

Quality newspapers vs. tabloids: a feature checklist

	Serious / Quality newspaper (so-called broadsheet)	Tabloid
layout	<ul style="list-style-type: none"> • long headline • often long paragraphs • not many pictures • pictures are relatively objective, don't aim at evoking an opinion • few pictures 	<ul style="list-style-type: none"> • eye-catching • big letters to catch attention • a lot of pictures • large pictures • banner headline and subheading • different types of print sub-divisions/photo
composition	<ul style="list-style-type: none"> • structured • long sentences • lots of information per paragraph 	<ul style="list-style-type: none"> • short sense units or paragraphs are made regardless of sense units • paragraphs are often only one or two sentences
language style & syntax (syntax=sentence structure)	<ul style="list-style-type: none"> • serious and formal language • fairly complex sentence structure, subclauses • can contain interview by experts or involved people with original jargon 	<ul style="list-style-type: none"> • less subclauses • more simple sentences, also because of number of quotations • simple structure • sometimes slang • low standard
choice of words	<ul style="list-style-type: none"> • large number of difficult words • mainly standard English, technical terms, difficult words • neutral/formal language • usually no informal language, factual & neutral style 	<ul style="list-style-type: none"> • words that attract the readers interests • signal words (e.g. gay, fat) • standard and colloquial English, few difficult words • emotivestyle, large number of qualifiers
headline	<ul style="list-style-type: none"> • fairly long • informative, neutral apart from occasional colloquialism (e.g. "yobs") • already answers a few of the 5 W-questions (what, who, when, where, how) • formal, no grammatical omissions • not too big print 	<ul style="list-style-type: none"> • grammatical omissions • many eye-catching elements: alliteration, emotive verbs/adjectives, capital letters, subheadings
target group & appeal	<ul style="list-style-type: none"> • attracts reader through topicality • written for a demanding reader • so-called "middle/upper class" reader (sophisticated, informative articles) • appeal depends in part on the topic, often includes home and international news, financial reports, book reviews etc. 	<ul style="list-style-type: none"> • written for less demanding reader, who is not interested in in detailed news reports • so-called "human interest" reader who wants to know about personal aspects of people
orientation (for example: objective/one-sided; problem-oriented; person/opinion oriented, etc.)	<ul style="list-style-type: none"> • largely objective or various points of view • problem-oriented 	<ul style="list-style-type: none"> • one-sided • opinion and person-oriented