The British media portrayal of an “American Royal”

A critical discourse analysis of the articles published by the British press covering the Duchess of Sussex during the Royal Africa tour 2019

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ABSTRACT

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This is a study about how Meghan, Duchess of Sussex, was portrayed in the media coverage by BBC News and the Sun during the Royal tour of Africa in September 2019. By conducting a case study, using a Critical Discourse Analysis, four articles from the public service news site BBC News and 14 articles from the daily tabloid the Sun are analysed. These articles are then examined according to Fairclough’s three-dimensional model, firstly on a textual level, secondly a layer of discursive practice, and finally the third dimension, social practise. With the help of previous research on the British Royal Family, British identity, tabloids and public service, the results of the study are then put into context and explained.

The study finds that because of the two news outlets background, they portray Meghan very differently, the Sun uses strategies such as personalisation and focuses more on the Duchess as an individual. The image of Meghan as a mother and wife is portrayed. BBC News, on the other hand, is committed to the principles of public broadcasting and seems to portray Meghan more as a part of an institution, the monarchy. Another result shown is that the Sun focuses a lot on Meghan’s appearance and fashion, which may lead to the belief that women need to look a certain way for men is being reproduced and reaffirmed by the discourses used. Furthermore, it is stated that this research agrees with earlier studies made on British identity in media, it is impossible to definitely tell what it means to be British and how this is reflected in media, the modern Britain is made up by multi-ness.

Keywords: CDA, Meghan Markle, British media, critical discourse analysis, The Sun, BBC News, media
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1. Introduction

Unfortunately, my wife has become one of the latest victims of a British tabloid press that wages campaigns against individuals with no thought to the consequences – a ruthless campaign that has escalated over the past year, throughout her pregnancy and while raising our newborn son [...].

The positive coverage of the past week from these same publications exposes the double standards of this specific press pack that has vilified her almost daily for the past nine months; they have been able to create lie after lie at her expense simply because she has not been visible while on maternity leave. She is the same woman she was a year ago on our wedding day, just as she is the same woman you’ve seen on this Africa tour.

Prince Harry (Sussex official, 2019)

On the 1st of October 2019, Prince Harry released an official statement about how his wife, Meghan, Duchess of Sussex, former actress Meghan Markle, has been harassed by the British press over the past year. The Royal couple was at the current time in the middle of a Royal tour of Africa, and the Prince states that the media had gone from driving a ruthless campaign that vilified and misrepresented his wife, to cover her positively during the tour. Harry ends the press release by comparing the situation with the one of his late mother Diana, and his fear of seeing history repeating itself (Sussex official, 2019).

Diana, Princess of Wales, tragically died in 1997 in a car crash in Paris. A lot of people blamed the media who had been constantly following and harassing the Princess since she became a part of the Royal Family (Brown, Basil & Bocarnea, 2003, pp. 587-589). 22 years after her death, the attention is drawn to Meghan, who has started to become similarly chased by the press.
This study will analyse articles from the Sun and the British Broadcasting Corporation News (BBC News) written about Meghan and Harry’s Royal tour of Africa to see how they portray her. Meghan is a young mixed-race woman from America, with a white father and an African American mother (Morton, 2018). And now, she is a part of the British Royal Family. She stands out. How Meghan is portrayed by media will not only affect how people view her, but also influence which values and norms that are established in society. For this reason, this study will proceed from Fairclough’s three-dimensional approach to discourse analysis (Fairclough, 1992). The research will include an analysis of the text, the discursive practice and the social practice. This, to make sure that the language itself, the texts’ contexts, as well as its effects on social structure, will be analysed.

There is a lack of research regarding the relationship between the British Press and the Royal Family. Some of the studies that have been conducted are about the death of Princess Diana and the press’ role in the story, for example, the study Who Killed the Princess? Description and Blame in the British Press (Macmillan & Edwards, 1999) which examined the British newspapers’ coverage of Princess Diana’s death and the immediate aftermath. There has also been research done on the subject ‘privacy issues’ and the Royal Family about the publishing of private photos (Finneman & J. Thomas, 2014).

This study will be conducted through convenience sampling. The period of time chosen is the 23rd of September 2019 to 29th September 2019. Four articles from the BBC and 14 articles from the Sun will be analysed. These two news outlets have been chosen to give a wide representation of British media, BBC as the British public service company, and the Sun as the biggest daily tabloid newspaper.

As earlier stated, the language and the discourses, that the media uses reproduces and affirms values and norms (O’Halloran, 2011, pp. 445-459). Moreover, it reproduces and affirms the British national identity (Curran & Seaton, 2018, p. 416). Thus, the issue we want to explore is how the media uses language and hidden discourses when writing about public persons, and in this case the British Royal Family. This by conducting a case study regarding how The Sun and the BBC, via their digital news site, BBC News, has been portraying Meghan during the Africa tour, using the method CDA; a Critical Discourse Analysis.
2. Background

2.1 Introducing the British Press, the Sun and the BBC
When printing was invented, it was regarded as something that could challenge the established order and change the world. The kings of Plantagenet and Tudor, who ruled Britain at that point, viewed the creation as a threat to their power (Scarborough, 1934, p. 509). It would take many years until the Monarchy lost its’ control over printing, and the press. It was not until the early 1930s that freedom of press was accepted in the country. Although it is still not a constitutional law, it is accepted as a principle. When the press stopped being managed by powerful people, the London Press was soon seen to be ‘too editorial’, their news and views were not separated enough. The British newspapers had gone from being controlled and censored to having their own opinions and visions (Scarborough, 1934, pp. 508-519).

2.2 The Sun
The tabloid the Sun was established when the newspaper Daily Herald was relaunched in 1964 and the name was changed to the Sun. During the early years, the papers main focus was that class identity was becoming less important and that it was being replaced by age or stages in the family life, because people similar in age had more in common than people in the same social class (Bingham & Conboy, 2015, pp. 185-186). The Sun also welcomed a more modern life, filled with computers and new technology. At 1969, after a few tough years, the paper was relaunched once more with Rupert Murdoch in the lead, which made the paper go from weak to extremely popular. This, because the paper started to focus more on the working class. They also started to focus more on sex, television-watching and sport. At the end of the 70s, the Sun had replaced the Daily Mirror as the most popular daily paper in Britain (Bingham & Conboy, 2015, pp. 186-188).

2.3 The BBC
The BBC was the first established public service broadcaster in the world and has always held a preeminent position in the UK media (Küng-Shankleman, 2000, pp. 2-3). Early in the history of public service, the function of BBC and public service was “[...] primarily oriented towards ‘higher’ goals like reflecting national culture, building national identity, enhancing
democratic processes and educating and informing” (Küng-Shankleman, 2000, p. 31). Public service has gone from being a nationally bound, protected market, to have entered the free market and to be influenced by elements outside of the UK, such as non-domestic financial and economic factors (Küng-Shankleman, 2000, pp. 31-32).

When launching the news site *BBC News Online* in 1997, the function of public service and *BBC*, as described earlier, remained paramount (Allan & Thorsen, 2011, pp. 20-24). Thus, the site was founded upon three main components: “serving democracy, generating content that has cultural value and promoting social inclusion” (Curran & Seaton, 2018, p. 500). *BBC News* has since its initiation grown to become one of the most popular news sites in the world according to Curran and Seaton (2018, p. 505).

### 2.4 The British Royal Family's role in society

The British Royal Family has played a huge role in the history of the United Kingdom, and it is the oldest form of government in the country. The current Sovereign, Queen Elizabeth II, is the head of state and even though she has no political or executive role, she does play an important role in the United Kingdom (Royal, n.d.a). The members of the Royal Family “undertakes constitutional and representational duties”, that has been developing over the last thousand years, but are also a symbol of national identity, pride, unity, sense of stability and continuity (Royal, n.d.a).

The Royal Family used to be a strong leader with a lot of power. This changed after the world wars when the public started to question the Royal Family's wealth and position (Martin, 1992). During the 20th century, the Royal Family went from being big leaders to being seen as normal celebrities (The Advertiser, 2011). The institution also faced a lot of problems due to its old-fashioned ways that were seen as old and irrelevant at the end of the 20th century (Martin, 1992). To keep the Monarchy alive, they had to change their old ways and work harder to stay popular (The Advertiser, 2011). For instance, this meant that the members of the Royal Family had to do more ordinary things, such as normal jobs, but also adapt to more modern ways, such as social media, to keep a good and open relationship with their people, which also made it easier for the media to cover them (The Advertiser, 2011).
2.5 The British Royal Family and the media

The Royal Family and the Monarchy had a superior role in the news media, compared to ‘normal’ celebrities, up to the 1970s (Bingham & Conboy, 2015, pp. 123-127). Before that, they needed to be seen in media to retain their symbolic role, but to keep the authority and secrecy, they also had to keep a distance and not sink to the level of other celebrities. During the 20th century, the Royal Family had to face different scandals such as Edwards VIII’s relationship with Wallis Simpson and the Princess Margaret’s romance with Peter Townsend (Bingham & Conboy, 2015, p. 98). The most recent and well-known scandal was the death of Princess Diana. The Princess had been followed by the press for years before her death. With the rise of the Sun in the 1970s, the Monarchy and Royal Family were lowered to the same standard as celebrities in the tabloids (Bingham & Conboy, 2015, pp. 123-127).

In an article, writer Marina-Cristiana Rotaru analyses the speech that the Queen held after Diana’s death. She discusses how this event, or scandal, “called for reforms of the Monarchy” (Rotaru, 2010, p. 48). The royals used to have a much more traditional way of handling scandals, which can be seen in the way the Queen Mother used to say “never explain, never complain, be a royal” (Rotaru, 2010, p. 42), which sums up how the Royal Family used to approach scandals. However, after the death of Diana, the Royal Family faced a lot of critique, when they stayed in Scotland, instead of returning to London to acknowledge Diana’s death in public (Frazer, 2000, p. 208), which forced them to change. Eventually, the Queen broadcasted a speech from London, which showed that the Royal Family had moved from their old ways of saying nothing, to meeting the public and creating a more us-feeling (Rotaru, 2010, p. 41-48).

2.5.1 Princess Diana and the press

Even though the tabloids had been covering different Royal scandals before, it increased when Lady Diana married Prince Charles. This carried on until her death and beyond and was criticised by the Royal Family. The Sun apologised for their articles concerning the royals, but still re-posted pictures of Diana sometime after, saying that the royals were just like other celebrities and that their status and titles did not mean that they would be an exception (Bingham & Conboy, 2015, 120-127).

Now, according to Prince Harry (Sussex official, 2019), his wife Meghan is being treated the same way, being chased by the press. He states that he is worried that history might repeat
itself. With this in mind, it is clear that it is an emerging problem. Since it became known that Prince Harry and Meghan were an item, the Duchess has been negatively covered in the British press, according to the Guardian twice as many negative as positive headlines have been published about Meghan between 18 of May 2018 and 14 January 2020 (Duncan & Bindman, 2020).

### 2.5.2 Meghan Markle and the Royal Africa Tour

Meghan Markle was born in America in 1981 and worked as an actress, before her marriage to Prince Harry in 2018 (Morton, 2018). She is of mixed-race; her father is white and her mother African American. Morton states in the book *Meghan: A Hollywood princess* (2018) that Meghan takes pride in her mixed heritage and has not shied away from discussing the issues that being a woman of colours brings (pp. 15-41). When she married Prince Harry, she became part of the British Royal Family and was given the title The Duchess of Sussex (Royal, n.d.b).

After becoming a Royal Family member, Meghan began to perform Royal duties alongside her husband, such as the Royal tour of Africa. On the 23rd of September 2019, Prince Harry and Meghan flew to South Africa and began their tour that lasted for 10 days. On the 2nd of October, they returned to the United Kingdom after finishing the tour. During the tour, they travelled to different countries in the Southern part of Africa and visited selected people and charities (Furness, 2019).
3. Purpose and research question(s)

3.1 Problem Formulation

Once upon a time, the Royals had a superior role in news media. With the rise of the Sun in the 70s, this came to an end according to Bingham and Conboy (2015, p. 124). The tabloid started to report about the Royal Family the same way as they did with other celebrities. This became a big change for the Monarchy who used to be unattainable and preferred to stay away from the press (Bingham & Conboy, 2015, p. 98). Thus, Prince Harry made waves when he was the first British Royal to sue a part of the press for the harassment of his wife, saying in a press release “I lost my mother and now I watch my wife falling victim to the same powerful forces [...] Because my deepest fear is history repeating itself” (Sussex official, 2019).

However, this case is simply not about how Meghan is being portrayed when visiting Africa, but about how a young and mixed-race woman is being shown to the British people. Instead of focusing on Meghan herself, the discussion is rather concerning how the picture reflects British identity, being woman and Royal in the 21st century. The media in Britain plays a big part in establishing national identity and defining what it means to be British. The press also reaffirms the class system, which is still in place in the UK, although how class image is represented in media has started to change (Curran & Seaton, 2018, pp. 412-416). What is written and which discourses that are used by the press, reproduces and affirms values and norms (O’Halloran, 2011, pp. 445-459). Thus, how Meghan is being written about, not only affects how the people view her but how they will view young British women and how they will identify with British nationality.

3.2 Purpose

This study will investigate and discuss what discourses the news outlets the Sun and BBC News use when writing about Meghan. By performing a case study and using the method critical discourse analysis, this study will try to expose any underlying messages that are hidden in the news media’s articles. Moreover, the purpose of this study is to explore what values, norms and parts of the British identity they are reaffirming and reproducing when discussing the new Duchess of Sussex.
3.3 Research question(s)

1. How is the media image of Meghan, Duchess of Sussex, constructed on a textual, discursive and social level in the daily newspaper the Sun compared to the news media BBC News?

1.1 What values and norms are the British Press reaffirming and reproducing in their texts when writing about Meghan during the Royal Africa Tour?

1.2 How is the British identity identified in the media coverage of the Duchess of Sussex from the South Africa trip 2019?
4. Previous research

4.1 The Sun and BBC News

The following two studies have been made researching the British press. One where the relevant parts [for this study] focuses on the Sun and another which main topic is the BBC. These two studies will help us compare the discourses used by the Sun and BBC News while taking into consideration how different the nature of the two news outlets are.

In the first one, Branum and Charteris-Black (2015, pp. 199-220), highlights that the Sun promotes a nationalist ideology. They state that the paper uses naming and language that is supposed to stir emotions to strengthen “us” and “them”, a mental model for nationalism. It is also clear that the Sun uses naming strategies “to portray the participants of the story in a way that positions them within social groups or attributes them with certain characteristics” (2015, p. 217). The writers also claim that sexuality and personalisation are news values which are foregrounded for the newspaper. Furthermore, the journalists sometimes use a strategy to describe the individual's physical appearance in the articles which is common for tabloids (Branum and Charteris-Black, 2015, pp. 199-220).

In the second study, Lucy Küng-Shankleman conducted cultural research at the BBC in 2000, interviewing 21 senior members of staff. The study shows that some attitudes and beliefs govern the company, views such as that “… the organisation is special, different and important because it has public service status” (p. 148). The research also states that the organisation has a deep commitment to the UK (Küng-Shankleman, 2000, pp. 131-149).

These studies about the Sun and BBC will be used to deepen the understanding of the two news outlets history and work strategies. The companies’ backgrounds might affect how they portray Meghan; hence, the studies will help the discussion of the articles’ differences.

4.2 The Royal Family in Media

The relationship between the Royal Family and the media have changed drastically over the years and the Royal Family have gone from being superior to being seen as normal celebrities (Bingham & Conboy, 2015, p. 124). This became clear in the 1980s and 1990s when the
media started to chase Princess Diana (Bingham & Conboy, 2015, pp. 123-127). Even after her tragic death, the tabloids did not stop with their chasing of royals. Only two years after the death of Princess Diana, *the Sun* posted a topless picture of Sophie Rhys-Jones, Countess of Wessex. The then young royals, Prince William and Prince Harry, were mostly kept away from the press until they reached adulthood. With that said, the covering of the relationship between Prince William and Kate Middleton resulted in a lot of warnings against the press from PCC (police and crime commissioner), lawyers and Royal officials. The press did choose not to publish topless pictures of Kate Middleton, who was now Duchess of Cambridge. However, a Royal editor at *News of the world*, pleaded guilty to illegally intercepting phone messages to the Royal Family and later on it showed that the editor named Clive Goodman had hacked The Duchess of Cambridge’s phone more than 155 times (Bingham & Conboy, 2015, p. 126).

Finneman and J. Thomas (2014) conducted a study regarding the British Press and the Royal Family photo scandals. The scandals included the earlier mentioned top-less pictures of Kate Middleton, and also nude photos of Prince Harry. The study aimed to investigate how the press balanced the issue of privacy and the public interest when deciding whether to publish scandal-photos. Finneman and J. Thomas (2014, p. 418) concluded that the British Royal Family makes a “tempting subject for news coverage” because of the worldwide interest. Furthermore, the authors state that it is difficult for an editor to decide when to publish a story concerning private activity, but the story should be covered if the action could affect the Royal Family member’s performance of their duties (Finneman and J. Thomas, 2014, p. 419).

There have been other studies made surrounding the Royals and media, although it is still a quite unexplored subject. Most previous research is about the press and paparazzi coverage of Princess Diana, touching mostly on what came after her death. For example, a study called *Who Killed the Princess? Description and Blame in the British Press* (Macmillan & Edwards, 1999) which examined the British newspapers’ coverage of Princess Diana’s death and the immediate aftermath.

It is important to consider previous research regarding the Royal Family when planning the study that will be performed. The studies mentioned contributes to making our research gap more distinct, as well as, showing the relationship between media, the Royal Family and research.
4.3 Identity in media
In their study, J Thomas and Antony (2015), explored British identity as a whole in newspaper discourse after the 2012 Olympics opening ceremony, when they concluded that it is difficult, if not impossible, to put together a cohesive package which is the British identity, made up by all thing such as “history, culture, race, ethnicity, imperialism, sport, arts, technology, economics, and other spheres” (p. 501). According to the two researchers, identity is often polysemic and the British press is multivocal in its’ nature. Furthermore, J Thomas and Antony’s study revealed that there is no such thing as one British identity, but multiple British identities which can be interpreted variously by both creators of newspapers and readers (2015, pp. 493-503).

4.3.1 Female identity, femininity and fashion
Shome conducted a study (2001) called White Femininity and the Discourse of the Nation: Re/membering Princess Diana, which focused on the relationship between British identity and white femininity. In her article, Shome discusses the difference between women of colour and white women, stating that women of colour do not have the same representation and are often not even considered to be part of the national family and identity. Princess Diana became a symbol of multicultural Britain, however, according to Shome (2001), Diana only portrayed white femininity. Shome deduces that despite the general assumption that the nation is weakening because of cultural globalisation, nationalism has increased. Shome means that the representation of white women ”teach us ways of seeing white femininity (and by implication, and opposition, femininity of colour) that too often sustain a national fantasy in which white women are coded through a desire whose telos is the preservation of the national family” (2001, p. 339)

The writer Malcolm Barnard talks about different studies concerning women and fashion in his book Fashion as communication (1996). One study that is mentioned, states that fashion, or appearance, is women’s work and that women are led to believe that they need to look a certain way for men. Furthermore, Barnard writes that magazines introduce women, usually at a young age, to an ideology of femininity, with the use of fashion, and also that fashion is primarily something that is associated with women (p. 99). Another writer, Agnès Rocamora, says in her study that fashion in Britain is seen as a popular thing, compared to other countries where it’s seen as a more elite topic (2001, p. 124).
Identity is a large part of the study that will be conducted, thus, the need for previous research about identity in media is clear. The reason why fashion is included in the subject is because Barnard (1996) presents studies that relate fashion close to femininity and female identity. The studies also help the discussion about how Meghan is portrayed.

4.4 Research Gap

The selected studies in the previous research chapter will help this study to deepen the understanding about the discourses the British news media uses when portraying one British Royal Family member, Meghan, Duchess of Sussex, in modern Britain. Before, studies regarding how the press behaved after the death of Princess Diana’s has been conducted to some extent. For example, as mentioned earlier, a study called *Who Killed the Princess? Description and Blame in the British Press* (Macmillan & Edwards, 1999) was performed with its focus on the media coverage of Princess Diana’s death and the immediate aftermath. However, how members of the Royal Family are being portrayed in today’s society by the press while being alive is still relatively unexplored. Hence, the lack of knowledge regarding how Royal Family members are being portrayed in British’ tabloid and public service in today’s society, is what this study wishes to fulfil. Furthermore, the aim is to increase the understanding of how British identity is reflected in media, as well as, to deepen the understanding of what values and perspectives the British press reaffirms and reproduces in their texts. The aim is to contribute to the research field of journalism.
5. Theory

5.1 Tabloids and the Sun

Tabloids have been a part of the media landscape for more than a hundred years (Bingham & Conboy, 2015, pp. 1-2). In the early years of the 20th century, Joseph Pulitzer, who was a leading figure in American journalism at the time, invited a British business owner to take over his paper. His name was Alfred Harmsworth. A few years before this, Harmsworth had launched Daily Mail, and when he was giving the chance to run Pulitzer’s paper, he tried to take news into a more modern world (Bingham & Conboy, 2015, pp. 1-2). The idea of this modern papers meant smaller pages, fewer words, and quicker news and was eventually named tabloids. Still, even though the new journalistic style tabloids were created, it would take some time before it became popular (Bingham & Conboy, 2015, pp. 1-2).

Much later in the 20th century, tabloids came back and many of Harmsworth’s ideas and innovations were used. Besides smaller papers, shorter texts and quicker news, tabloids included bold black headlines and eye-catching images and were driven by scandals and sensations. A lot of papers in Britain have adopted this style and one of the biggest in Britain is the Sun, that Rupert Murdoch bought and transformed in 1969 (Bingham & Conboy, 2015, pp. 1-2). Soon the Sun became the largest daily tabloid and replaced the Daily Mirror in 1978 (Bingham & Conboy, 2015, p. 188).

One of the pioneers in the history of tabloids is Lord Northcliffe, who came up with a big variety of ideas that would eventually become tabloid standards. For instance, he used to say that tabloids are built on human interests, and also that news should be told through people, because “people are so much more interesting than things” (Bingham & Conboy, 2015, p. 97). What later followed, with the increase of photography in newspapers, was that the focus was reinforced on the individual, which authors Bingham and Conboy says is because it’s much easier to create an emotional connection with a familiar face. Also, human drama usually generated more readers (Bingham & Conboy, 2015, p. 97).

Northcliffe is also remembered because he was early with reaching out to female readers, starting in the 1890s. The idea was to write about things that women would enjoy reading
about (Bingham & Conboy, p. 133). Because Northcliffe was active in the late 19th century and early 20th century, his view on women was that they were primarily wives and mothers. However, he was early with reaching out to female readers and wanted the newspapers and magazines to include articles about domestic and fashion tips, but also, society gossip. This, he thought would make women buy the papers. He also stated that photos of women would make the magazines look better (Bingham & Conboy, p. 136). Bingham and Conboy calls Northcliffe’s work, of reaching out and writing for women, the Northcliffe model, which other tabloids have used to reach out to female readers. In the 70s, things started to change for women in society, and the tabloids had to change too. Even though the writing changed to attract the modern woman, the focus was still on fashion, body, celebrities, relationship and so on (Bingham & Conboy, pp. 160-161). However, this way of ‘writing for women’ can still be found in today’s society (Bingham & Conboy, p. 163).

The term tabloidization, which is based on tabloid media, is relatively new and does not have one simple definition. Partly because it might differ depending on the country and culture one is looking at (Bird, 2009, pp. 40-49). S. Elizabeth Bird tries to explain the term in the book The changing faces of journalism: Tabloidization, technology and truthiness (2009) and says that it is a change of style and content, but also a decline in traditional journalistic standards. For instance, the writing techniques are changing, and the tabloid-journalists are moving away from long, complex and analytical writing into shorter punchier sentences. Some journalists have also stated that this kind of writing, which is moving away from objectivity, is making them reach the audience in a new and different way. For example, when writing tabloids, more focus is on individuals and people’s way of coping with different situations, rather than focusing on the event itself (Bird, 2009, pp. 40-49).

5.2 Public Service and BBC

There are four basic principles that public broadcasting rests upon; universality, diversity, independence and distinctiveness (Price & Raboy, 2003, p. 3). Universality means that the broadcasting shall be available to every citizen. The purpose of this is to promote democracy and have all citizen on equal footing, no matter social status or income, they have the same right to information. Furthermore, the programming must not be confined to a minority but include programs that every citizen can understand and follow (Price & Raboy, 2003, p. 3). Diversity entails that the broadcasting shall try to appeal to every citizen. The programming is supposed to reflect the public interests and offer a considerable variety. A broad spectre of
subjects shall be discussed, and different genres of programs shall be represented (Price & Raboy, 2003, p. 3). It is very important that public service broadcasting keep its independence against political influence and commercial pressure. As earlier stated, public service promotes democracy and shall be a safe space for free opinions, ideas, criticism and information (Price & Raboy, 2003, p. 3). Distinctiveness means that the public must be able to differentiate public service broadcasting from other broadcasting services. The audience shall be able to identify the contrast in quality and character of programming between public broadcasting and other broadcasting networks (Price & Raboy, 2003, p. 4). *BBC* is founded upon these four broadcasting principles (Price & Raboy, 2003, pp. 3-4), which in turn means that *BBC News* has been influenced strongly by this concept.

### 5.3 Media’s role in society

The landscape of media changed drastically during the late 1990s with the digital revolution, which is a global process that came with new communicational opportunities (Caesarius & Hohenthal, 2016, pp. 117-120), with desktop computers becoming a mass medium and the release of internet and the web occurred. There was also a drastic technology advancement to the products that were used to produce media. Additionally, the rise of social media happened, and the launch of the smartphone became a part of everyday life. The digitalisation of media decreased the cost of production and made it possible for distributors to expand and reach people all around the world (Curran & Seaton, 2018, pp. 347-348).

Many theories apply that media have obligations to society, such as doing all they can to protect and exercise the right to freedom, but also that they should send out important and vital information to the public that is in the general interest. However, the author of the book *Media accountability and freedom of publication*, Denis McQuail (2003), point out that it is important that: “these [tasks] are carried out well and according to principles of efficiency, justice, fairness, and respect for current social and cultural values” (McQuail, p. 47-48). He simply states that the media should be accountable and do no harm. The questions “what is good for society and for the public” may differ (McQuail, 2003, pp. 47-48). Although media have an important role to fill in society, how the news outlets earn their income might influence how they prioritise news and information. Even though *BBC News* nowadays are part of the free market, they are mainly funded by license fees being paid by every household in the UK which makes it possible for them to stay independent (BBC, n.d.). *The Sun*, on the
other hand, are not funded by tax money and are therefore more dependent on how large their audience is and how many views their articles acquire.

5.3.1 Sources and ethics for journalists
The authors Kovach and Rosenstiel have surveyed journalists’ core values which they discuss in the book *The Elements of Journalism* (2007, p. 47). According to their results, eight out of ten journalists who work in national media outlets believes that it is possible to accurately and truthfully cover an event. When reading news, people use the material to learn about the world around them. Therefore, one of the most important elements of journalism is that the information provided must be truthful. The news, the information the journalists’ supplies, has to be useful and reliable. With this in mind, it is impossible for a journalist to always be completely objective, but they must always strive to be (Kovach & Rosenstiel, 2007, pp. 35-49).

Nowadays, a journalist can easy access stories, quotes and facts with help of technology such as the internet. They no longer need to spend time investigating and discovering stories, but instead use what other news media has already broke. This can easily lead to misinformation being spread (Kovach & Rosenstiel, 2007, p. 86). Using sources can also lead to misinformation, the person being interviewed might lie, hide information or not express their true feelings. Furthermore, the reporter asking the questions can influence how truthfully the source answers. Small details, for example, the journalist’s personality, body language or even age, can affect what kind of information the source wants to share (Keeble, 2009, pp. 89-128).

5.3.2 Press freedom and freedom of speech in the United Kingdom
There is no written Constitution concerning press freedom in the United Kingdom, but the principles of press freedom are still important. Peter Humphreys (2009) writes in *Press freedom and pluralism in Europe* that “courts often refers to ‘constitutional principles’, including freedom of speech and press freedom” (p. 197-210). In 1684 the licensing of the press was abolished which gave newspapers and other publications the right to publish without a licence. Because of this, and the lack of governmental influence, the press regulate itself. The press is still subject to general laws of the land (Humphreys, 2009, p. 197-210). In the United Kingdom, the privacy of the individual has been extremely weakly protected from
the press, which is good for investigative journalists, but according to the author “encouraged a characteristically prurient culture of intrusive tabloid journalism” (Humphreys, 2009, p. 197-210).

5.4 Identity

In the dictionary *A Dictionary of Media & Communication* (Chandler & Munday, 2016), identity is defined as “the persistent sameness of a person despite changes over time” and “one’s subjective sense of oneself as an individual”. According to Waterman (1999, pp. 591-621), there is a multitude of ways in which identity can be viewed and how individuals come to define and create themselves. Within the ‘identity status theory’ there is not a unified set of agreed-upon principles. However, there are two commonly used steps in the creation of one’s identity, the ‘exploration’ and the ‘commitment’. The ‘exploration’ is about the search among different identity elements, while the ‘commitment’ is about committing to the identity alternatives (Waterman, 1999, pp. 591-621). An identity is made up through this process, consisting of goals, values and beliefs. Waterman (1999, pp. 591-621) means that identity can change and develops over time, and a person can be a mixture of identity statuses and not have a consistent sense of identity. One factor that can affect one’s identity commitment is social capital; such as skills and credentials obtained through education, social standing, and recognition within a community. Other factors can reduce a person’s chances of exploring identity alternatives or developing commitments, for example, poverty, racism or sexism (Waterman, 1999, pp. 591-621).

In the same dictionary as mentioned before, national identity is defined as “the public image of an imagined community [...] projecting an illusion of unity reflected symbolically in a flag, a national anthem, and distinctive rituals [...]” (Chandler & Munday, 2016). National identity is constructed and transmitted by social institutions, such as mass media and the educational system (Chandler & Munday, 2016). Thus, this is the definition this study will use when discussing British identity. Although it is said that British identity, has been declining in later year, a study called *Being British: A crisis of identity?* (Bechhofer & Mccrone, 2007) shows that a sense of Britishness is still widespread in the UK. However, a change can be seen, Britishness nowadays is cultural rather than political (Bechhofer & Mccrone, 2007).
5.4.1 The British identity and the media

The authors Curran and Seaton (2018) ask the question “what is ‘Britishness’?” (p. 412) and go on to declare that the media have an important role in establishing the national identity in the United Kingdom. Britain, as opposed to countries such as Russia or America, does not have a written constitution, no set of legal documents that explains what the inhabitants of the land are and how they should behave. The two British authors explain that “[…] the media in Britain, as well as holding local, regional and national political actions to account (or failing to), play an especially important – although informal – part in our collective condition” (Curran & Seaton, 2018, p. 412).

There are aspects of the British media that is unique, for example, compared to the press in America, the British are far less polite. Free speech and objectivity are important factors, as well as the display of different views and diversity (Curran & Seaton, 2018, p. 415). Furthermore, there are still differences between groups of people in Britain, which the media play a big part. The class system that still exists in Britain, is according to Curran and Seaton (2018, p. 415) reaffirmed by the press, but a shift can be seen in the representation in class images in the changing media landscape. Roles based on factors such as gender and age are no longer portrayed the same as they traditionally have been (Curran & Seaton, 2018, p. 415). According to Curran and Seaton “the next big challenge to ‘Britishness’ are the Siamese-twinned issue of the multi-faith, multi-ethnic, multi-ness and the conjoined question of limits of the elasticity of ‘Britishness’” (2018, p. 416). How is the media supposed to fight discrimination, have enough representation, and still keep the British identity? (Curran & Seaton, 2018, p. 412-216).
6. Method and material

6.1 Case study
The purpose of a case study is to take a small part of a major case and use it to describe reality and let the case in question represent reality. This method is helpful because it lets you analyse something and create a meaning without having to look at every part of the case. It is important to keep in mind that this method does not help you see the whole picture, therefore, it is not ideal to use by itself. Consequently, the result of this study only gain meaning if another method is used, and the same result is reached. This, because a case study only makes you understand one part of the major case, not explain it in full (Ejvegård, 2009, pp. 35-36).

In this study, 18 selected articles about when Prince Harry and Meghan went on a Royal tour of South Africa will be analysed, which is why a case study is suitable. This, because the articles represent the small part, that will be used to create meaning and explanation, which later on will be a part of the final discussion on how the Sun and BBC News represent Meghan in their articles. However, it will not result in one explanation that will explain the whole picture. Thus, this study only reflects the portrayal of Meghan in the selected articles. For this reason, critical discourse analysis will be used to make the result from the case study gain meaning, by giving the study more facts that will support or go against the chosen research questions.

6.2 Convenience sampling method
This sampling method is based on the researcher's convenience, thus the easiest and quickest way to get a hold of suitable material for the study. This method is often used when the researcher has a limited amount of time and money, and the selected material should be easy to find, but most importantly, quick, cheap and simple to find (Denscombe, 2016, pp. 77-78).

6.3 Critical Discourse Analysis
This study will be performed by doing a Critical Discourse Analysis (CDA). Kieran O’Halloran writes in The Routledge Handbook of Applied Linguistics (2011, p. 445): ”critical discourse analysis (CDA) investigates how language use may be affirming and indeed reproducing the perspectives, values and ways of talking of the powerful, which may not be in the interests of the less powerful”. Furthermore, CDA is a way of analysing the
relationship between language, power and ideology (O’Halloran, 2011, p. 445-459). By using this method, 14 articles from the Sun and four articles from BBC News will be analysed. Critical social research aims to address social issues such as inequality and injustice (Fairclough, 2010). It is shown that through language, the social world is established. Discourses project certain social values and ideas. When conducting a CDA analysis, the aim is to discover underlying discourses by looking at words and grammar (Hansen & Machin, 2019, pp. 116-120). With the concepts; lexical analysis, naming and reference, and modals, this study will explore which hidden discourses the Sun and BBC News use when publishing articles about Meghan.

![Three-dimensional conception of discourse](image)

Figure 1. Three-dimensional conception of discourse from Fairclough’s book the Discourse and social change (1992, p. 73)

Fairclough explains in the book Discourse and social change (1992) that discourse can be analysed in a three-dimensional framework (see figure 1). The three layers are made up by the text, the discursive practice, and the social practice.

The first layer to study is text. This is the only part of the analysis that is on a textual level, consequently, the centre of attention will be the vocabulary, grammar, cohesion, text
structure, force and coherence (Fairclough, 1992, p. 137). According to Fairclough, this part of the analysis can be called ‘description’, while the analysis of the discourse practise shall be called ‘interpretation’ and the social practice ‘explanation’ (1992, p. 73).

To continue, the second dimension that Fairclough discusses is ‘discursive practice’. When concentrating on this layer, the primary focal points are the text production and the distribution and consumption of the particular discourse (1992, p. 71). When studying this part, the settings - political, economic and institutional - where the discourse was produced are important to take into account (Fairclough, 1992, p. 71).

Finally, in the third layer, Fairclough (1992, pp. 62-64) focuses on language and explores the change in discourse in relation to social and cultural change. Hence, the third dimension is used to put the text into a context. Fairclough view language like a form of social practice and believes that depending on context, certain discourses will be accepted and normalised. These discourses, in turn, have a part in shaping the world (Fairclough, 1992).

When conducting our study, we will use two different concepts to analyse the text of the 18 articles that we have sampled. We will examine the lexical choices the journalists have done when writing the articles by doing a lexical analysis, as well as reviewing how they have chosen to name and reference Meghan. Furthermore, we will analyse the discursive practice and the social practice which the articles are a part of.

6.4 Hegemony and ‘common sense’

Hegemony is a concept to explain how dominant groups in society, in the case of this study the media and the Monarchy, achieve success in persuading lower-ranking groups to accept the former’s moral, cultural values and political views (Machin & Mayr, 2012, p. 220). These dominant groups’ opinions become the natural norm, and part of the common sense (Chouliaraki & Fairclough, 2007, pp. 19-36). In common sense, social beliefs and social order becomes naturalised or automatised. Common sense is then, something that is assumed to be true and therefore should not be questioned (Fairclough, 1992, p. 92). One of the concerns when analysing with Fairclough’s three-dimensional framework is to explain the connection and understand the liaison between the discourse and the particular discourses’ social practise, the nature of discursive practice and how people process the discourse production and meaning (Fairclough, 1992, p. 92). The concept of hegemony can solve this,
by providing a way of analysing the social practice of the discourse in relation to power
dynamics and see if the particular discourse is challenging, reproducing or restructuring old
hegemonies (Fairclough, 1992, p. 95). Thus, we will use hegemony and common sense to
analyse how the British press’ opinions and discourses might influence the people.

6.5 Tools

6.5.1 Lexical analysis
First, we will look at the linguistic choices in lexical analysis. When analysing lexical
choices, Machin and Mayr (2012, p. 32) states that we may assume that the author chooses to
use certain words for a reason and that they have their motivation to what kind of language
they use. By investigating what language an author uses in a text, the connotations and
associations to the certain words that are used can be discussed (Hansen & Machin, 2019
pp. 121-123). Thus, we will be able to analyse how a certain subject, in our case Meghan, is
represented in the text. Tools that the author chooses to use to convey their message, for
example, quoting verbs or metaphors, will also be further examined to display how language
can portray issues in a specific way (Hansen & Machin, 2019, pp. 121-123).

6.5.2 Naming and reference
Secondly, we will explore what kind of naming and referencing the journalists have used in
the articles. How the author chooses to name or reference individuals in a text makes a huge
difference in how persons portray them. What kind of characteristics the author uses when
describing participants present them differently to the readers. This makes it possible for the
news companies to highlight certain aspects, which they wish to draw attention to while
silencing others (Hansen & Machin, 2019, pp. 124-127). We will use this to explore how the
journalists who have written the articles about Meghan define her. What aspect of her
character do they choose to highlight?

6.6 Material
A convenience sampling method was used, this because it is the easiest and quickest way to
get a hold of suitable material for research which suited our study, because of the limited time
we had (see 6.2 Convenience sampling method). It was decided that the dates September 23rd
to September 29th was the best ones for the reason that the articles during these dates cover
the start of the Royal tour of Africa, and a week forward. The convenience sampling method
made it possible to choose articles that work for this particular study, that will be conducted about Meghan.

Different search words were used on the two websites, for BBC News the word ‘Meghan’, and for the Sun the words ‘Meghan Markle Duchess of Sussex’. The search words were chosen and fitted to suit the two different websites. The word “Meghan” was chosen for BBC News because that made it possible to see all articles that she was mentioned in, whether they used her full title or first and last name. On the Sun’s website, however, we tried different words and eventually decided on the search words ‘Meghan Markle Duchess of Sussex’ because all articles about her had a tag with those words, which let us see all articles about her. The first search performed on each website resulted in 44 articles from the Sun and 12 articles from BBC News. All articles about the Duchess of Sussex was saved and after reading and sorting them, the articles not having Meghan as their main focus was removed. In the end, there was a total of 18 articles, four from BBC News and 14 from the Sun.

6.6.1 News Media

The texts are from two different media outlets, BBC News and the Sun. BBC News was chosen because its role in Britain as the first established public service broadcasting company (Küng-Shankleman, 2000, pp. 2-3), and the Sun for its role as the biggest daily tabloid newspaper (Bingham & Conboy, 2015, p. 188). These two news outlets have been chosen to give a wide representation of British media, which they do due to their size and popularity.

6.6.2 Articles

The 18 chosen articles all have Meghan as their main focus. However, some parts of the texts might mention other members of the British Royal Family or people in close contact with Meghan. This study will focus on the parts that are written about Meghan. In the following paragraphs, the 18 different articles will be shortly summarised and categorized.

6.7 Reflection of the Method

When conducting our qualitative research, a case study in combination with a discourse analysis was assumed to be the best method to use. There is a variety of approaches to the analysis of discourse (Willig, 2014, p. 342), in this study, a critical approach was selected because the power relations within a society were to be examined. After finishing the research, it can be stated that this method selected worked well for its’ purpose. However,
there is still some criticism and information that is important to consider when using a CDA and performing qualitative research.

When performing a CDA, only a small number of texts are usually examined. Often these texts have been chosen by the analyst because they suit their interest. This means that it is not possible to say that the characteristics of the discourse analysed in a particular text is typical (Machin & Mayr, 2012, pp. 207-208). Thus, although how language is used to conceal power relationships and motives can be learned through analysis, no proof can be offered which shows that the same characteristics will be found in other texts of the same type. Evidence of this can only be evident after analysing a large number of texts. Furthermore, Machin and Mayr (2012, pp. 207-208) also states that other common criticism of CDA is that the method is too partial, too qualitative and tries too hard in its’ search for social change.

Additionally, according to Willig (2014, pp. 136-142), when conducting qualitative research, interpretation has to be used to make sense of data. It is important to keep in mind that different possible results can be obtained from the same material if different questions are asked and different interpretations are made. Willig (2014, pp. 136-142) means that it is also important to take into consideration that it is difficult to determine whether it is possible to generate a valid interpretation [if using a correct method] or if there is no interpretive truth.
7. Analysis and discussion

Six out of fourteen articles from the Sun are primarily about fashion or fashion related subjects and are written in a very similar style. Hereinafter, the six following articles about fashion will be analysed together: Into the blue (Appendix 5), Hands on (Appendix 6), Royally chic (Appendix 10), Double duch (Appendix 11), Sussex style (Appendix 13) and Eye say (Appendix 16). The remaining articles from the Sun will be analysed conjointly, with some separate examples being mentioned. The four articles from BBC News will be analysed together because of their almost identical writing style and distinct characteristics.

7.1 The Text

This section will address the text itself, the first dimension of Fairclough’s model. It is assumed that all lexical choices have been made for a reason. The concepts explained in chapter five are used to study how the texts are constructed, and why.

7.1.1 Lexical analysis

In the BBC News articles (appendix 1-4), the writers use words like ‘murdered’, ‘rape’, ‘murder capital’, ‘death’, ‘bulldozed’, ‘praised’, ‘show solidarity’, ‘student’s death’, ‘personally important’, ‘the killing’, ‘ignited protests’, ‘spearheading’, ‘thrilled’, ‘rare privilege’, ‘honour’, ‘enslaved’, ‘disadvantaged women’, ‘royal hand-me-downs’, ‘remarkable’, ‘last remaining survivor’, ‘influential’, ‘spike in violence against women’, ‘murdered by men’ and ‘rapes reported daily’. They also use quotes in some parts of the articles, but only quotes from Meghan, Prince Harry, or people who met the couple, like the Archbishop Desmond Tutu and members from his family, a woman who danced with the couple and from the couple’s official Instagram or a Buckingham Palace spokeswoman. There is a lot of short quotes, where only parts of the complete quotes from Meghan, Prince Harry or their Instagram have been used, such as, “thrilled”, “a lot”, “loved but outgrown” and “both eager to learn more”. These words are always written with quotes marks, like the examples above.

Firstly, the articles about Meghan from BBC News (see Appendix 1-4) is very descriptive. Although the main focus is on Meghan and the Royal tour, the writer has chosen to write about everything concerning the event, not only Meghan, such as background information.
about different historical events and statistics, for instance concerning violence against
women and children. To focus on different subjects and mention a broad spectrum of topics,
like the writers have done in the four articles from *BBC News* is common in public service
companies because it is one of the basic principles in public service. In other types of media,
such as tabloids, it is more common to focus on the individual (Bird, 2009, pp. 40-49). Words
such as ‘raped’ and ‘murdered’ are used in the articles to describe the situation, which can be
used to create headlines and scandals, because the words have a very heavy and serious
meaning. However, because the girl that is being described in the text actually was raped and
murdered, there is no reason to assume that the words were chosen for anything else but to
describe the situation. However, words like ‘praised’, ‘thrilled’, ‘remarkable’ and so on, are
words that do not necessarily need to be in the text but are exaggerate words that the writer
might have chosen to make the reader feel something.

The language used by the writers at *BBC News* is easy to understand and it is not extreme like
tabloids tend to be. This, because the *BBC News* is public service and does not need to sell to
survive because they are supported by tax money (BBC, n.d.). Also because *BBC News*
should appeal to every citizen, include information that every citizen can understand (Price &
Raboy, 2003, p. 3), and need to educate and inform (Kung-Shankleman, 2000, p. 31) every
citizen, without reaching out to a specific group in society (Price & Raboy, 2003, p. 3). This
can be found in the articles from *BBC News* when the writer is discussing what Meghan and
Prince Harry are doing, but also informing and educating the reader about the situation in
South Africa, such as apartheid and what is called ‘the murder capital’ in the texts.

In *the Sun*’s six articles about fashion (appendix 5, 6, 10, 11, 13 and 16) words such as
‘high-glamour heels’, ‘hand-in-hand’, ‘modest figure’, ‘been spotted’, ‘praising’, ‘ward off
jealousy’, ‘the spokesman refused to comment’, ‘to send coded messages’ are being used.
The writer quotes different brands websites’ and secondary sources such as a CNN
 correspondent’s social media. The articles also have quotes from fans of Meghan, where they
have opinions about Meghan’s fashion choices, and that she has recycled dresses after her
pregnancy. The writer has also chosen to include comments from fans who discuss Meghan’s
post-baby body.
The articles about Meghan’s fashion have a very interpretive and expressive language, for example, words like ‘stunning’, ‘beaming’, ‘chic’, ‘glossy locks’, ‘praising’ and ‘epitome of elegance’ are used. The words written are emotive and sensational, such as ‘surprise’, ‘never-before-seen-photos’, and ‘revealed’. The linguistic style is also made to be punchy and eye-grabbing. The feeling of the texts is informal.


In the articles, a lot of different quotes are written. For example, local people that are there to meet the Royal Couple are interviewed and spokespersons from Buckingham Palace, social media and so on are cited. There are also plenty of quotes from Meghan and Harry, taken from moments such as two speeches that they held during the tour. In some cases, for example in *Mummy Meg* (appendix 12), anonymous sources are quoted. In other articles, such as *Meg-A-Sweet* (appendix 14) secondary sources are used. *The Mail on Sunday* published a quote from a source, which in turn, *the Sun* is reporting about in this article. Also in the article *Meg Makeover* (appendix 18), a secondary source is quoted in the form of a ‘close Meghan insider’ who reportedly told *The New York Post* information. Which the writer of *Meg Makeover* (appendix 18) included in their article.

Although the subject of the mentioned articles is not about Meghan’s fashion, the writers have chosen to write about Meghan’s fashion and her appearance. For example, in *Royal respects* (appendix 15), the writer included comments about Meghan’s outfit of choice and used words such as ‘dressed down’ and ‘looked sombre and thoughtful’ when describing her.

In general, the language *the Sun* uses when writing about Meghan is very common for tabloids. In linguistic choices, the need for scandal and sensation to sell more and increase the
number of readers can be seen (Bingham & Conboy, 2015, pp. 1-2). That words such as ‘revealed’, ‘surprise’ and ‘never-seen-before’ are recurrent through the articles is an example of this. In the article Sussex on set (appendix 8), words such as ‘unseen-snaps’ and ‘dressed-down actresses are used to evoke a sense of scandal.

Furthermore, shorter punchier sentences are also used which is usual for tabloid-journalism (Bird, 2009, pp. 40-49). That the focus is more often on Meghan herself instead of on the event that has happened or the event she is attending is also clear. That the writer focuses on Meghan and how she is coping with the situation is part of the tabloidization of the Sun (Bird, 2009, pp. 40-49). For example, in the article Royal respect (appendix 15), although the article is supposed to be about Meghan paying respect to a murdered young woman, the writer also pays attention to how Meghan is dressed and how she is handling the situation. The attention is on the Duchess, instead of on the victim that she is honouring. This can also be seen in more articles when Meghan’s fashion or other comments that are irrelevant to the story are included in the text. Quite often, the language in the Sun’s articles about Meghan is coloured by strong emotion. For example, in the article Voice of inspiration (appendix 9), the words that the writer has chosen are very expressive, and a lot of them are used to amplify the meaning, for example, a ‘powerful’ speech, an ‘extra warm’ welcome or a ‘lively’ party.

7.1.2 Naming and reference
In the four articles from BBC News, Meghan is described as “Meghan” 17 times, as “the Duchess” 10 times and “the Duchess of Sussex” 8 times. Other references used occasionally is “mother” when the article is about Archie, which is used one time, “his wife” when the article is about Harry, which is used one time, and “the royal couple” which is used 4 times, when the writer is talking about the pair. Other names and references that are used once or twice when the writer is talking about both Prince Harry and Meghan are “the couple”, “the royals”, “the pair” and “the family”.

In the BBC News articles, the writers use different names when referring to Meghan, but they only use her first name, full title, or short title such as ‘Duchess’ when talking about her alone, and no other member of the family. Like mentioned before, she is referred to as ‘mother’ or ‘wife’ occasionally, but only when the article is about another member and it is more suitable to refer to her in that way.
In the fourteen articles from *the Sun*, 20 different names and references are used including “Meghan”, when talking about her. A few of them are used when the writer is talking about her and Prince Harry as a pair. However, some of the names are used more frequently, such as “Meghan”, which is used 108 times in the 14 articles. Other names that are used often is “Meghan Markle” which is used 31 times, “The Duchess” which is used 28 times, “Duchess of Sussex” which is used 24 times, “Meg” which is used 6 times, and “the couple”, “the royal couple” and “the Sussexes” while talking about the pair, which is used 14 times, 8 times and 3 times. One time the name “fairy-tale-couple” is used. When the article focuses on another member of the Royal Family, she is called “Harry’s wife” or “his wife” 8 times, “mum” 6 times, “mother” 2 times, “daughter-in-law” 1 time and “mum-of-one” 3 times. Her age is something that is mentioned 6 times in combination with her name or other naming, such as “Meghan, 38” (see Appendix 18). At 7 occasions she is referred to as “the 38-years-old”. Other names that are used once or twice in the articles are “former actress”, “the stylish Duchess”, “a Royal” and “Sussex”.

Usually, Meghan is introduced in the articles as ‘Meghan Markle’, after that they refer to her as ‘The Duchess’ or ‘Duchess of Sussex’, and then they go on to mostly call her ‘Meghan’. In a few of the articles, for example in *Meg Makeover* (Appendix 18), Meghan is mostly referred to as ‘Meghan’ and ‘Meghan Markle’, hence, her official title ‘Duchess of Sussex’ is only used one time. The use of her first name, instead of title, highlights Meghan as a person, and not as a part of the institution - the monarchy. Personalisation is something important to *the Sun* in form of news value (Branum & Charteris-Black, 2015, pp. 199-220), and this could be the reason to why the writer chose this type of naming. When concerning the issue in the story around Meghan, more people will be interested in reading the story, *the Sun* believes, according to Branum and Charteris-Black (2015, pp. 199-220).

When Meghan is not referred to as ‘Meghan’, ‘Meghan Markle’, ‘Duchess’ or ‘Duchess of Sussex’, she is occasionally referred to as ‘mum’, ‘mum-of-one’, ‘wife’ or one of the names followed by her age. Her age is also mentioned without her name in *Royally chic* (Appendix 10), where she is simply called ‘the 38-years-old’. When referred to as ‘wife’, the focus is mostly on Prince Harry, which makes it more natural and suitable. In other articles, she is referred to as ‘mum-of-one’, although the focus is on her fashion choices and not on her son Archie (Appendix 10 & Appendix 5). The way she is referred to as a mother, instead of
Meghan, when the articles are only about her, indicates that *the Sun* finds that her motherhood is the most important part of her. Instead of focusing on Meghan herself, and other characteristics of her, they merely focus on her role as a mother. Prince Harry, on the other hand, is never referred to as ‘dad’ or ‘father’ other than when the focus is mainly on Archie, for instance in *Meg-a Sweet* (Appendix 14). It is clear that the writer more often refers to Meghan as a mother and therefore attributes her the characteristic of being a mum, which is a naming strategy that *the Sun* often uses (Branum & Charteris-Black, 2015, pp. 199-220).

### 7.2 Discursive practice

As mentioned in chapter six, the texts are from two different media outlets. *BBC News* was chosen because of its role in Britain as the first established public service broadcasting company, and *the Sun* for its role as the biggest daily tabloid newspaper. Moreover, the two news companies reach a big readership. All the 18 articles can be found for free online, on the respective media’s websites, www.thesun.co.uk and www.bbc.com, or via Google. Hence, it is easy for the general public to access the texts.

The two news outlets produce contrasting articles and have very different institutional background. *BBC News* is a public service company and has four basic principles that they rest upon (Price & Raboy, 2003, p. 3). In the articles (see Appendix 1-4) from *BBC News*, the different principles are shown more or less. For instance, all the four articles offer variety and discuss a broad spectrum of subject, because they include information about the Royal tour, what the Royal Family have been doing and what they have said, but also information about the apartheid (see Appendix 4) and statistics on violence against women and children (see Appendix 1) for example, which is things that the couple focused on during their tour. The articles are also available to every citizen because the news’ are found on the website, and because *BBC News* is a public service it is free to access. Because it is easy to get a hold of, social status does not affect. Furthermore, BBC tries to provide the people with a safe space for free opinions and strives to offer non-political and objective news, although journalists cannot be completely objective (Kovach & Rosenstiel, 2007, pp. 35-49). The last principle is about distinctiveness, which was hard to identify in the articles (Price & Raboy, 2003, p. 3). The language is easy, accessible and descriptive, which is used to try to separate *BBC* from other broadcasting services.
*The Sun* is not publicly funded like public service but relies on profit to survive. They use name strategies to portray a person within a social group or attribute someone with certain characteristics (Branum & Charteris-Black, 2015, p. 217). In the articles from *the Sun*, various attributes are applied to Meghan, such as ‘mother’, ‘wife’, ‘former actress’, ‘stylish Duchess’ and ‘the 38-years-old’. All these different attributes put her in different groups, with the help of characteristics. Every time she is referred to as ‘mother’ or ‘mum’, she is not only a Royal, a woman, or an activist, she is a mother, and that gives her a lot of characteristics that the reader will recognise. When the writer chose to use these words, he or she conveyed the information in the text, which then makes the reader see Meghan in a certain way. A lot of these characteristics are the same when she is referred to as ‘wife’ or ‘his wife’. Instead of using her name, which makes the readers make up their minds about who Meghan is, and what characteristics she has.

Furthermore, sexuality and personalisation are news values which are foreground for the newspaper, and at times, a strategy is used to describe a person’s physical appearance (Branum & Charteris-Black, 2015, p. 217). In almost all the articles from *the Sun*, the main focus is on Meghan’s appearance. Or, at least all the articles include her fashion choices, both clothing and jewellery. When fashion is mentioned, it’s either about what she is wearing, something that is mentioned in all the articles (see Appendix 5-18), or about the fact that they are trying to fix the couple’s image, for example by using cheaper, or recycled outfits. In Appendix 5, 6, 10, 11, 13 and 16, the main focus is on fashion and Meghan’s appearance during the tour.

*The Sun* is also a tabloid, which is why they focus on, for instance, fewer words, quicker news, bold black headlines and eye-catching images, and are also driven by scandals and sensations (Bingham & Conboy, 2015, pp. 1-2). In almost all the articles from *the Sun* (see Appendix 5-18), all of this can be found. For instance, the first words in the headlines are written in uppercase, such as ‘MEG MAKEOVER’ (see Appendix 18), followed by a slightly longer headlines with 15-20 words, which is not written in uppercase. The tabloid’s utilisation of quick news and its need of buzzing stories to create more scandals and sensations (Bingham & Conboy, 2015, pp. 1-2), might be an explanation to why *the Sun* has published 14 articles about Meghan, compared to *BBC News’* four.
Another aspect to discuss is the audience’s engagement. Published articles might make the public engage in subjects and this case, discuss Meghan. How much the story makes the audience get involved can be seen in the number of comments and shares the texts have gotten. However, neither the Sun nor BBC News seem to allow comments on the articles in this study. Consequently, the engagement created by these stories can only be explored in the form of shares. The article Meghan meets ‘remarkable’ female leaders in South Africa (appendix 4) have at the time when this study is being conducted over 3000 shares on Facebook, Meghan ‘shows solidarity’ at memorial of murdered South African student (appendix 3) has over 4000 shares on Facebook, Meghan: I’m in South Africa as your sister (appendix 1) has over 9300 shares on Facebook and the article Baby Archie makes appearance on royal tour of Africa (appendix 2) has been shared nearly 17 000 times on Facebook. These four articles are all from BBC News, whose articles have been shared much more than the Sun’s articles about Meghan. The article from the Sun with the highest number of shares is Double duch (appendix 11) with over 2400 shares. Voice of Inspiration (appendix 9) has over 1100, Royal Respect (appendix 15) 420, Eye say (appendix 16) 370, Mega fan (appendix 7) and Babe in arms (appendix 17) around 300 and Meg makeover (appendix 18) 141 shares. The rest have less than 100 shares each, with a few of the articles about fashion having no shares at all.

7.3 Social practice

BBC News and the Sun have since their start been pioneers in their respective field of media; BBC News within public service and the Sun within tabloids. They are also, equally popular and big in the United Kingdom. The Sun became the most popular daily paper in Britain at the end of the 1970s (Bingham & Conboy, 2015, pp. 186-188) and BBC News has become one of the most popular news sites in the world (Curran & Seaton, 2018, p. 505). Because of the scale of their popularity, they hold a lot of power and can influence all citizens in the UK, reaching all the different social classes. A majority of these people will never meet Meghan in real life but have to rely on secondary sources to create an image of the Duchess. The popularity of the two large media outlets also increases the possibility that influential people will read the articles, and then use the information, for instance, politicians. However, it is not only influential people that can use the content. For instance, when Princess Diana died, some media outlets started to question the members of the Royal Family, and according to Bingham and Conboy, voicing the “public’s frustration at the Palace’s formal and stilted response to her [Diana’s] death” (2015, p. 125), because the Queen, and the rest of the Royal
Family, did not come to London to acknowledge Diana’s death in public, but instead stayed in Scotland to grieve in private (Frazer, 2000, p. 208). The public, who had already started to question the Royal Family, read the papers, which only increased the problem and eventually, the Queen returned to London and gave a live speech as well as greeting the grieving public outside the palace (Rotaru, 2010, pp. 42-48). This is a good example of when the public used their power, in this case, their frustration towards the Royal Family, to change something, with the help of the media outlets who wrote about the frustration.

A big difference between the two news outlets’ discourses can be seen. As earlier analysed, the Sun focuses primarily on Meghan as an individual, while BBC News often show a bigger picture of the events. Most articles about Meghan published by the Sun mentions how the Duchess is dressed and other personal details about her appearance. The Sun has also chosen to portray Meghan as a mother. BBC News lack these kinds of comments in their articles, the text is written to provide the readers with useful information, instead of evoking scandal and sell sensational news which is the case with the Sun. A simple explanation for this may be that BBC News, compared to the Sun, do not need to amp up their stories to sell more. Because they are public-funded, they can prioritise reliable and truthful information, and educate the readers, instead of being driven by quicker news, which is the case with tabloids, and the Sun (Bingham & Conboy, 2015, pp. 1-2).

As mentioned earlier, the Sun includes a lot of information about Meghan’s appearance in their articles. Despite society changing and woman no longer being portrayed as they traditionally have been in media (Curran & Seaton, 2018, p. 415), the writing style used to attract woman, the Northcliffe model (Bingham & Conboy, pp. 160-163) can still be found in tabloids today, the Sun’s articles about Meghan being a great example. The articles have a large focus on Meghan’s clothing and fashion choices, in some cases her body, and also her relationship to Prince Harry, and other people. The way these subjects are included in news articles, where it is in most cases irrelevant, reproduces and reaffirms the norm that woman should look a certain way for men (Barnard, 1996, p. 99). Fashion is primarily associated with women (Barnard, 1996, p. 99) and these discourses used by the Sun might introduce women to an ideology of femininity and female identity. Furthermore, none of the articles recognise that Meghan is a woman of colour. This is surprising for the reason that it is widely known that the Sun has been accused of being racist in the way they report about Meghan, her receiving much more negative comments compared to for example Kate Middleton. In an
analysis, made by the Guardian, it can be seen that Meghan gets twice as many negative headlines as positive in British Press coverage (Duncan & Bindman, 2020). The same analysis shows comparatively that of the headlines mentioning Kate Middleton, almost half of them was positive and only eight per cent negative (Duncan & Bindman, 2020). In appendix 1, 2, 3, 7 and 9, Meghan is quoted when she refers to herself as being a woman of colour, but other than that, her mixed-race is not mentioned.

Despite this, the fact that a mixed-race woman is a part of the Royal Family means a lot for the representation (Morton, 2018). Princess Diana was said to embody the new multi-ethnic Britain but represented white femininity more than anything else (Shome, 2001), maybe Meghan is a much truer representation of multicultural Britain. The Sun does not use any discourses to increase the nationalism and put a barrier between the traditionally white Britishness in the articles published about Meghan on the Royal Africa Tour (Branum & Charteris-Black 2015, pp. 199-220). Instead, the coverage seems to be just like any other articles published about Prince Harry, or other Royal Family Members. Meghan is being portrayed as being a part of the national family.

A reason for this might be that the Royal Africa Tour was in general seen as something positive. In the official statement by Prince Harry, which is partly quoted at the beginning of this study, he states that Meghan was being portrayed more positively during the tour and that this shows tabloids “double standards” (Sussex official, 2019). However, many of the Sun’s strategies, such as short, punchy texts and headlines, are seen in the different articles. Thus, the Sun might not focus on positive and negative news, but rather on creating headlines and selling more papers, and therefore portray her in a way that will help them sell. Thus, because the Royal African Tour was well-liked, it is possible that the Sun covered Meghan more positively to increase their profit.

Meghan is a young and mixed-race woman, and in these 18 articles about her, various sides of her are displayed. As earlier stated, neither BBC News nor the Sun highlights the Duchess ethnicity, instead of different characteristics of her is shown. For example, Meghan as a mother; Meghan as Duchess of Sussex, a representation of the institution the monarchy; Meghan as an actor; Meghan as a role model; Meghan as a woman. Just like J Thomas and Antony (2015, pp. 493-503) stated, it is difficult, if not impossible to find out what British identity is. The traditional roles of women have changed in media, as well as the typical
Britishness (Curran & Seaton, 2018, pp. 412-416). How Meghan is portrayed show this clearly, she does not represent one side of the British identity, but the multi-ness of modern Britain.

As mentioned earlier, the Royal Family’s status has changed drastically over the years and in the last century, they have gone from being almost untouchable to being seen as normal celebrities (Bingham & Conboy, 2015, p. 124), which is a consequence of the Monarchy's need to be seen and liked by the public. If not, they might lose their position in society (The Advertiser, 2011), and are therefore almost forced to interact with the media. Because there is no licensing of the press, writers in the United Kingdom could write about anything, or anyone, which have led to the weak protection of the individual. However, they have some legislations that they need to follow (Humphreys, 2009, p. 199-200). This relationship between the media and the Royal Family can be seen in all the articles (see Appendix 1-18), both from BBC News and the Sun, where members of the Royal Family are being portrayed daily. Although, the lack of interviews from Meghan and Prince Harry in the articles could be a sign that the Royal Family is still trying not to let the media come too close, which is something that they used to do to keep the authority and secrecy, but also to not sink to the level of other celebrities (Bingham & Conboy, 2015, p. 98), even though tabloids like the Sun have portrayed the Royal Family as normal celebrities since the 1970s (Bingham & Conboy, 2015, p. 124). Instead of letting the media come too close by giving interviews, that gives the media the power to use the quotes however they want, the couple uses their own Instagram page to connect with the public, where they can decide what they want to publish. Both BBC News (see Appendix 1-4) and the Sun (see Appendix 7-9) uses material from the couple’s Instagram in their different articles about Meghan and Prince Harry. So, even if the relationship between the Royal Family, the media and the public have changed over the years, the Royal Family will always have to keep some sort of relationship with the media to survive and to keep their positive relationship with the public.
8. Conclusion

This aim of this study was to identify different discourses and see how Meghan was constructed in the 18 selected articles from the Sun and BBC News, written about Meghan and Prince Harry’s Royal tour of Africa.

On a textual level, the Sun uses language to strengthen their story and make it more sensational. Meghan is portrayed as something exciting, mundane tasks become scandals and the focus is on her to make the story more interesting (Bird, 2009, pp. 40-49), and not on the events, even though she is there as a representative for the Monarchy. The words selected by the writer, are chosen to sell more and increase the number of readers (Bingham & Conboy, 2015, pp. 1-2). Comparatively, BBC News commitment to the principles of public broadcasting (Price & Raboy, 2003, p. 3) is clear when analysing the lexical choices.

Furthermore, both the Sun and BBC News mostly use Meghan’s name and title when referring to her. However, a difference can be seen in some of the naming and reference used between the two news outlets. The Sun tends to highlight Meghan’s motherhood, her marriage to Prince Harry and her age, whereas BBC News also mentions Meghan as a wife and mother, they do it when it is relevant for the story. When the Sun uses this language, they convey a certain picture of her to the readers, they choose to attribute her with the characteristics of being a mother and a wife (Branum & Charteris-Black, 2015, p. 217).

Additionally, it is clear that in this case, neither BBC News or the Sun, use naming or language to strengthen ‘us’ and ‘them’. Although previous research states (Branum & Charteris-Black, 2015, pp. 199-220) that this is a strategy the Sun uses to promote nationalism, it seems like Meghan while being on the Royal Africa Tour with Prince Harry is being portrayed as a part of the national family.

When it comes to discursive practice, the portrayal of Meghan differs a great deal in the articles from BBC News and the Sun, because they come from different backgrounds and have different journalistic standards. For instance, the four basic principles that BBC News use (Price & Raboy, 2003, p. 3) are characterised by public service, which can be seen in the portrayal of Meghan. For instance, the main focus is not only on Meghan but on the whole
event. A broad spectre of subjects is being discussed, such as information about history and statistic, that gives the article more depth. This is very different compared to the articles from the Sun where the focus is on shorter texts, quick news and bold black headlines, which is driven by scandals and sensation (Bingham & Conboy, 2015, pp. 1-2). This could be found in all the articles, where they use headlines with uppercase letters, and fewer and punchier words, to create headlines that include more scandals and sensation. Although, the main focus in all the articles from the Sun, is on Meghan, and her appearance, which is another strategy used by the Sun (Branum & Charteris-Black, 2015, p. 217), and not a lot of information about the events, the history behind the visits and other interesting things is provided. If they are, they are only very brief. This is something that shows how different the two media outlets work and what they believe is important to send out to the public.

Furthermore, BBC News is available to every citizen, because of the easy and free access, but also because of the easy language that is being used. They strive to offer a safe space for free opinions, and the reader can, with the help of the information provided, make up their mind of Meghan (Price & Raboy, 2003, p. 3). Although this study shows that BBC News provides important information and seemingly objective news, it is important to acknowledge that a journalist cannot be completely objective (Kovach & Rosenstiel, 2007, pp. 35-49) and that BBC has an agenda even though their main requisite is not profit.

In contrast to the BBC News’ articles, in the Sun, Meghan is assigned certain attributes and placed in a social group because the paper use characteristics, such as mother or wife, as a naming strategy (Branum & Charteris-Black, 2015, p. 217). When using strategies like that, the information is framed by the writer. Instead of getting the change of making up their mind about who Meghan is, they are already told that her being a mother and wife is the most important part. The BBC News on the other hand only uses her first name, full name or full title in their articles, which allows the reader to make up their image of Meghan.

Another aspect of discourse practice is the engagement of the audience, for example, comments and shared on other platforms, such as social media. However, neither BBC News nor the Sun allows readers to comment on their websites. Instead, a lot of the articles have been shared on Facebook. This shows that the audience is engaging with the articles. The articles that were shared most times came from BBC News, which can be a result of their principles to reach out to every citizen and using easy and accessible language (Price &
It also shows that *BBC News* has high credibility and the readers deem their information reliable enough to share.

The British press and the Monarchy are two strong actors when it comes to the power of social structure in Britain. The British Royal Family has been superior and influences the people for centuries (Royal, n.d.a; Martin, 1992) and the media plays a big role in establishing values and norms in the British society, as well as, reaffirming and reproducing what it means to be British (Curran & Seaton, 2018, p. 412-416; O’Halloran, 2011, pp. 445-459). Thus, because the power *BBC News* and *the Sun* holds in the field of media, how they portray Meghan matters a lot on a social level. For instance, the public depends on the information provided in the articles in the media to create an image of Meghan. However, the public also holds a lot of power and can use this to change things in society, for example when Princess Diana died and the media and public made the Royal Family change their old ways, by criticising the Monarchy. This forced the Royal Family to change (Rotaru, 2010, p. 41-48). Due to the decrease of the Royal Family’s power in society, they need media to keep their relationship with the public (The Advertiser, 2011). Thus, how they are being portrayed is vital for the survival of the Monarchy. Although, there are signs that show that the Royal Family still tries to keep some distance. For instance, the lack of interviews given during the tour. Instead of talking directly to the media, and giving them the power to portray them, they use their own Instagram page to talk about what they are working with.

To conclude an answer to the research question two and three; *the Sun* focuses a large part of their texts on Meghan’s appearance, how she looks, her fashion, and her body. This reaffirms and reproduces the norm that woman should care about how they appear and have to look a certain way for men (Barnard, 1996, p. 99). Although this might seem old fashioned and media has changed in the way they portray the role of women (Curran & Seaton, 2018, p. 415), it is clear in *the Sun*’s articles about Meghan that this way of portraying women still lives on in the 21st century.

Comparable, when it comes to British identity in the articles about Meghan, it seems like *the Sun* has left their old ways behind. No discourses are used in the 14 articles to try to increase the nationalism and strengthen the barrier between ‘us’ and ‘them’ (Branum & Charteris-Black 2015, pp. 199-220). Instead of portraying Meghan as ‘them’, she is, after all, a young
and mixed-race American woman, a contrast to the traditionally white British femininity (Shome, 2001) the Sun appears to report about the Duchess as one of ‘us’ and part of the national family. It should be stated, based on the way Meghan reflects British identity on the Royal tour of Africa, that there are no set rules of what British Identity is, Meghan is a great example of the multi-ness that British identity is today (Curran & Seaton, 2018, pp. 412-416; J Thomas and Antony, 2015, pp. 493-503).

8.1 Answers to research questions

The answer we found to research question one was that Meghan was, on a textual level, portrayed with sensational and scandal evoking language by the Sun. On the contrary, BBC News used a more descriptive and informative language when covering the Duchess. Both news outlets, for most parts of the texts, referred to Meghan using her first name or title. However, the Sun referred to Meghan as a wife and mother even when the article included her child or her husband.

Furthermore, on a discursive level, there is a huge difference between the Sun and BBC News. The Sun comes from a tabloid background and use quicker news, and punchier sentences to create headlines and sell more. BBC News is a public service company and relies on objectivity and providing necessary information for all citizen. This had led to, as mentioned in the textual level, that the Sun and BBC News, portray Meghan very differently.

On a social level, the Sun reaffirms and reproduces the norm and value that a woman has to look a certain way for a man by talking about her appearance in all articles. Neither media outlets focus on Meghan’s ethnicity, other than quoting her own words about her being a woman of colour. Moreover, none of the articles use discourses to portray Meghan as ‘them’, rather than ‘us’. Instead, she is portrayed as being part of the national family and British identity. Meghan’s portrayal in the Sun and BBC News’ articles is a great reflection of the difficulty to conduct what British identity is today, and how multi-ethnical and how much multi-ness Britain is.
8.2 Further research

Just like this study is built on earlier research, the result that is achieved in this study might work as support for other studies in the future, to further carry on research on the Monarchy and the media. Like any study, not all questions will be answered, and not every part of the issue can be examined. Therefore, this study could help other researchers reach the answer to their questions. While doing this study, it became clear that more research in the field of Monarchy and the media is needed, due to the current lack of it. A lot of different angles and perspectives can be used to study the subject in different ways, for example, looking at other periods and other articles might get another result, or comparing how the media portrayed Meghan during her wedding with how they portrayed her during the Africa Tour, and other in dates in between those events. Further research could also include going into more detail of the Africa tour, compare how she was being portrayed before she became a Royal when she was an actress and a celebrity, or compare her with other celebrities and see if the portrayal of royals and celebrities might differ. Moreover, the use of other methods and theories could affect the result and fulfil additional research gaps.

Due to the time and financial limitation of this study, the result was destined to be very brief, therefore it would be interesting to do a larger analysis with more articles, and include interviews, for example, interviews with the British people, on how they view the subject. Other countries media outlets could also be included, both articles and interviews with their journalists, as well as, interviews with the public.
Reference List


Appendix 1

Meghan: I’m in South Africa as your sister

This article describes one of the days of the Royal tour of Africa, when the Duchess and Duke of Sussex visited a woman and children’s centre in South Africa. The Duchess of Sussex gave a speech where she talked about the high crime rate, and praised the centres work against violence against women and children. Further down in the article, the writer talks about statistics concerning the violence in the town. Prince Harry also gave a speech and talked about the problem. It also includes parts about when the Royal couple greeted all the locals who had come to see them. Besides this, there are parts about the couple’s son Archie, about a museum visit, about apartheid, about Prince Harry’s own tour outside South Africa, and a segment from the BBC News Africa reporter Pumza Fihlani, about the tour.


Appendix 2

Baby Archie makes appearance on royal tour of Africa

This article is about the Duke and Duchess of Sussex’s son Archie, and about his first public outing. The main focus is when Archie, along with his parents, met the Nobel Peace Prize winner and anti-apartheid campaigner Archbishop Desmond Tutu. The writer also describes the meeting that took place at Tutu’s Legacy Foundation in Cape Town. Further down, the focus in on the Duchess of Sussex’s meeting with female entrepreneurs, where she talked about being a mother and about the non-profit group.


Appendix 3

Meghan ‘shows solidarity’ at memorial of murdered South African student

This article is about when the Duchess of Sussex visited a memorial and payed tribute to a local female student that was raped and murdered at a post office. The writer also talks about that this visit is “personally important” to the Duchess. More details about the murder and the protests against this type of violence is also included. In the last part of the article, the writer talks about Prince Harry and his own parts of the tour, to other places in Africa.

Appendix 4

Meghan meets ‘remarkable’ female leaders in South Africa

In this article, the writer talks about when the Duchess of Sussex visited a anti-apartheid movements group in South Africa and met one of the founding members. In the first part of the article, the movement is explained and also one of the founding member Sophia Williams-De Bruyn, who is one of the last members who took part in the march against racial segregation in 1956, is mentioned. Further down you can read about a recreation of the 1956s march that was held in 2006, and that this movement has once more reignited, but now it’s about violence against women. The Duchess also met with other anti-apartheid activists and talked about her own attempts to raise awareness of women’s rights. The last part is about other events of the tour, which is summarised shortly, and also explained in more detail in other articles.


Appendix 5

Into the blue

This article is about fashion and how Meghan is dressed during the Africa tour. It also mentions a number of public appearances that the Duke and Duchess, and their son Archie, have done and are planning to do in South Africa.


Appendix 6

Hands on

This article is also about fashion, more precisely about what jewelry Meghan has been wearing while visiting places in South Africa. It also pays attentions to what jewelry Meghan have been wearing earlier on in her time as a Duchess.

Appendix 7

Mega fan

This article is about the Duke and Duchess’ visit to the township of Nyanga. The Royal couple met with people, engaged in dancing with the locals and visited Justice Desk, a human right organisation which is supported by the Queen’s Commonwealth Trust. Furthermore, a big part of the article is made up by quotes from the Duchess’, and also the Duke’s, speech made to the people.


Appendix 8

Sussex on set

This article is focused on Meghan’s role as a former actress. Patrick J Adams, the Duchess former co-star of the US sitcom Suits, posted pictures on Instagram of Meghan. Hence, the Sun reported about the shared photos in this article.


Appendix 9

Voice of inspiration

This article is very similar to the one called ‘Mega fan’ (see appendix 7) and is mainly about Meghan and Prince Harry’s visit to the township of Nyanga. Likewise, as the other article on this subject, the text is partly made up by quotes from the Duchess’ and Duke’s speeches. Moreover, the article also mentions a few other public appearances, such as a visit to the District Six Museum, that the Duke and Duchess will do during their time in South Africa.


Appendix 10

Royally chic

This article is about fashion and that the Duchess of Sussex has recycled dresses that she earlier wore during her pregnancy. Now, she is using them again during the Tour in Africa.
Furthermore, the article goes on to discuss a few of the different outfits that Meghan has worn the first few days of the visit in South Africa.

Retrieved November 28, 2019, from https://www.thesun.co.uk/fabulous/9992020/modest-meghan-markle-head-scarf-day-two-africa-tour/

Appendix 11

Double duch

This article is also about fashion and fans comments regarding Meghan's style and post-baby body. Similar to the article above, the main point is that Meghan has re-worn dresses from her pregnancy during the Africa Tour. Moreover, the fans of the Duchess appreciate her recycling dresses and being environmentally friendly. The also praise the Duchess of Sussex for not feeling pressured to lose weight straight after giving birth.


Appendix 12

Mummy Meg

In this article, the primary subject is motherhood. The Sun reports about the Duchess of Sussex’s visit to the charity Mothers2mothers and her speaking to female entrepreneurs about being a working mother. Archie, the Royal couple’s son is also briefly mentioned.


Appendix 13

Sussex style

On the whole, this article is about fashion. The outfits that the Duchess wore during her solo engagement during the Africa Tour is discussed, as well as, an ethical brand that Meghan chose to wear. Additionally, Archie’s whereabouts are mentioned along with the Duke and Duchess visit to a local family to drink tea.
Appendix 14

Meg-a sweet

This article is about Archie, on his first public outing, and how they have nicknamed him ‘Bubba’ during the tour. The couple brought Archie along to a meeting with the Nobel Peace Prize winner and anti-apartheid campaigner Archbishop Desmond Tutu. They carry on to talk about things that was said about Archie and how he will have to adapt to a public life. The Duchess fashion choices are also mentioned. In the end, the writer talk about how Prince Charles have nicknames the Duchess ‘Tungsten’ because of her strength.

Appendix 15

Royal Respects

This article is about the Duchess ‘secret’ visit to a memorial, to honour a female student that was raped and murdered. The Duchess paid tribute to the girl and left a ribbon at the memorial. In the middle of the article, the murder is being described, and how this event sparked demonstrations against violence to women. They also mention the Duchess fashion choices. In the end, a lot of quotes from a local schoolgirl is includes, about how the Duchess visit meant a lot and about the tragic event.

Appendix 16

Eye say

In this article, the writer focuses on fashion and on the necklace that the Duchess have been wearing during the tour. The necklace is a “evil eye”, a symbol of protection and luck, but also to protect from jealousy. The writer continues to talk about the symbol of the necklace, and about other times when Duchess have been spotted wearing it. In the end, they state that the Duchess is known for wearing jewellery to send coded messages.
Appendix 17

Babe in arms

This article's touch upon the Duchess of Sussex’s fashion style while flying from Cape Town to Johannesburg with her son Archie. It’s also mentioned that Prince Harry is away doing other visits in other places, without the Duchess and Archie. Later on in the article, Meghan’s plans to visit schools, charities and a memorial are mentioned. And in the end, the writer talks about that the couple have been trying to fly commercial, rather than private during the tour, after complains about their flying habits.

Appendix 18

Meg makeover

This article is about how the Duchess of Sussex have tried to repair her image by seeking help from a firm in Los Angeles, that is known for celebrity crisis management. In the article, the writer talks about her fashion choices, like wearing inexpensive and eco-friendly outfits, letting people see the couple’s son Archie in public and spending time with locals.