

**Note:** the term “broadsheet” is often used as a synonym for “quality paper”; the same holds for “tabloid” and “popular paper”

In some countries, especially the UK and USA, broadsheet newspapers are commonly perceived to be more intellectual in content than their tabloid counterparts, using their greater size to examine stories in more depth, while carrying less sensationalist and celebrity material. They aim at a relatively small but influential educated readership and are also called up-market papers. This distinction between broadsheets and tabloids is most obvious on the front page: whereas tabloids tend to have a single story dominated by a headline, broadsheets allow two or more stories to be displayed, the most important at the top of the page—“above the fold.” In the UK, however, three previously broadsheet daily newspapers—*The Independent*, *The Times*, and *The Scotsman*—have switched to tabloid size in recent years, although they call it “compact” to avoid the down-market connotation of that word.

Tabloid newspapers in Britain, collectively called the “tabloid press”, tend to be simply and sensationally written. They give more prominence than broadsheets to celebrities, sports, crime stories and even hoaxes; they also more readily take a political position (either left- or right-wing) on news stories, ridiculing politicians, demanding resignations and predicting election results. The term **red top** refers to tabloids with red mastheads, such as *The Sun*, the *Daily Star*, the *Daily Mirror* and the *Daily Sport*, and distinguishes them from the **black top** *Daily Express* and *Daily Mail*. Red top newspapers, sometimes pejoratively called the **gutter press**, are usually simpler in writing style, dominated by pictures, and directed at the more sensational end of the market. Black tops, on the other hand, aim at a more conservative readership and are sometimes also called “mid-market papers”.



Newspaper sizes: *The Guardian* (in the back) is a typical broadsheet, the *Daily Mail* a typical tabloid. Before switching to compact size in 2004, *The Times* was as big as the *Guardian*.

Sources: Wikipedia (English edition, [www.en.wikipedia.org](http://www.en.wikipedia.org)), “Broadsheet” and “Tabloid”, adapted.

**vocabulary**

1.2 **to perceive** – wahrnehmen  
 1.4 f. **in depth** – tiefgründig, detailliert  
 1.7 **up-market** (mid-market, down-market) – oberes (mittleres, unteres) Marktsegment

1.12 **to display** – hier: zeigen  
 1.17 **connotation** – Nebenbedeutung, “Beigeschmack”  
 1.22 **hoax** – Schwindel  
 1.22 **to ridicule** – lächerlich machen

1.23 **resignation** – hier: Rücktritt  
 1.25 **pejoratively** – abwertend

The table lists up some of the main differences between quality and popular papers.

	<i>quality paper / broadsheet</i>	<i>popular paper / tabloid</i>
headline	<ul style="list-style-type: none"> <li>• headlines smaller than in tabloids</li> <li>• fairly informative and neutral</li> </ul>	<ul style="list-style-type: none"> <li>• banner headline (= very big headline) with sub-heading</li> <li>• eye-catching elements: alliterations, grammatical omissions, sensationalism</li> </ul>
article composition / structure (e.g. paragraphs)	<ul style="list-style-type: none"> <li>• paragraphs form complex sense units</li> <li>• article has a consistent structure</li> </ul>	<ul style="list-style-type: none"> <li>• each sentence forms a paragraph to make reading easier</li> <li>• inconsistent structure</li> </ul>
syntax	<ul style="list-style-type: none"> <li>• complex sentences (subordinate clauses)</li> </ul>	<ul style="list-style-type: none"> <li>• simple sentences with less subordinate clauses</li> </ul>
choice of words / style	<ul style="list-style-type: none"> <li>• neutral, factual style</li> <li>• standard English interspersed with more formal Latin-based words</li> </ul>	<ul style="list-style-type: none"> <li>• biased, emotive style with lots of qualifiers</li> <li>• standard and colloquial English; heavy use of colloquial expressions</li> </ul>
orientation	<ul style="list-style-type: none"> <li>• problem-oriented;</li> <li>• various points of view are given space</li> <li>• rather balanced account of events</li> </ul>	<ul style="list-style-type: none"> <li>• clearly person and opinion-oriented</li> <li>• one-sided / biased</li> </ul>