

Coverage of the British royal wedding 2011 in two European monarchies: Norway and Britain

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Abstract

April 29 2011 was the day the world stood still and watched while Prince William and Kate Middleton married in London. The royal wedding became an enormous event and 2 billion people worldwide watched the wedding show on television. The British monarchy needed this wedding to withdraw their image as a family filled with scandalous stories over the past decades.

Newspapers in Norway and Britain also gained their attention towards the royal wedding. Together with other media they were a part of constructing a new and modern image of the British monarchy. The wedding of William and Kate is relatively new so there has not been done any research of the newspaper coverage yet.

The methodological approach of this research paper focused on two Norwegian and British broadsheet and tabloid newspapers. The analysis consisted of undertaking a discourse analysis after looking at what the main findings from the newspapers were. With help from literature in the second chapter, the analysis found that there were differences between the coverage of the royal wedding in the two countries.

The papers from the two monarchies constructed a neutral image of the royal wedding. Kate, the newest royal member, was in the mean time constructed by the use of different words such as modern, new, princess and fairytale. More articles of the royal wedding were found in the British newspapers. However, the Norwegian papers' coverage was identified to have a more serious type of coverage.

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1.0 Introduction

This research paper will explore the news coverage of the British royal wedding that took place in London 29 April 2011. It was the wedding of Prince William and Catherine Middleton and millions of people gathered from all over the world in front of their televisions and computers to watch the wedding. However, the focus of this paper is on the news coverage in newspapers in two monarchies: Norway and the UK. This paper will examine two broadsheet and two tabloid newspapers from each country: the Sun (UK), the Daily Telegraph (UK), Verdens Gang (Norway) and Aftenposten (Norway). The research paper is an independent study that will undertake the general APA Harvard Referencing System.

The first chapter is the literature review. A literature review is an important contribution to a research paper because the analysis will be dependent on theory as its groundwork. The theory provided in the literature review comes from major theorists, for example Michael Billig and Benedict Anderson when discussing the field of nationalism and feeling of belonging. Colin Sparks and the Norwegian media analyst Sigurd Allern also make a great contribution when looking into the tabloidization of newspapers in Britain and Norway. The review continues to discuss the use of language, royalty and different narratives before heading to chapter two.

In chapter two, the methodology chapter, there will be a discussing of the aims and the research strategies as well as the limitations and strengths of the methods being used. For this particular research paper a discourse analysis and comparative analysis are best suitable. For the purposes of this study the methodology will show the five researchable questions that will shape the analysis. Thereafter, the areas of focus and the sampling will be discussed in greater detail.

Turning our attention to the analysis chapter this will be the main body of this paper. The analysis chapter is divided in two sections: first, we will present the findings of each of the newspapers. Secondly, there will be conducted an analysis with the help of the paper's findings and theory from the literature review.

Finally, the last chapter will give a brief conclusion and sum up the findings from this research paper. Furthermore, it also looks further into if there were any problems that this research paper has encountered during the analysis.

2. Literature review

A literature review is essential for any research project, whether it is for a quantitative or qualitative analysis. The theory provided in this chapter will help underpin the research when we look deeper into the four newspaper samples in the analysis chapter. This literature review will first analyse the broadsheet and tabloid newspapers in Norway and Britain: the Sun, the Daily Telegraph, Verdens Gang (VG) and Aftenposten. Moreover, their differences and similarities shall be examined. The chapter goes further on to explore the term 'tabloidization': how to define it, what it really is and what tabloid news refer to. For instance, the Norwegian media analyst, Sigurd Allern (2001), states that this phenomenon has made newspapers more attractive. After this it will look at nationalism. In the 18th century, Herder and Fichte declared, "the essential ingredient of a nation lay in its language (Billig 1995:14)." A clear figure in this research comes from Michael Billig's *Banal Nationalism* (1995) where he argues that terms the creation of nationalist feeling is a banal flagging in terms of how the newspapers use their language and structure. He calls the contemporary use of language as a "daily flagging" for the readers (Conboy 2006:9). This is highly relevant when looking into the coverage of the royal wedding because it is important to see how the newspapers create a nationalist feeling of belonging. The chapter then continues to explore how the use of language is being used in newspapers, followed by a brief view on royalty and narratives in newspapers.

2.1 Broadsheet and tabloid newspapers

Like elsewhere in the world the newspaper industry has to compete with the new technology. The competition rises with the oncoming new media technologies such as the internet, more broadcasting and more people getting access to radio (Ottosen et al 2002:196). This is also happening in Norway and Britain. Therefore, the tabloid and

broadsheet newspapers have to continue to change their journalism to gain attraction towards their newspapers. Otherwise, the circulation will be in decline. In 1972 newspapers in Norway freed themselves from the political ties. After this change, the newspapers' market is now being affected by the advertising market as well as the readership (Ottosen et al 2002:201).

The two Norwegian newspapers, Aftenposten and Verdens Gang (VG), which will be studied in this research paper are both owned by the biggest media corporation in Norway; Schibsted. Schibsted's monopoly of newspapers has one of the world's largest newspaper powers. They want to earn quick money on investing in a long-term and a short-term profit (Ottosen et al 2002:213). The Norwegian tabloid newspaper, VG, is said to have a lower journalism standard of ethics on their internet news site than in their newspapers (Ottosen et al 2002:200). This is an important fact to have in mind when analysing the newspapers.

All of the newspapers provided in this dissertation are proper daily newspapers. The Sun is distributed to the nation six days a week while VG is distributed every day of the week. The Daily Telegraph and Aftenposten both come out six days (excluding Sundays), all of the newspapers are nationwide. It is important to bear in mind that the Norwegian tabloid VG is a commercial paper connected to a readership that has different cultural traditions and higher income in comparison with Bild from Germany and The Sun (Allern 2001:213). There are slight differences between the Telegraph and Aftenposten. On the other hand, the Telegraph and Aftenposten share the same conservative readership. The two broadsheets are also subscription newspapers whilst the other two tabloids are not.

Even though the four primary source newspapers in this paper are daily tabloid and broadsheet newspapers, one has to point out that the Norwegian and British media systems are different, as every country has their own distinctive systems. As put by Colin Sparks:

In Britain, Germany and Norway [...] the main tabloid titles are dailies, and they are distributed in the same ways as other dailies. In other words, they are proper newspapers, just like their loftier relatives (Sparks 2000: 6).

Some words in the Norwegian dictionary about newspapers are taken from the British vocabulary. For example, the broadsheets are called “the qualities” while the tabloid newspapers is being referred to as “the populars” (Allern 2001). The Telegraph and Aftenposten both fit into what is called a quality newspaper because of their quality journalism over the years. On the other hand we see that the Sun and VG go under the category of popular or tabloid newspapers. According to Sigurd Allern (2001) VG and the Sun cannot be seen as comparisons to each other mainly because the journalism the Sun represents is more aggressive and speculative than VG. Allern continues to suggest that the tabloid journalism the Sun achieves would not sell in Norway. On the other hand, he states it could sell in Denmark. He clarifies that VG’s success as a bestseller in Norway is perhaps because of its constant way to unite hard news and soft, entertainment news (Allern 2001:141).

So what is the difference between tabloid and broadsheet newspapers in Norway and Britain? Over the years, analysts have said that broadsheet newspapers have implemented a more tabloid style of doing news, also called tabloidization. If that is correct then there would be more royal news in the broadsheet newspapers that would be found in the analysis chapter of each country involved. Since the 1980s “every aspect of the broadsheet newspaper has changed”, for example that the front pages give the audience “characteristic formats of the tabloid genre (Franklin 2008:15).” This implies that the advent of more media technologies have been active in that change; with more news, the quality of journalism has gone down to become tabloid news. The turning point for the broadsheet newspapers was when they decided to shrink their sizes to a tabloid format. Hence, their name as ‘tabloids’. This made it easier for readers to read news on buses, underground tube stations and on trains. Bob Franklin (2008) says that there are four aspects in these changes; broadsheet newspapers contain less news (parliamentary and foreign), that broadsheet journalists are replacing news with their own views, that broadsheet news allocates more space to tabloid stories, and last but not least that broadsheet news now include more editorial features than before

(Franklin 2008). In this research paper the focus will be on the third issue: the tabloidization of news and its relationship with broadsheet newspapers.

2.2 Tabloidization

Defining tabloidization is a difficult thing to do. Because of many theories about this phenomenon and the ongoing debate for many years it has been hard to figure out a straightforward definition. Colin Sparks (2000) is one of many analysts in this field who has tried to make a definition. Since there are plenty of countries with their own tabloid news style and therefore different way to approach their readership, Sparks argues that this could be one of the key factors that contribute to different definitions. However, he concludes with one example of a way to define the phenomenon and states that an operational definition of tabloidization is

the process by which the press pays more and more attention to that kind of material (e.g. the sexual life of a famous footballer or a movie star) at the expense of the coverage of public affairs (Sparks 2000:16).

This definition makes way of understanding the process of the tabloid news and how it has become more talked about in terms of the new journalism methods used by journalists. This also regards the change in broadsheet newspapers, in Norway and Britain, in which will be explored in more detail in the analysis chapter.

The tabloid newspapers in Norway and the UK have over their many years of existence sold millions upon millions of copies with their colourful headlines and use of language. The word 'tabloidization' has been said to give negative connotations because everybody associates the type of journalism with news that are not viewed as important information (Ottosen et al 2002:161). The media analyst Jostein Gripsrud argues that the word is "tied to, if not a full-blown moral panic, then at least serious ethical and political worries (Gripsrud 2008:35)." For the working-class audience, specifically in Britain, the Sun has become a sensational tabloid newspaper, while the Telegraph has become the opposite; the elite heavy broadsheet newspaper for the middle-class audience. The concentration of celebrity news with sexy pictures of famous actors and

the famous page 3 in the Sun have contributed to what Martin Conboy argues in his book *Tabloid Britain* is the acceleration towards 'tabloidization' of news in the UK (Conboy 2006:208). He says that this model of news has become a moral panic, but that these news stories have also been more newsworthy all across the world throughout the past years.

The development of tabloid newspapers and tabloid journalism in Norway has become a regular thing to see on the news shelf in stores, supermarkets and in coffee shops. Just as in Britain they are everywhere to be seen. Tabloid journalism includes light news such as sport, film, television, celebrities, fashion and royal news stories (Ottosen et al 2002:160). This popular press, unlike broadsheet newspapers, contain news that is presented in ironic and sensational way that aims "to defamiliarize the ordinary and banalize the exotic (Glynn 2000:7)." In the Scandinavian countries the tabloid newspapers are read by over 70 percent of the population every day. Jostein Gripsrud (2008) argues that these national tabloid newspapers, also in Norway and other countries contain "serious coverage of a number of more and less important issues (Gripsrud 2008:39)." Because of Norway's and Britain's ongoing writing of tabloid news it is not unusual to see pictures and stories about both countries' royal families, being that they are celebrities in their own country. Norway's royal family is not at all well known internationally, however the British is. Therefore, it is under my impression that when I start analysing my samples I will find news stories close to every day about the royal wedding and the British royal family. This is an idea that I will attach to my analysis on broadsheet newspapers. Professor in journalism studies at Cardiff School of Journalism, Bob Franklin, has argued that the English broadsheet newspapers prioritise stories that "until recently would have been dismissed and disdained as merely tabloid stories. Coverage of the royal family offers an obvious example (Franklin 2008:17)."

The Norwegian media analyst Sigurd Allern (2001) believes that the tabloid news have contributed to make journalism more attractive and popular for the readers. Furthermore, he states that this is important to understand when discussing and analysing popular journalism in its historical aspect. Because of the advent of more sensational and entertainment news in these days' broadsheet newspapers, Allern and many more media analysts and theorists suggest that this is the start of more tabloid

news journalism. However, it is not surprising that analysts argue that this way of journalism could be negative or positive for future journalism. Especially in Norwegian media there is an ongoing debate on how the Norwegian newspapers have become more tabloid in a negative way (Allern 2001:71).

2.3 Nationalism

The newspapers and the rest of the media organizations will bring some aspect of nationalism into their journalism work when they write, broadcast or talk about their own country. To take a different example: in different media events, for example during the British World Cup in 1966, football became an important sport for the British people (Mason 2006:91). The same thing happened in Norway when they were responsible for the Winter Olympic Games in Lillehammer in 1994. This created a strong nationalist feeling: a feeling of belonging. Media events like these will contribute a whole range of nationalist feelings and identity for the population. During overwhelming national events, such as the royal wedding, there is a form of symbolic event that is taking place. Through pictures, layout and text the newspapers generate some sort of national enthusiasm to sell more newspapers (Mason 2006). Using this enthusiasm plus the most basic language and a nationalist style of writing the news of the royal family, the royal wedding will be viewed for a global audience in a positive way.

When presenting the use of nationalism in our everyday lives in *Banal Nationalism* (1995) Michael Billig believes that the ideology of nationalism cannot be included when talking about British newspapers. He says the ideology is a too general phenomenon and argues that it “is the ideology by which the world of nations has come to see the natural world – as if there could not possibly be a world without nations (Billig 1995: 37).” He also says that the daily flagging of nationalism in our newspapers in Britain is a routine way of flag the nationalist feeling to the people.

Nationalism is too general a phenomenon to be projected on to the working-class readers of popular newspapers, as if ‘we’, the liberal, educated classes, are removed from that sort

of thing. 'Our' newspapers, on 'our' daily breakfast tables, present routine flags for 'our' benefit, as do 'our' sociological and psychological theories (Billig 1995:48).

Billig goes on saying that nationalism is simultaneously obscure. It is almost like the national ideology has become a fake ideology. He writes that the setting of the nation-state is the modern world for "the basic characteristic of the modern nation and everything associated with it is its modernity (Billig 1995:19)." Benedict Anderson (1991) also concludes in his work that the daily flagging of nationalism in newspapers remind the readers of national community. He follows up with saying this is mainly because so many million of people read newspapers every day. Hence, they get this sort of imprinted in their mindset that the nationalist feeling become a routine. Anderson argues that this way of flagging is quite important to the reproduction of nationality. Martin Conboy (2006) argues that the concentration on celebrity news, including the royal family, is being presented like a British sense of community in British tabloid newspapers.

2.4 Language

Nationalism is somehow been integrated into the British and Norwegian press in the use of language in the daily newspapers around the world. When the use of language is linked to the country the journalists do not need to say, for instance, in the news that 'the *nationalists* are celebrating the wedding of William and Kate.' The readers, especially the committed ones, who read everyday, will have a sense of feeling of belonging and 'at home', and feeling a national attachment to their own country. The use of language is essential in newspapers to connect and get a relationship with the readers. Every newspaper has their own style of writing stories, some more distinguished than others. The language is a part of the nation, so it is a part of the nationalist feeling when people meet or read the same newspaper in the same country. Small words could therefore bring constant conscious reminders of the homeland, making the nationalist identity stronger (Billig 1995:93). The small, but yet constant reminder of words can for example be words such as 'here' and 'us' but also include short nicknames on famous people: 'Wills' instead of Prince William and 'Kate' instead of Catherine. Furthermore, Billig suggests that these words are almost hidden in the text

and the readers are overlooking them. Hence, the flagging of nationalism in the use of language is perfectly hidden in a routine way beneath the lines although they are “performing an important task in the business of flagging” and also that “the newspaper addresses ‘us’, its readers, as if ‘we’ are all nationals of the same state: it tells ‘us’ of ‘home’ news (Billig 1995:174-175).” Even though Billig’s *Banal Nationalism* was published in 1995 there are still newspapers that do this kind of flagging, obviously to maintain the readership.

Benedict Anderson argues that the rise of the nation-state has a connection with the printing press and literacy, which he says was necessary for a capitalist development (Billig 1995:22). He also believed that when it comes to national identity it is style, not substance, which gives success. The use of language to create a nationalist style has since then “been the medium of a popular sense of community (Conboy 2006:2).” As Anderson and Billig both argue, the creative use of language in newspapers can contribute to give the readers a more sense of nationalist identity. Nationalist identity, and identity itself, is a part of our social lives rooted in a social structure that we need to survive. Billig says this social structure “reproduces hegemonic relations of inequity” and that “the nation-state is rooted in a world of such states (Billig 1995:175).” The social life he refers to can also be referred to, for example in the structure of our routine reading of newspapers, watching a television show or even brushing our teeth in the morning at a certain time. The routines shape who we are and give guidelines of whom we become.

Headlines and front pages have now, mostly in tabloid newspapers, become more ‘punny’ and stylish with colours and in capital letters. The front page is supposed to be the newspapers’ advertising. We have also been used to read headlines with shorter words and front pages with larger pictures. This also applies to broadsheet newspapers at the moment (Franklin 2008:15). The newspapers’ individual style and language in Norway and Britain give the reader value for their money if they want to learn how the British royal wedding is going to be like in terms of the timeline and who will be at the ceremony in Westminster Abbey. The Norwegian newspapers will write in their type of ‘nationalist’ language to create a good feeling of vibration whilst, of course, writing it in Norwegian.

2.5 Royalty

When looking into the news coverage of the royal wedding in the newspapers in this paper one has to examine how the royalty in Norway and Britain are and have been included in the press in the past. The royal families in Europe, some with more power than others, have a symbolic functioning for their country and their people. Blain and O'Donnell argue that

(...) in the UK monarchy is so ideologically embedded that republicanism, which is periodically discussed in Guardian supplements or in journals, is not really a British phenomenon at all, but always itself heard as ideological, extremist or foreign (Blain & O'Donnell 2003:43).

Monarchies and their symbolic functioning sometime go hand in hand with the other institutions in a country. Each and every one of the institutions has a task to perform. Analysts and many journalists around the world see journalism as one key institution sometimes referred to as the fourth estate (Schultz 1998). Journalism as an institution can be directly connected with the powerful monarchic community and what it represents. They are both very connected to economical relations, the country's norms, values and behaviours, rules and laws, rituals and ideology (Allern 2001:20).

The monarchy in Norway is one of the newest royal families in Europe since its union with Sweden ended in 1905. In this light, Blain and O'Donnell argue that because of its hundred-year-old monarchy its system in Norway "is a very different social, political and cultural phenomenon from one which is five hundred or a thousand years old (Blain & O'Donnell 2003:137)." There is, however one key similarity in the two royal families in Britain and Norway. Looking into the now Duchess of Cambridge, Catherine, and the Norwegian Crown Princess Mette-Marit, they both are referred to in the media as 'commoners' and are without any blue blood in their veins. The systems of both the countries' monarchic institutions have changed over the years even though they do not share how long they have been in a monarchy. There is now a difference in who can become a royal. They have become more modern in terms of who they want to include

in their family. The British monarchy, which is a more politically conservative country than Norway, is produced by its culture and has proven to become more modern throughout the times (Blain & O'Donnell 2003:192). Just like Norway.

The royal wedding, as we will explore in chapter four, is created for the royal family, but mostly for the nation as a whole. The event turned out to be a global event, which did not come as a big surprise. Redrawing the British royal image was much needed after Lady Diana's tragic death and the following years' of royal scandal coming from Buckingham palace. The death of Lady Diana in August 1997 was a deep tragedy that shook the world and made the tabloid press and paparazzo look particularly bad. People blamed the media for the crash. Ever since the crash the press in Britain have slightly been more careful about how they cover and mention the royal family. Now, with the royal wedding it was Prince William's day – the world watching Diana's first-born son.

2.6 Narratives

In making news about the royal wedding, the family and other celebrity news the newspapers tend to make them into narratives or discourses. In *Media, Monarchy and Power* (2003) Blain and O'Donnell argue that the primary presence of monarchy in European societies take a form of a narrative. These narratives are being sold in newspapers and multimedia journalism in many ways. For example they refer to a 'princess fairy tale' narrative and a soap opera narrative, the latter mainly presented in Spanish newspapers (Blain & O'Donnell 2003). Broadsheet and tabloid newspapers use these narratives to make their readers interested with making explicit reference to these narratives in their coverage. In a television interview in 1997 Sir Peregrine Worsthorne argued that in relation with the media the monarchy will be seen as in some sort of narrative, however, he explains:

Once you let the cameras into the private lives of monarchy the aura of mystery will be removed, they will become much more seen as ordinary human being and this may make them temporarily popular but as soon as there are any grounds to criticize them they will become very unpopular ((Sir Peregrine Worsthorne, TV interview, PBS, 1997).

3.0 Methodology

In this research paper the analysis of the four newspapers will be conducted with the use of a qualitative method: discourse analysis. First of all, in this methodology chapter we will begin to look at the aim of the study. Second, every research needs to have researchable problems in which they shall be analysed. In this paper there will be five of these researchable questions. Third, we will exploit qualitative research, plus the different definitions of discourse analysis and what it is, followed by the main focuses in this paper. For the purposes of this study, this chapter will furthermore explain how the data was collected for the thesis to help, resolve and analyse the researchable problems. Finally, the methodology will look at the strengths and weaknesses that follows this discourse paradigm and if and how this research paper can be generalized.

3.1 Aim of study

In the following analysis study, the aim of this study is to compare and analyse the coverage of the British royal wedding in 2011. It will compare the news from broadsheet and tabloid newspapers from two monarchies: Britain and Norway. To compare the differences and similarities of broadsheet and tabloid newspapers, this paper will use the literature in chapter two to underpin the analysis with old and new theory, as well as the use of a qualitative discourse analysis.

3.2 Areas of focus – researchable questions

These are the researchable questions this paper is the following five questions:

- What are the differences between broadsheet and tabloid news coverage of the British royal wedding 2011 in the two monarchies: Britain and Norway?
- What did the newspaper focus and not focus on when they covered the wedding?
- What kind of pictures, language and angle did the newspapers have when they covered the story?

- How did the newspapers portray the British national family?
- How did the newspapers focus on national identity?

As one will notice, the researchable questions above focus on the two newspaper industries of broadsheet and tabloid newspapers. The paper aims to find out if and how the two monarchies, Britain and Norway, have the same type of broadsheet and tabloid news style. In the analysis this will be one of the main issues to discuss when looking at the coverage of the royal wedding. Also, it is highly relevant to explore how these four newspapers covered the royal wedding and how they used special effects to attract their audiences: for example the use of language, pictures, angles and narratives. When portraying the British royal family the analysis chapter in this paper will look at how the broadsheets and tabloid newspapers in the two countries used and focused on national identity, in which we saw Billig used the words 'banal nationalism' in the previous literature chapter.

3.3 Qualitative paradigm: conducting a discourse analysis

The best suitable method for this dissertation is to conduct a qualitative research. Therefore, this empirical dissertation approaches a discourse analysis. A discourse analysis could be to analyse conversations, for example with focus groups and in-depth interviews with a few interview objects. The focus in this paper is on the construction of the text and what lies beneath the articles, pictures and so forth in the newspapers. As a result, the research focus will be to paying special attention to fine details, which are in this case articles from the four primary sources. These details are often crucial in discourse analysis (Bryman & Burgess 1994:58). A discourse analysis refers to data and media reports in which the researcher shall code the empirical material and then analyse it: which is why this method has been chosen for this research paper (Flick 2009). The field of discourse theory is varied and contains many different definitions, as it is endlessly debated. According to Steve Smith (1995) the concept of constitutive theory consists of consistent concepts and logics, which is its main framework. Howarth follows up with arguing that discourse theory can be characterized by the concept of constitutive theory. This is mainly because of its concepts and its "distinctive social

ontology, which provides a common language to describe, interpret and evaluate social phenomena (Howarth 2000:130).”

The use of qualitative research has long been made when exploring complex issues, such as people’s beliefs and behaviour. This research paradigm is specifically suitable for ‘why’ questions: for example, why does the broadsheet newspaper coverage focus on this topic rather than the other topic? (Hennink et al 2011:10) Observation is the key tool for conducting qualitative research. The researcher does not necessarily need numbers to gain an understanding of the topic: the main data used in this research is called textual data. This refers to words instead of numbers and mathematics that is being exploited in quantitative research. No pure algorithms are used in discourse analysis. On the other hand, discourse analysis does not promote “a kind of ‘methodological anarchism’ or ‘irrationalism’, as some commentators suggests (Howarth 2000:133).” The researcher in this qualitative paradigm will modulate its concepts to best address its researchable questions. This is what is being done in this research paper. Bryman and Burgess suggest there are four types of qualitative work: the first is influenced by speech act theory; the second is orientated in a psychological way. The third approach is developed in response to difficulties when studying science. This type of qualitative research is developed within the sociology of scientific knowledge. The last type is not influenced by semiology and post-structuralism, it is rather inspired by the Foucauldian approach that “is notable for characterizing this ‘archeology’ of madness and medicine as discourse analysis’ (Bryman & Burgess 1994:47).”

In qualitative research the aim is to gain an initial understanding and to identify different beliefs or actions (Hennink et al 2011:16). Hence, the way this paradigm approaches the text is very different of the ways in quantitative research. Although there are many ways to define discourse analysis, John Richardson defines it as “the analysis of what people do with language (Richardson 2007:24).” This is why this particular way of defining discourse analysis is known as the functionalist definition. It argues that the language has a function, for example a function of giving away information in the newspapers. Another approach of defining discourse analysis comes from Schiffrin (1994). He stated that there are two general approaches to the term. The

first is where analysts look at the language 'above' the sentence. He calls this "the formalist or structuralist definition of discourse". The second approach considers the narrative structure of the two-sentence discourse (Richardson 2007:22).

In some extent, this research paper contains a comparative form of research. This is between the broadsheet and tabloid newspapers in Britain and Norway. Comparative research can be used in qualitative and quantitative research: this includes discourse analysis. Howarth even argues that conducting a comparative analysis "is a fruitful methodological device, as long as it is made commensurate with the overall ontological and theoretical assumptions of discourse analysis (Howarth 2000:140)." He continues to say that while conducting a discourse research and analyse text and 'hidden meanings', the researcher could draw new methods and concepts to their theory (Howarth 2000:10)."

3.4 Sampling: data collection

The criteria for judging a good account have never been settled and are changing (Clifford 1986:9).

The dissertation will, as said before, examine news about the royal wedding. Hence, the research has gained samples from different broadsheet and tabloid newspapers from Norway and Britain. The samples are from Monday 18 April to Sunday 8 May: the week before and after the royal wedding, including the week of the wedding. This is primary information from four sources. The articles do not include additional souvenir or magazines that come with the four newspapers. The timeline for the samples will give a good representation of the coverage of the wedding. Three weeks is enough time to gain a spectrum of articles about the topic in all the involved newspapers. If, let us say, there had been samples from when Prince William and Kate got engaged in November 2010 there would not be enough time and words in this research paper to manage to examine the coverage. Therefore, the research sample timeline of three weeks will provide enough material for this research to be reliable and show validity and to answer the five researchable questions that we have viewed earlier in this chapter. The validity of this

paper lies within the article samples that will accurately represent the coverage of the royal wedding, which is the social phenomenon in this paper (Hammersley 1990:57).

The methodology conducted in this paper will help answering the researchable questions in the analysis chapter. The researcher chooses the samples that will be analysed by using a purposive sampling. This means that these samples, the articles and headlines and so forth, are chosen because they illustrate features that are interesting for the researchable questions and also the research in general. Silverman suggests that this kind of sampling implies that the researcher must “think critically about the parameters of the population we are studying and choose our sample case carefully on this basis (Silverman 2005:129).” Therefore, it is important to draw upon this fact that the samples, chosen by the researcher, involved are chosen cautiously so they represent the overall idea of the research as well as representing the main questions in this research.

There will always be different strengths and weaknesses in the methods that you use for a research project, in this case a discourse analysis. In qualitative research Clive Seale argues that the Foucauldian account of discourse influenced research practitioners “often exhibit an uncomfortable split between a deconstructive attitude towards others’ texts and an attempt to make their own texts believable (Seale 1999:27).” In their book about qualitative research methods Hennink et al argue that “the purpose of quantitative research is to quantify a research problem, to measure and count issues and then to generalize these findings to a broader population (Hennink et al 2011:16).” To generalize the research to a broader population will be difficult in this paper. This is because there are only four newspapers involved in the research, which will prove it wrong to start generalizing the research. However, this can be viewed as an advantage due to its more in-depth analysis that will be seen in the next chapter. The researcher should always show its audience what kind of procedures they used to “ensure that your methods were reliable and your conclusions valid (Silverman 2005:205).”

The four newspapers in this research provide amounts of material that would take a long time to analyse if the researcher should analyse every single article. Therefore, it is

important to state that this paper will focus, yet again, on the articles of the coverage of the royal wedding and not the other material for example the weather pages or sport pages.

4.0 Analysis

In this analysis chapter we will go further to explore and discuss the findings of the research. This paper aims to find out, with the use of discourse analysis, about the coverage of the royal wedding. Therefore, this chapter is divided into two parts. First, the findings of each of the four newspaper samples will be presented in Britain's newspapers and thereon in the Norwegian papers to gain an overview of the findings. This is because the samples' findings are useful for the in-depth discussion by using a discourse analysis. Secondly, an analysis will be conducted while using the findings to give a discussion. The analysis draws theory from the previous literature review chapter such as Michael Billig's theory of banal nationalism.

4.1 Britain

4.1.1 The Sun

The Sun had a total of 92 articles and 241 pictures. William and Kate were represented on the front page 12 times out of 18 newspaper editions. Occasionally, William and Kate were on the front page while other members of the royal family were there the other times. The tabloid paper had two additional papers: a pullout paper consisting of 20 pages about the wedding (*The Sun*, 30 April 2011) and a "Royal Wedding Souvenir Poster," which used the headline "BIG FAT ROYAL WEDDING (*The Sun*, 29 April 2011)." The first example said it was "a personal view by Sun Royal Photographer Arthur Edwards." In relation to the Sun's use of pictures, they had a large amount of pictures when covering the royal wedding. This is counted in the papers, excluding the additional souvenir editions.

The Sun used colourful headlines, language and plenty of pictures in their coverage of the royal wedding. The tabloid paper is well known for the way they play with the use of

language, which were too found in the research. The headlines ranged from “THE NUDEYWED” (*The Sun*, 27 April 2011) to “KATEROSE” (*The Sun*, 6 May 2011). During the three weeks of research samples the study found that the tabloid paper used purple in most of their coverage. The colour purple is commonly used when representing royalty. Also, when referring to the royal couple the Sun says Prince William, William, Wills and Kate. In post-wedding articles they still refer to them this way - without their new titles Duke and Duchess of Cambridge.

The research found that the Sun used the fairytale narrative when doing stories particularly about the royal couple. The kiss of William and Kate was on the front page the day after the wedding (*The Sun*, 30 April 2011). They said it was a ‘Royal kiss’. This edition played with use of language again when they wrote that William and Kate were a “Abbey couple...their magic moment” and Kate’s dress as a “movie beauty’s.” The paper included a double page filled with pictures of royals and celebrities. Another fairytale story was from when Kate was a student. It shows three large pictures of her being with three different men, their hands around her waist. The headline says: “PARTY PRINCESS (*The Sun*, 18 April 2011).” This is one of the few times the Sun uses ‘princess’ in its headlines about Kate during the three weeks. Another part of the Sun’s astonishingly colourful language and the need to gain attention from their readers, they also wrote a double-paged article that was about Kate’s “sexy treat basket”, which was apparently the basket from William (*The Sun*, 23 April 2011).

Concerning the Sun’s layout, they have a very unique style. Their pages are filled with large headlines and pictures over other pictures. Every page is colourful and catches the eye of the reader. Sometimes, the headlines are in capital letters, such as “WHO’S WHO OF THE I DO” (*The Sun*, 22 April 2011) and other times in small letters. The tabloid paper shifts from big and small articles on their pages. They have small notices under 100 words that include small amount of information about the wedding.

The Sun had their main focus on how William and Kate were preparing themselves for their day, what they did from time to time and speculations on how the wedding day would be like. They informed their readers of the guests invited and how to best get a glimpse of the royal couple on the day of their wedding. The Sun’s focus was not,

however, that much on any politics or international news angle. They had overall very little coverage about the politics in Britain or for example how the institution of the monarchy would seem to be after time. They were more focused on William and Kate as a couple and seemed to ignore news that could be called hard news. In contrast to the Sun's other stories about the royal wedding there was one political news story that was covered. The story about the King of Cambodia was on the front page 22 April. He had not replied to the wedding invitation and the Sun said that he "SNUBS THE WEDDING" (*The Sun*, 22 April 2011). It was clear it was a big story then, even *Aftenposten* and *VG* had their focus on this case. However, the next day the Cambodian King had replied no to the invite because he said he was busy (*The Sun*, 23 April 2011). This did not make it to the front page.

The Sun is a tabloid newspaper. Therefore, it did not come as a surprise in the findings of the research that most of their coverage of the royal wedding contained of gossip and celebrity news. After the wedding ceremony and the day the Sun focused on how the wedding day went on and covered some of the main celebrities who attended the ceremony in Westminster Abbey, such as Victoria Beckham (*The Sun*, 30 April 2011). The tabloid also had, like the Telegraph, additional wedding pullout editions 29 and 30 April.

4.1.2 The Daily Telegraph

During the sample period the broadsheet newspaper had a total of 163 articles and 321 pictures while members of the royal family were addressed to as much as 17 times on the front page. It is important to say that these numbers represent the findings in the Telegraph main paper but does not include articles and pictures from the wedding souvenirs. Therefore, the numbers are much higher than what we can see here. The Telegraph had as much as six wedding souvenirs with a total of 156 pages. A week after the wedding day, 7 May, they published a 100-pages long souvenir edition with pictures and articles (*The Daily Telegraph*, 7 May 2011). From all of the four newspaper samples in this research paper it was the Telegraph that had the majority of the coverage of the royal wedding.

The word 'modern' and 'normal' seemed to be regular words that the Telegraph uses when writing about the royal couple and their wedding. It is also worth noting that after the wedding the Telegraph switched from saying Prince William (on some occasions they still say that) and Kate to instead writing about them as the Duke and Duchess of Cambridge.

In their coverage of the royal wedding the conservative newspaper the Telegraph had almost none gossip articles or articles similar to that. The only gossip they had was Tim Walker's column called 'Mandrake', which included little notices about celebrities and members of the royal family.

The Telegraph covered the details of the wedding before and after 29 April. During the sample time before the royal wedding the Telegraph covered mostly what the readers should expect from the wedding and how to best prepare for the day; almost the same focus as the other papers. During these days they had stories of William and Kate being a normal couple unlike being members of the royal family. It seems like the broadsheet paper focussed more on the couple and not on the politics behind it; only a few times did they do that. For example, political correspondent James Kirkup wrote an article about guests who were invited to the wedding: "The royal wedding invitation for Syria's ambassador to London, Sami Khiyami, has been withdrawn at the request of William Hague, the Foreign Secretary (*The Daily Telegraph*, 29 April 2011)."

On other occasions, the Telegraph wrote articles about the London police and how they were preparing for the wedding day and how they were doing post-wedding day. For instance, there was an article about how the police were investigating a Union flag burning by some students at Cambridge (*The Daily Telegraph*, 2 May 2011).

In terms of the focus of the royal wedding, the broadsheet covered many articles about the royal couple. They had articles and comments, features and graphics, so the readers could get as much information they wanted about the wedding. However, they did not write as much about the history of William and Kate than what was first expected in this research.

The Telegraph has a very distinctive layout. Their pages are simple with a clean design that makes it easy for the readers to immediately get an overview of the stories. The royal wedding articles ranged from having big headlines and pictures, to small notices on top or on the side of the pages. Most of all the coverage of the wedding was mostly covered as big articles. The pictures consisted mostly of smiling William and Kate. However, sometimes there were pictures of the Queen smiling. On the day after the wedding the pictures were in the spotlight: they were enormous and told most of the story without looking at the text. To take an example is when there is a picture of William and Kate in the horse carriage waving at the people (*The Daily Telegraph*, 30 April 2011).

In the wedding day edition the research found that the Telegraph covered the wedding in a neutral way, as it did in the rest of the three weeks sample time. Saturday 30 April the broadsheet paper showed the couple kissing. Another interesting find was from the headline 29 April: "KATE WAVES FAREWELL TO HER LIFE AS A COMMONER" (*The Daily Telegraph*, 29 April 2011). This is the first and only time the Telegraph used the word 'commoner' on Kate in their headlines. The lead says: "She woke up this morning a middle-class commoner," is almost like the first sentences of a fairytale story. However, they used the word in some of their articles. For example, in a commentary Andrew Morton said Kate was a commoner and a middle-class girl (*The Daily Telegraph*, 2 May 2011). This was an interesting article about the expectations and duties Kate has to handle. The article was in their 'Comment & Features' section. Its lead says: "The future of the Royal family will rest heavily on the shoulders of William and his bride." This is one of the few commentaries in the Telegraph that had a more critical view on the wedding and the royal family. The article is an in-depth comment and states that it would not be an easy task for Kate: she will now be in a business.

4.2 Norway

4.2.1 Verdens Gang

In the Norwegian newspapers it was VG that had the most coverage of the royal wedding. They had a total of 50 articles, 131 pictures and were covered on the front

page five times. During the three weeks of newspaper samples they did not, in contrast to the British paper, include additional wedding souvenirs or magazines.

The layout for the Norwegian tabloid is simple and without any pictures over other pictures. Regarding the coverage of the royal wedding, the research found that they used pictures more than text to describe the general mood of the wedding and the atmosphere around it. They use a small amount of text in general and it is mostly the pictures, yet again, that contains any colour.

Words that were in common use by VG was 'princess' and 'modern'. 'New' was also used when writing about their status. On the day of William and Kate's wedding VG had for example headlines such as: "SHE WILL NOT BECOME THE NEW DIANA" and "THIS IS THEIR NEW LIFE" (VG, 29 April 2011). Days before the wedding they wrote another headline that created a fairytale narrative: "THE MAGICAL DAY" (VG, 27 April 2011). Most of all, the headlines in VG during the three weeks were big, the articles small and precise, leaving the readers with what they thought were the most important facts to know about the royal wedding. In addition to the articles in VG they also had a few small notices in their papers throughout the sample time.

The research found that the articles in VG refer to what to expect from the wedding day, and how the day went on, with quotes from William's speech and the general mood in London about the monarchy. Inside the edition of the day after the wedding there are several pages filled with colourful pictures of royalties and celebrities who attended the wedding (VG, 30 April 2011). There is a double page where VG's fashion expert throws dice on some of the ladies who attended the wedding.

The overall focus and angles VG had during the three weeks was quite neutral about the royal wedding and the British monarchy. However, they sometimes wrote articles about the monarchy that could be looked at as negative angles. For example, in a double paged story on the day of the wedding they say in their lead: "When she gives her yes to William today, Kate Middleton becomes part of the family who for two decades have filled the newspapers with sex, infidelity, drunkenness and scandals. (VG, 29 April 2011)."

It did not come as a surprise when the week after the royal wedding VG focused more on stories that were related to the royal wedding, such as for example Kate's sister Philippa 'Pippa' Middleton. VG made several articles about Pippa after the wedding week. The pictures of her covered almost half of the pages where there were stories of her with only a little focus on what the article said. The pictures told the story about Pippa. The week after the royal wedding they had few articles covering its aftermath. On the other hand, Kate's wedding dress made a few headlines and there was a focus on who had made the dress and how important it was that there was a Norwegian designer who had made contribution to the design and so forth. A Norwegian designer, who had made one of Pippa's handbags, made a big story on May 6 (VG, 6 May 2011). Another designer who made the headlines was Sarah Burton who designed Kate's wedding dress. The headline reads: 'THE PRINCESS DRESS MADE A DESIGNER QUEEN' (VG, 5 May 2011) with a big picture of smiling Kate and Pippa. This was the biggest article about the royal wedding that week.

4.2.2 Aftenposten

The research found that the Norwegian broadsheet Aftenposten had the lowest number of articles and pictures about the royal wedding. They had 31 articles, 76 pictures and on the front page the royal family and the royal wedding were only there four times during the three weeks. Furthermore, they did not include any additional editions of the royal wedding.

In Aftenposten there was less news coverage of the British royal wedding in comparison with the three other newspapers. They had less news, fewer pictures and a small amount of notices. In contrast to the other newspapers, Aftenposten had more written text in their articles while the others used more pictures to cover the news.

Turning the attention to the narrative that Aftenposten used, the research found they used a fairytale narrative. The day after the wedding there were only a few double pages about the wedding: "A FAIRYTALE FROM REALITY" is one of the headlines (Aftenposten, 30 April 2011). This article is quite neutral, as they usually are in

Aftenposten, and includes a brief commentary about the wedding. It ends with these words: "This is how a modern fairytale from reality is like." Another example of the fairytale narrative comes from the first week of the research sample. The article incorporates words such as Kate being a 'normal girl' and a tough 'girl next door' (*Aftenposten*, 20 April 2011).

The focus Aftenposten had was much more in-depth and focused on the politics than any of the other three newspaper samples in the study. The focus of Aftenposten's articles about the royal wedding was very informative. However, they also have stories like the other papers: what to expect of the wedding day and ceremony and information about what to see plus where you could get the best view of the day so you could get a glimpse of the couple. But also on smaller stories with close up interviews with some of the most extreme royal fans who were up nights in front of Westminster Abbey. These stories were focused on how important the royal family and this wedding were for them and the British monarchy, according to the interview objects. Moreover, in comparison to the other newspapers the Norwegian broadsheet Aftenposten also had more critical analyses, views and neutral perspectives. With an overview of the royal wedding their focus was to inform their readers in a serious way and not focusing on writing any gossip or related entertainment news that would make the paper more tabloid. In their coverage Aftenposten were interested in informing their readers of about the history of how William and Kate met (*Aftenposten*, 26 April 2011).

Concerning the aspect of celebrity and scandal stories, the research did not encounter any findings of this style of news writing. "THE DAY THAT TRANSFORMED THE ROYAL BRAND" is the headline just days after the wedding (*Aftenposten*, 2 May 2011). Together with its edition the day after the wedding it recalls how the wedding day was. Aftenposten had little coverage of the royal wedding after 29 April. However, in these two editions after the royal day Aftenposten wrote that the marriage between William and Kate could in fact change hundred of year's traditions because she is 'a regular girl'. On May 2nd Aftenposten wrote that the people could easily identify themselves with the couple because they have showed their love for each other and bring humour and spontaneity into the royal family (*Aftenposten*, 2 May 2011).

Aftenposten does not use much of colours in their coverage of the royal wedding. However, it is important to clarify that the research found Aftenposten made use of the colour blue. To take one example: days before the wedding they had the following headline: “MONARCHY. THE MIDDLE-CLASS TAKES OVER THE CASTLE (*Aftenposten*, 20 April 2011).” Here, the first word ‘monarchy’ is highlighted in blue. The rest of Aftenposten’s layout is clean. Instead of letting the pictures tell the story, their type of layout is more concerned about giving their readers more text, and more in-depth articles about the royal wedding.

4.3 Discussion

Concerning the coverage of the royal wedding and the number of articles found in this research, it did not come as a surprise that the two British newspapers had the most articles. This is mainly because it was a royal British wedding. Stories about the readers’ own country sell papers because it is familiar and close to the readers.

4.3.1 The Sun and VG

As shown in the literature review in chapter two, Jostein Gripsrud (2008), argued that in the Scandinavian countries the tabloids are known as serious papers. They include serious coverage with less gossip and celebrity news like the British tabloids. This is what was found in the research. The Norwegian tabloids like VG are less interested in celebrity and royal gossip. Instead, their journalism is informative in a way that these stories could manage to be in the other Norwegian broadsheet papers. Sparks (2000) claimed that each country has their own style. According to this study his argument seems to be true. The main difference between VG and the Sun is their style. VG is a serious newspaper although it is called a tabloid paper in Norway. To take one example from the study is when the Sun did the story of Kate as a ‘nudeywed’ (*The Sun*, 27 April 2011). It contains unnamed sources that say Kate said she had a dream about being in front of the congregation “and then becomes suddenly aware she is completely naked.” Therefore, the story might not be true at all. It is only there because nudity, royal and celebrity news sell papers. This definitely gets the attention from the Sun’s big readership. VG’s style of journalism is not like this; they have always tried to gain

named sources and do not include any gossip like the Sun. It is unlikely, though, that VG's style of tabloid journalism could have become tabloid news in the Sun, for example because it is not 'tabloid' and 'punny' enough for their style. If they had, they would have written it slightly more gossipy and given more details of for instance Kate's previous boyfriends, night club partying and stories like that. Concerning the moral panic that was suggested by Gripsrud about the tabloidization, there is not evidence to suggest that the readers of VG should be in a state of panic. VG has a long way to become like the Sun. There is a different tabloid nature as well as contrasting culture in Norway than in Britain: VG has other journalistic standards in comparison to the Sun. According to the different findings in this paper the Sun has much lower standards. It contains articles and pictures related to sex, entertainment, fashion and more coverage of the royal wedding; all of which Ottosen et al (2002) claimed were typical tabloid news stories.

In accordance with the findings of this research, there is evidence to suggest that there is little similarities between the Sun and VG. Although the tabloid papers use large pictures, the Sun's coverage contained more colour as well as more articles and a total amount of coverage of the royal wedding. On the other hand, they shared on one occasion similar headline. On the first page of the day of the wedding the headline in the Sun reads a quote from William: "MUM WOULD BE SO PROUD (*The Sun*, 29 April 2011)." On this page there is a large picture of William and Kate and in the left hand corner you can see a picture of a smiling Lady Diana. The day after the wedding, 30 April, VG's front page had the headline with the quote from William: "MUM WOULD BE SO PROUD" (VG, 30 April 2011).

4.3.2 The Telegraph and Aftenposten

In the beginning of this research the assumption was that there would be similar amounts of coverage in the two broadsheet newspapers the Telegraph and Aftenposten. This is mainly because they are both conservative. However, research found that this was not the case. The Telegraph, as seen in the findings, had much more coverage in comparison to Aftenposten. In terms of Sparks' definition of the tabloidization of newspapers, the research found that Aftenposten does not follow in this particular category. They do not pay that much attention to royal news and celebrity news. Therefore, it is evidence to suggest that Aftenposten is under the impression that royal

news is celebrity news. During their coverage they focused more on the British royalty and what the wedding of William and Kate would do to Britain and the country's political system.

Franklin (2008) argued that coverage of the royal family has now become more prioritized by the Telegraph and other broadsheet newspapers. This is what was found in this study. In comparison with Aftenposten they were really focused on the royal wedding during the whole sample period of three weeks. From this evidence, it becomes clear that there is a big difference between the focuses on the royal wedding. However, one has to bear in mind that the cultural differences also play a huge part of the differences. For example, it would be different if this had been a Norwegian royal wedding: the Telegraph would not have the amount of coverage of that in comparison to what they had during the British royal wedding. Here, cultural differences play a big part. Also, this was a global media event. If Aftenposten did not have any coverage of the wedding, their audience would have reacted because they would have expected it from the paper.

Regarding the two broadsheets' similarities they are still very conservative newspapers. It was clear by the findings that the Telegraph and Aftenposten were not as focused on gossip and entertainment stories when they covered the story. They both had more focus on informing their readers of other major events than making double pages filled with gossip as we particularly saw in the Sun.

While the Sun had notices of small stories in the middle of their pages, Aftenposten, the Telegraph and VG had them on top of their pages. However, it is worth noting that these other newspapers did not include the same amount of notices and they did not include that much irrelevant information about the royal wedding. Instead, while the Sun did small stories such as Kate's nose is the "most-copied hooter at British plastic surgery clinics (*The Sun*, 23 April 2011)", the Telegraph included stories such as the bank weekend's shopping boost (*The Daily Telegraph*, 29 April 2011). The Telegraph included small stories that were under 100 words. However, they called them 'Wedding In Brief' and where either on top of the pages or on the side.

4.3.3 Fairytale wedding

William is from royal blood and Kate is not. According to the Sun, Britain's Prime Minister David Cameron said: "Sitting there in Westminster Abbey, you felt you were part of some extraordinary fairytale (*The Sun*, 2 May 2011)." The study found that the newspapers in this research used the fairytale narrative in their coverage of the royal wedding. The royal couple is the perfect story of a prince who finds his love in a middle-class girl. Some newspapers call her a commoner and a middle-class girl. However, she comes from a wealthy family and it is more like an upper middle-class girl. Blain and O'Donnell (2003) argued that in some of the European societies there monarchy take a form of a narrative. In this case, it does. For example, in VG the day after the wedding they wrote that Kate had finally found her prince and it started with a kiss (VG, 30 April 2011). Meanwhile, Aftenposten said it was a "fairytale from reality" (*Aftenposten*, 30 April). In the tabloid newspaper a Norwegian 'UK expert' also says in an interview that he believes Diana would be proud of William (VG, 30 April 2011). The front page included a rhetoric picture of William and Kate kissing, plus a small picture of Diana in the bottom left corner, smiling. Up in the right corner the Union Jack flags the page just next to VG's logo. There are quite a lot of references and comparisons to Diana in this newspaper: how she would have been proud of William, how her wedding was with Prince Charles, and how things have changed since that wedding. After Diana's death, William became motherless, which is another part that fits a construction of a fairytale narrative. Consequently, Diana's spirit as a ghost is turning up in the newspapers to remind the readers that this is a fairytale coming to an end and that William says his mother would be so proud of him, as seen in the findings. The newspapers were also constructing an image of Kate to make her look interesting for the readers and the world. It all fits the fairytale and the narrative around the monarchy. The British royal family has to make their family members look interesting and keep it constructed as a mystery. If not, as Sir Peregrine (1997) says, the monarchy's aura of mystery will be removed, and they will become human beings like the rest of the world. In addition to this, the royal family's scandals from the past years have not been good for the look of the monarchy in Britain. Therefore, the monarchy needed this wedding to redraw their image. The wedding between William and Kate could not come fast enough. Constructing Kate as a commoner, a normal girl in a fairytale narrative brings good new

impressions of the British royal family. Her presence in the newspapers in the fairytale narrative makes her look like Cinderella, a scene that every girl can identify herself with. To take an example was a story about how Kate had been shopping at Waitrose, “KATEROSE”, looking very casual dressed with a picture of her and her trolley (*The Sun*, 6 May 2011). The article lead says: “These pictures show what modern royals Kate and Wills really are.” This is one of the many examples of stories in the Sun that represent Kate and Prince William as a normal, modern couple. *Aftenposten* chose to include more detailed background report with articles about Britain’s monarchy, their political system and how the British people feel about the wedding. In particular, one article writes about how some of Europe’s princesses and prince come from the middle-class (*Aftenposten*, 20 April 2011). It says that the European monarchies are more adaptable to take in more middle-class people than ever before in history. In this article a professor in modern history says that Kate’s entry into the royal family will make the British monarchy more popular. And the newspapers’ construction of a fairytale narrative has most certainly helped redraw the royal image.

4.3.4 Banal royalty

The scale of the story was massive; journalists and people from everywhere in the world came to London to watch the royal wedding show. And as much as 2 billion people worldwide watched it on television, which was an assumed number of viewers before the wedding, for example in *Aftenposten* (*Aftenposten*, 25 April 2011). This was a global event that would probably represent the British royal family for decades to come together with its so-called modern family.

The British royal family is a national symbol for Britain with its religious rituals and royal traditions. The royal family invited diplomatic people who do not know them at all as well as other royal family member and worldwide celebrities. Was the coverage banal? The media event was banal, being that the world leaders were in London that day to watch some royal couple getting married. The scale was also banal, and the construction of it was banal. PM David Cameron said Britain should be proud and Tony Blair said he was “delighted for the royal couple” and wished them happiness (*The Telegraph*, 29 April 2011). Of course they both said this. It is the PM’s job, first of all. But

it is important to acknowledge that the royal family does not rule the state: they are there most of all to be a symbol for their country. Furthermore, there is an upcoming Olympic Game in London in 2012, so he should be glad this wedding went on now so Britain could get free publicity. Billig's (1995) and Anderson's (1991) daily flagging of the coverage of the royal wedding, especially in the Telegraph, was immense. It was always in the Telegraph and in a certain amount in the Sun daily flagging of royal news, news in which continuously flagged nationalist feelings to the readers. Because the Norwegian readers of VG and Aftenposten come from Norway, they would not have experienced it as daily nationalist flagging. On the other hand, it was an international event and the expectations were high.

5.0 Conclusions

This independent study has given a qualitative research of the coverage of the British royal wedding between Prince William and Kate 29 April 2011. In the theory chapter in the literature review the research got many theoretical underpinnings that the analysis withdrew theory from. The literature identified the main theories and analysts such as Michael Billig and Colin Sparks who played an important role when conducting the analysis.

By the help of qualitative research, the methodology chapter identified the aims and the five researchable questions that this research wanted answers to. This particular research method, discourse analysis, has its limits and strengths. For example, during the purposive sampling the researcher had a vast amount of material that should be analysed. Three weeks as a sample period is enough material to analyse the coverage of the royal wedding. The problem is that it is complex material and troublesome to choose which articles to further examine in the analysis. That said, in three weeks you get a very good overview of the coverage in Britain and Norway, and the tabloid and broadsheet newspapers.

In the main chapter, the analysis, was divided into different sections consisting firstly of the findings followed by a discourse analysis. With theoretical underpinnings from the literature review it analysed the coverage of the royal wedding. The analysis found that

the Sun had more articles than VG. However, VG is more likely to be viewed as a broadsheet tabloid because of their style of journalism, which resembles a broadsheet news style. The study also found that the broadsheet newspaper the Daily Telegraph had most articles of all the other samples.

Because of the differences between Britain and Norway it is found in this research that it is difficult to draw correlations between the two countries. That said, the focus of the royal wedding in the British newspapers were different than the Norwegian's focus. Aftenposten and VG focused more on the history of the British royal family and the relationship between William and Kate.

To sum up, the fairytale narrative of the royal wedding was constructed in each of the newspaper samples. The British and Norwegian newspapers portrayed the British royal family and wedding mostly in a neutral way when they included colourful pictures and their references to Kate as a commoner. The construction of the whole international royal wedding celebration was massive and banal. It would now be interesting to view how these constructions have affected the people's view of the monarchy.

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