest. In contrast, Meghan and Harry's interview with Oprah Winfrey sparked controversy and division, with some questioning the authenticity of their claims and others condemning the couple for airing their grievances publicly.

Overall, the analysis suggests that media coverage of royal figures, specifically here Meghan Markle, has become increasingly polarized and critical in recent years, reflecting broader societal shifts towards scepticism, scrutiny, ironical and intrusive mediatization. The contrasting media treatment of Princess Diana and Meghan Markle highlights the complex dynamics at play in shaping public perceptions of the Royal Family.

Furthermore, the relationship between the British Royal Family and the media is deeply intertwined with historical tradition, public interest, economic significance, and political impact. Media outlets play a crucial role in shaping public opinion about the monarchy, often using sensationalism, bias, and emotive language to influence readers' perceptions. This relationship not only reflects societal values and norms but also plays a significant role in shaping them, with far-reaching consequences on public sentiment, political discourse, and societal attitudes and opinions about governance and the monarchy.

In conclusion, the analysis underscores the profound influence of media coverage on public perceptions of the British Royal Family and highlights the complex interplay between media portrayal, societal values, and historical context. Through an examination of media trends and royal events, this study offers valuable insights into the evolving dynamics of media influence and its impact on public sentiment and political discourse in contemporary society.

References

- [1] 9News (2023) *Meghan and Harry's Oprah Interview: How the British Press reacted*. Available at: <https://www.9news.com.au/world/meghan-markle-prince-harry-oprah-interview-british-newspaper-front-pages/0163f0e7-6934-46c8-b6fe-666782f60e7c#2> (Accessed: 26 April 2024).
- [2] Academic Dictionaries and Encyclopedias (2021) *Newspaper of Record*. Available at: <https://en-academic.com/dic.nsf/enwiki/400524> (Accessed: 25 November 2023).
- [3] BBC News (2021) *WORST ROYAL CRISIS IN 85 YEARS*. Available at: <https://www.bbc.com/news/blogs-the-papers-56328870> (Accessed: 26 April 2024).
- [4] Carroll, L. (2018) *American Princess: The Love Story of Meghan Markle and Prince Harry*. New York, N.Y.: HarperCollins Publishers.
- [5] Channel 4 (2023) *About Channel 4*. Available at: <https://www.channel4.com/corporate/about-4/who-we-are/about-channel-4> (Accessed: 09 November 2023).
- [6] Clancy, L. (2022) "If You Move in the Same Circles as the Royals, then You'll Get Stories About Them": Royal Correspondents, Cultural Intermediaries and Class', *Cultural Sociology*, 17(3). doi:10.1177/17499755221092810.
- [7] Coleman, C. (2022) *Future of Public Service Broadcasting – House of Lords Library, UK Parliament*. Available at: <https://lordslibrary.parliament.uk/future-of-public-service-broadcasting/> (Accessed: 09 November 2023).
- [8] Conboy, M., Steel, J. and Eldridge, S. (2015) *The Routledge companion to British media history*. New York: Routledge.
- [9] Encyclopædia Britannica (2024a) *British Broadcasting Corporation*. Available at: <https://www.britannica.com/topic/British-Broadcasting-Corporation> (Accessed: 26 April 2024).
- [10] Encyclopædia Britannica (2024b) *Bill of Rights*. Available at: <https://www.britannica.com/topic/Bill-of-Rights-British-history> (Accessed: 26 April 2024).

- [11] Encyclopædia Britannica (2024c) *Diana, princess of Wales*. Available at: <https://www.britannica.com/biography/Diana-princess-of-Wales> (Accessed: 26 April 2024).
- [12] Encyclopædia Britannica (2024d) *ITV*. Available at: <https://www.britannica.com/topic/ITV-television> (Accessed: 26 April 2024).
- [13] Freedland, J. (2006) ‘Elizabeth the Last’, *The Guardian*, 21 April. Available at: <https://www.theguardian.com/politics/2006/apr/21/constitution.monarchy> (Accessed: 21 December 2023).
- [14] Hermes, J., & Noordhuizen, M. (1999). *Diana. Death of a Media-Styled Secular Saint*. *Etnofoor*, 12(2). Available at: <http://www.jstor.org/stable/25757966> (Accessed: 25 March 2024).
- [15] Holden, M. and Tobin, S. (2024) *Prince Harry Vows To See Press Mission ‘To The End’, Berates Piers ...*, *Reuters*. Available at: <https://www.reuters.com/world/uk/prince-harry-accepts-substantial-damages-settle-mirror-group-case-2024-02-09/> (Accessed: 11 March 2024).
- [16] Johansson, S. (2007) *Reading Tabloids: Tabloid Newspapers and Their Readers*. Huddinge: Södertörns högskola.
- [17] Jones, D. (2015). *Magna Carta: The Birth of Liberty*. New York: Penguin Books.
- [18] Kelley, K. (2010) *The Royals*. New York, N.Y.: Grand Central Publishing.
- [19] Maklyuk, O. M., Volkova, V. V. and Manuylova, A. (2022) “*THE ROYAL FAMILY IMAGE IN THE BRITISH MEDIA*”, *Zaporizhzhia Historical Review*, 3(55), pp. 196-202. Available at: <https://istznu.org/index.php/journal/article/view/2317> (Accessed: 23 January 2024).
- [20] McDonagh, M. (2017) ‘Prince Harry and Meghan Markle: the union of royalty and showbiz’, *The Spectator*, 27 November. Available at: <https://www.spectator.co.uk/article/prince-harry-and-meghan-markle-the-union-of-royalty-and-showbiz/> (Accessed: 21 November 2023).
- [21] Mearns, H. (2019) *The 1969 Documentary That Tried to Humanize Queen Elizabeth II and the Royal Family*, *History*. Available at: <https://www.history.com/news/queen-elizabeth-ii-1969-royal-family-documentary> (Accessed: 23 January 2024).

- [22] Media Landscapes (2023) *United Kingdom*. Available at: <https://medialandscapes.org/country/united-kingdom> (Accessed: 05 November 2023).
- [23] Media.info (2021) *Channel 5*. Available at: <https://media.info/television/channels/channel-5> (Accessed: 09 November 2023).
- [24] Mohamed, F. (2021) *Nostalgia from the perspective of intertextuality in the newspaper coverage: The case of Prince Harry and Meghan Markle*, *Journal of Mass Communication Research*. Available at: https://jsb.journals.ekb.eg/article_189180.html?lang=en (Accessed: 18 April 2024).
- [25] Mohan, J. (2020) *British media bias isn't surprising – a perspective from the U.S.*, *The State Of The Arts*. Available at: <https://www.thestateofthearts.co.uk/features/british-media-bias-isnt-surprising-a-perspective-from-the-u-s/> (Accessed: 03 May 2024).
- [26] Oxford Learner's Dictionaries (2024) *Romance noun*. Available at: https://www.oxfordlearnersdictionaries.com/definition/english/romance_1 (Accessed: 20 April 2024).
- [27] Oxford Royale (2022) *Black and White and Read All Over: A Guide to British Newspapers*. Available at: <https://www.oxford-royale.com/articles/a-guide-to-british-newspapers/> (Accessed: 25 November 2023).
- [28] Pew Research Center (2018) *News media and political attitudes in the United Kingdom*. Available at: <https://www.pewresearch.org/global/fact-sheet/news-media-and-political-attitudes-in-the-united-kingdom/> (Accessed: 26 April 2024).
- [29] PressReader.com - Digital Newspaper & Magazine subscriptions (2024) *WE'RE OUT*. Available at: <https://www.pressreader.com/uk/daily-mirror/20200109/page/2> (Accessed: 26 April 2024).
- [30] Quinn, B. and Rawlinson, K. (2019) *Prince Andrew to Step Back From Public Duties 'For Foreseeable Future'*, *The Guardian*. Available at: <https://www.theguardian.com/uk-news/2019/nov/20/prince-andrew-to-step-back-from-public-duties-for-foreseeable-future> (Accessed: 05 February 2024).
- [31] Roos, D. (2022) *5 Scandals the British Royal Family Wishes We'd Forget*, *HowStuffWorks*. Available at: <https://history.howstuffworks.com/historical-events/british-royal-scandals.htm> (Accessed: 05 May 2024).

- [32] Shevtsova, A. (2017). *Stylistic features of British newspaper headlines in the diachronic aspect*. Studies in Linguistics, Culture, and FLT. Available at: https://www.researchgate.net/publication/342431906_STYLISTIC_FEATURES_OF_BRITISH_NEWSPAPER_HEADLINES_IN_THE_DIACHRONIC_ASPECT (Accessed: 25 March 2024)
- [33] Sullivan, C. (2019) *The Rule About Royals and Personal Social Media Accounts Actually Makes a Lot of Sense*, POPSUGAR Celebrity UK. Available at: <https://www.popsugar.co.uk/celebrity/Royals-Allowed-Have-Social-Media-45975502> (Accessed: 18 January 2024).
- [34] Telegraph Reporters; Crisp, J. (2022) *Front pages: How the newspapers covered queen Elizabeth's death*, *The Telegraph*. Available at: <https://www.telegraph.co.uk/royal-family/2022/09/09/front-pages/> (Accessed: 05 May 2024).
- [35] The British NEWSPAPER Archive (2024a) *'I'm exhausted...'*. Available at: <https://www.britishnewspaperarchive.co.uk/viewer/bl/0000560/19931204/063/0010> (Accessed: 26 April 2024).
- [36] The British NEWSPAPER Archive (2024b) *Royal morals in question*. Available at: <https://www.britishnewspaperarchive.co.uk/viewer/bl/0000560/19951121/078/0013> (Accessed: 26 April 2024).
- [37] The British NEWSPAPER Archive (2024c) *WE WANT DI*. Available at: <https://www.britishnewspaperarchive.co.uk/viewer/bl/0000560/19810225/681/0032> (Accessed: 26 April 2024).
- [38] The Royal Family (2023a) *Queen Elizabeth II's Life and Reign*. Available at: <https://www.royal.uk/queen-elizabeth-iiis-life-and-reign> (Accessed: 05 February 2024).
- [39] The Royal Family (2023b) *The role of the Monarchy*. Available at: <https://www.royal.uk/role-monarchy> (Accessed: 25 October 2023).
- [40] The Telegraph (2017) *'American princess' heralds 'modern future': How the world's newspapers reacted to Prince Harry and Meghan Markle's engagement*. Available at: <https://www.telegraph.co.uk/news/2017/11/28/one-newspapers-uk-around-world-reacted-toprince-harry-meghan/> (Accessed: 26 April 2024).
- [41] Utley, T. (2006) *'Subtly and silently, the Queen has bound our society together'*, *The Telegraph*, 21 April. Available at: <https://www.telegraph.co.uk/comment/personal->

view/3624460/Subtly-and-silently-the-Queen-has-bound-our-society-together.html
(Accessed: 21 December 2023).

- [42] Walker, A. (2019) *Danny Baker Fired By BBC Over 'Offensive' Royal Baby Ape Tweet*, *The Guardian*. Available at: <https://www.theguardian.com/media/2019/may/09/danny-baker-apologises-for-chimp-tweet-about-royal-baby> (Accessed: 11 March 2024).
- [43] Waterson, J. (2022) *Meghan To Receive Just £1 From Mail on Sunday For Privacy Invasion*, *The Guardian*. Available at: <https://www.theguardian.com/uk-news/2022/jan/05/meghan-one-pound-mail-on-sunday-privacy-invasion> (Accessed: 11 March 2024).
- [44] Woods, A. (1991) 'Di at 30: Full-fledged royal, queen-in-waiting', *The Times-News*, 26 June. Available at: https://books.google.cz/books?id=f-0eAAAAIBAJ&pg=PA122&dq=princess+diana+shakes+hands+with+HIV+patient&article_id=2278,6225573&hl=cs&sa=X&ved=2ahUKEwiD47zCjNWCaxVh8rsIHQ71Dc04ChDoAXoECAUQA#v=onepage&q=princess%20diana%20shakes%20hands%20with%20HIV%20patient&f=false (Accessed: 21 November 2023).
- [45] WTX News (2023) *The Guardian - Taxpayer to fund 45% pay rise for royals despite cost of living crisis*. Available at: <https://wtxnews.com/taxpayer-to-fund-45-pay-rise-for-royals/> (Accessed: 05 May 2024).