

Endorsing a political candidate

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

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

U.S. endorsement examples

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

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

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



Quality versus popular papers

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

U.S. example

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

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

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



"All the News That's Fit to Print"

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LEAVING HOSPITAL, TRUMP MINIMIZES VIRUS RISK

Limited Effort From the White House to Trace Contacts

More Aides Get Sick as He Undermines Experts' Message

By PETER BAKER and TERRY MALONE
WASHINGTON — President Donald Trump's decision to leave Walter Reed National Military Medical Center on Monday night after three days in the hospital with the coronavirus is a defiant, calculated move to minimize the danger of the virus that has swept through his administration.

On the same day that his press secretary and four other aides tested positive, making the White House the largest coronavirus hot spot in the country, Mr. Trump again downplayed the possibility of a widespread outbreak, saying he had not contracted the virus and was "in good health."

Mr. Trump's decision to leave the hospital, which has been a source of controversy, is seen as a sign that he is not taking the virus seriously. He has repeatedly said that he is not infected and that he is in good health. He has also said that he is not taking any special precautions and that he is not wearing a mask.

Mr. Trump's decision to leave the hospital has been widely criticized. Many experts have said that he should stay in the hospital until he has fully recovered. They have also said that his decision to leave the hospital is a sign that he is not taking the virus seriously.

Mr. Trump's decision to leave the hospital has also been seen as a sign that he is not taking the virus seriously. He has repeatedly said that he is not infected and that he is in good health. He has also said that he is not taking any special precautions and that he is not wearing a mask.

After an Infected Student Dies, A Campus Wonders if It's Safe

Cuomo Rejects Mayor's Proposal But Closes City Schools Anyway

By JENNIFER KATZ and LISA FERRELL
ALBANY, N.Y. — On Monday night, the state's two most prominent politicians, faced with a new wave of infections in the state capital city, Mayor Bill de Blasio made a surprising decision to ask the state to close the city schools. At the same time, Governor Andrew Cuomo, who has been seen as a strong supporter of the city, rejected the proposal.

Mr. Cuomo's decision to reject the proposal has been widely criticized. Many experts have said that the city should close its schools to prevent the virus from spreading. They have also said that Mr. Cuomo's decision to reject the proposal is a sign that he is not taking the virus seriously.

Mr. Cuomo's decision to reject the proposal has also been seen as a sign that he is not taking the virus seriously. He has repeatedly said that he is not infected and that he is in good health. He has also said that he is not taking any special precautions and that he is not wearing a mask.

Despite Vow to Put 'Miners Back to Work,' Coal Keeps Collapsing

Harris Prepares for Debate Night As Stakes and Expectations Rise

By JENNIFER KATZ and LISA FERRELL
The last time Kamala Harris stepped onto a debate stage, she was the Democratic primary challenger to Joe Biden. She was seen as a strong contender for the White House. But now, as the debate season approaches, she is seen as a much weaker candidate.

Mr. Harris's decision to run for the White House has been widely criticized. Many experts have said that she is not qualified to be the president. They have also said that her decision to run for the White House is a sign that she is not taking the virus seriously.

Mr. Harris's decision to run for the White House has also been seen as a sign that she is not taking the virus seriously. She has repeatedly said that she is not infected and that she is in good health. She has also said that she is not taking any special precautions and that she is not wearing a mask.

Defiant Trump removes mask after release from hospital

FACE OFF

Prez claims: 'Don't be afraid of COVID'

By ERIC Lipton
WASHINGTON — President Donald Trump, who has been in the hospital for three days with the coronavirus, removed his mask after being released from the hospital on Monday night. He said that he was "in good health" and that he was not taking any special precautions.

Mr. Trump's decision to remove his mask has been widely criticized. Many experts have said that he should wear a mask to prevent the virus from spreading. They have also said that his decision to remove his mask is a sign that he is not taking the virus seriously.

Mr. Trump's decision to remove his mask has also been seen as a sign that he is not taking the virus seriously. He has repeatedly said that he is not infected and that he is in good health. He has also said that he is not taking any special precautions and that he is not wearing a mask.

BOMBERS BLOW AWAY RAYS

SEE SPORTS

UK endorsements

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

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

UK quality & popular papers

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

Newspaper support at UK general elections

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

	Conservative	Labour	Liberal Democrats	UKIP	None	Conservative / Lib Dem coalition	Labour / Lib Dem	SDP / Liberal Alliance											
Winner																			
1979																			
1983																			
1987																			
1992																			
1997																			
2001																			
2005																			
2010																			
2015																			
2017																			
2019																			
Daily Express																			
Sun																			
Daily Mail																			
Daily Mirror																			
Daily Tele-																			
Financial																			
Guardian																			
Independent																			
The Times																			

