

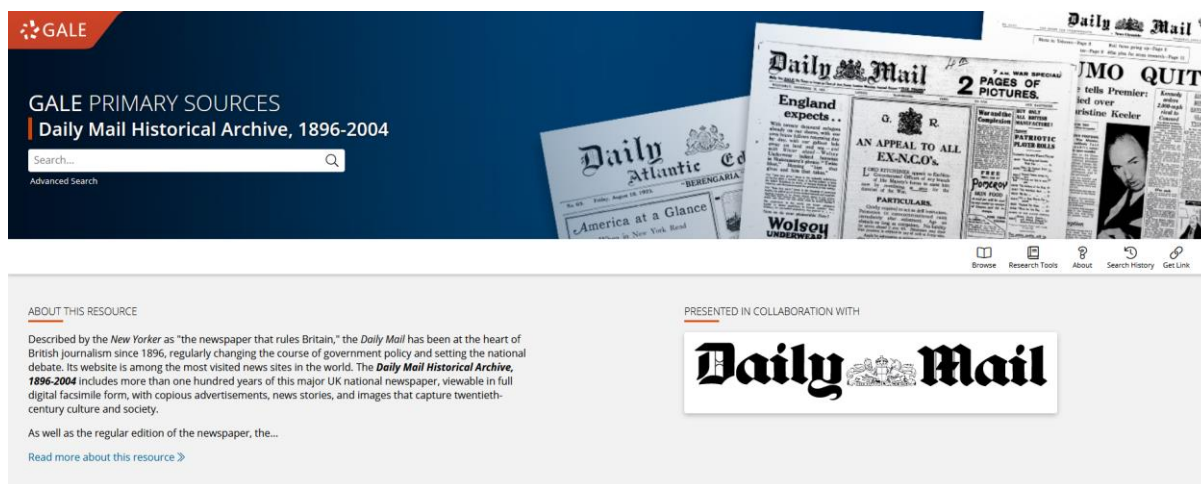
# DAILY MAIL

## HISTORICAL ARCHIVE, 1896-2016

ORIENTATION RESOURCES



The aim of this guide is to give you a better understanding of how to use the *Daily Mail Historical Archive, 1896-2004* (*Daily Mail*) for your research purposes. It will cover finding and filtering material, how to approach and understand newspapers as sources, including dealing with editorial bias, and will provide a case study through which you can begin exploring the material.



## HOW TO USE THIS GUIDE

This guide is aimed at students and researchers who are using Gale Primary Source Archives for the first time. It will take you through the different stages of using a digital archive.

If you are unfamiliar with researching in a digital archive it is worth reading the guide through from start to finish.

If you have some experience working with digital archives and are looking for guidance on the *Daily Mail* specifically, head straight to the USING NEWSPAPERS and KEY TOPICS sections. Here you will find information on how newspapers should be considered unique sources, how to understand and take into account editorial bias, and how this applies specifically to the *Daily Mail*. There are also some critical thinking questions and useful search terms to help you start your research. The questions in green are entry level questions, the questions in red are more advanced.

If you are looking for examples of research conducted in this digital archive, the final section CASE STUDIES, will provide you with this. This section draws upon documents found in the *Daily Mail* to show you how to use digital primary sources for research and teaching. Again, there are some critical thinking

questions and useful search terms to help you start your research. The questions in green are entry level questions, the questions in red are more advanced.

## LANGUAGE AND TERMINOLOGY

In this section, you will identify the language and words that will produce useful results when you are using the search function in a digital archive.

In all Gale Primary Source Archives you will find language and terminology that is old-fashioned, unfamiliar and potentially offensive. The documents and other sources held in these archives are reflective of the period in which they were written. To that end, you will need to think about the words and phrases that you choose to conduct your search.

As an example, if you were searching for information on the *First World War*, you would most likely start by searching for “World War One”. However, this terminology only came into being during the Second World War. Contemporary authors instead used other terminology and so searching for the “Great War” or “European War” will allow you to expand your results to include sources from during the conflict itself.

It is also important to think carefully about your search terminology when using newspapers to investigate individuals. For example, in the *Daily Mail*, a search for “Emmeline Pankhurst” leads to 82 results, only 8 of which are contemporaneous to her life. Societal norms of the time dictated that women be referred to as Mrs, so searching for “Mrs Pankhurst” provides 643 results, the majority of which are pre-1928. Searching instead for “Miss Pankhurst” will provide results on only her daughters, while a broader search for “Pankhurst” encompasses all four women.

As the *Daily Mail* provides coverage from the entire twentieth century, it is important to think about what kind of viewpoint you would like to investigate. *Are you looking for contemporary reporting from the time of the event/individual? Are you looking to investigate the impact of that event/individual in later years (e.g.: the legacy of the Pankhursts on modern feminism)?* By thinking carefully about the terminology you are using, you can begin to tailor your search results more specifically to your research question.

The more time you spend in the archive looking for sources the more familiar you will become with the variety of terms that might be relevant to your topic, as well as their idiosyncrasies (such as non-standard spellings).

## BASIC SEARCH AND FILTERING



In this section, you will perform a 'Basic Search' using keywords in the *Daily Mail*. It will also cover how to filter your results, and the steps needed to find a useful and comprehensive set of sources tailored to your research questions.

When you enter a search term it will be used to scan both the content of the sources and the tags that have been applied to said sources. In the *Daily Mail* your search is being applied across the 97 years' worth of issues available in this archive.

Let's start with a topic that significantly affected the history of the UK, and was well covered within journalism: Suffrage.

- Search your key term, Suffrage, in the *Daily Mail*. You will receive over three thousand results. As this is a newspaper archive, they will all be the same content type: newspapers.
- Filter your results. Using the filter buttons on the right of your results list you can refine your list. You can use these filters to help ensure the source material you are using relates directly to your research question. For example, if you were interested in the specific role of the Pankhurst family in the suffrage movement you can filter your results so that you are just looking at sources that are about them.
- Assess your results. It is important to remember throughout that these searches are the starting point of your research and as such will provide you with a very broad range of documents. Once you

have filtered your results you will still need to analyse them to assess their relevance to your topic. In our examination of the suffrage movement, you may want to further limit your search to only show articles from before 1928 (passing of the Representation of the People Act).

- Iterate on your search. As you become more familiar with your topic you may also need to go back to your earlier searches and re-assess material you previously discounted. You may also need to undertake new searches using terms you have learnt during your research process. For example, having looked at sources about the Pankhurst family, you may want to explore articles about other key suffragists and suffragettes, such as Millicent Fawcett and Emily Wilding Davison.

The screenshot shows the Gale Primary Sources search results for the term 'suffrage'. The search bar at the top left contains the word 'suffrage' and is labeled 'Search'. Below the search bar, the results are sorted by 'Oldest' and show 3,342 results. The first four results are listed:

- Police and Socialists**  
Author: (Reuter's Telegram)  
Publication: Daily Mail (London, England)  
Tuesday, May 12, 1896 Issue 8 p. 5 Article
- House of Commons**  
Publication: Daily Mail (London, England)  
Wednesday, May 20, 1896 Issue 15 p. 3 Article
- The Evicted Ladies**  
Publication: Daily Mail (London, England)  
Thursday, May 21, 1896 Issue 16 p. 4 Article
- Women Who Want Votes**  
Author: "Truth"  
Publication: Daily Mail (London, England)  
Friday, May 29, 1896 Issue 23 p. 4 Article

On the right side of the interface, there is a 'Filter Your Results' section with buttons for 'Publication Title', 'Publication Sections', 'Document Type', 'Publication Date', 'Subjects', 'Author - Items By', 'Design - About', and 'Search Within'. This section is labeled 'Filter'. Below the filters are sections for 'TOPIC FINDER', 'TERM FREQUENCY', and 'BROADEN YOUR SEARCH'. An arrow labeled 'Iterate' points to the search bar area, and an arrow labeled 'Assess' points to the list of search results.

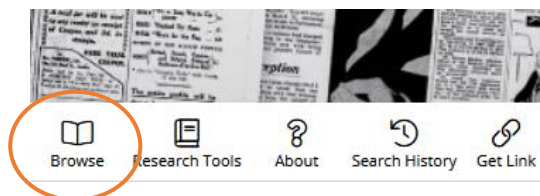
## Advanced Search

The 'Advanced Search' function allows users to refine their search for multiple terms and apply the filtering process at the beginning of your search. This can be useful for when you have a very specific research question or in the latter stages of your research project when you have a more defined idea of the source material you are looking for.

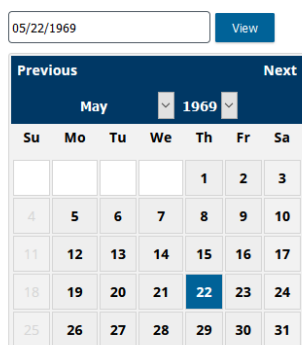


## Browse

The 'Browse' feature allows you to browse through the newspaper issues by date. Using this feature, you can select a specific issue, or organically browse a series of issues. This is particularly important when you are investigating reporting across a known time-period, rather than looking for a specific topic or article. It is also useful when you do not know where to start and want to find results organically. You can then refine your search later using the search features above.



## Browse By Date



Results for May 22, 1969  
Daily Mail, Issue 22721

Browsing through a collection, as opposed to searching by keyword, will allow you to find source material that may not come up via keyword search. Browsing will also give you a better broader understanding of the topic or era you are researching and will ensure you have a good grasp of the context in which your key sources were created. It will not only deepen your thinking on a topic but may introduce ideas, perspectives, and questions you had not previously considered.

## USING NEWSPAPERS AS SOURCES

This section will introduce you to using newspapers as a primary source. Like any source, newspapers betray an authorial bias, and it is important to understand the factors that feed into that bias, to critically assess the material. It is also useful to compare and contrast material across different newspapers to build a more complete understanding of the topic you are researching. The topics and questions below are designed to help you understand how to critically interrogate the *Daily Mail* as a source. *The questions in green are entry level questions, the questions in red are more advanced.*

Once you have identified an article that is useful for your research, you can use the following themes and questions to understand the bias ingrained within it.

The themes themselves can be explored and understood in more detail by browsing the content in the archive, and by exploring the supporting academic essays available in the Resource Centre.

### Audience

Newspapers are an important channel of public opinion and a newspaper's target audience significantly affects the content and style of reporting. The *Daily Mail* styled itself as the representative of the respectable and hard-working middle classes, and has consistently supported what it perceived as the moral and cultural preoccupations of that audience. With a lower middle-class readership, its reporting was aimed at the average reader rather than educated elites. It also actively tapped into the neglected audience of female readers from its early history.

- **Explain how the newspaper's content and reporting style appeals to its audience.**
- **Can you identify whether the newspaper's audience changes over time? Is this visible in its reporting?**
- **Examine what the paper's style can teach us about its audience?**
- **Compare and contrast the role of audience in the *Daily Mail* and its competitor newspapers.**
- **Evaluate the importance of a female audience to a newspaper's success.**

---

## Political Position

The political stance of the newspaper will also heavily affect its reporting, especially the way in which it presents government decisions. Note that not all newspapers maintain a consistent political stance throughout their lifetime. The *Daily Mail* has been a consistent, if sometimes critical, supporter of the Conservative Party, actively voicing its opposition to socialist or left-wing politics.

- **How visible is the political stance of the newspaper? Describe ways it affects the paper's reporting.**
- **How and when does the political stance of the newspaper change? Discuss the impact this has on the coverage of key events?**
- **Evaluate how and when the newspaper is critical of the government, and the impact of this approach.**
- **Assess and explain the factors that impact the political stance of the newspaper.**
- **Judge the newspaper's depiction of Margaret Thatcher. How is she depicted and how is this reflective of the paper's political stance?**

---

## Style

Like audience and political position, a paper's style might change throughout its history, and it is important to understand how this style affects reporting and coverage. The *Daily Mail* quickly developed a style that was very different to the heavy, serious Victorian reporting. Exploiting a bold, sensational approach adopted from American journalism, the paper urged journalists to focus on topics of perennial interest, from sex and health, to money and crime.

- **Can you recognise how the newspaper's style affects the way a story is presented?**
- **Discuss the affect the newspaper's style has on the reader.**
- **Assess the extent to which audience defines a newspaper's style and vice versa.**
- **Compare and contrast the style of the *Daily Mail* and its competitor papers.**



---

## Influence of Ownership

The political stance, content and style of a newspaper is often heavily influenced by its owner, sometimes to the detriment of the paper's success. For the *Daily Mail*, the biggest influences were Lord Northcliffe and Lord Rothermere in the paper's earlier years, whose enormous economic power and political connections heavily affected the reporting that appeared in the paper, and in some instances also the events that were being reported on themselves. This influence, alongside the treatment of individual editors or columnists of their friends and enemies, emphasises the importance of using multiple newspapers to create a balanced picture.

- **Can you identify whose influence is visible in the newspaper's coverage and how?**
- **Explain the ways in which the owner's influence affects reporting and style.**
- **Assess the presence and importance of the various influences on the *Daily Mail* throughout its lifetime.**

---

## KEY TOPICS

Newspapers are interdisciplinary resources that can be used to explore almost any subject. This section will introduce you to three topics that are covered in the *Daily Mail*, to guide you through the process of exploring a particular research area. There are also questions designed to help guide your research into these topics in the archive and understand them within the context of newspapers as a source. *The questions in green are entry level questions, the questions in red are more advanced.* You will also find lists of further useful search terms that will assist you in broadening your knowledge of these subjects. These terms have already been tested via the *Daily Mail* search function so should provide you with helpful results.

## Women

From its launch in 1896 the *Daily Mail* put female readers at the center, with Northcliffe directing his editors to look for feminine topics for the news columns. By providing news coverage that women wanted to read, the *Daily Mail* has had continued success in attracting female readers.

- **Discuss what we can we learn about women’s experience during different eras through the sources available in the *Daily Mail*.**
- **What is considered as *female-oriented content*? Discuss how it changes throughout the lifetime of the *Daily Mail* Compare the depiction of women for male readers to the depiction of women in female oriented content – how does it differ?**
- **Identify and discuss the female stereotypes visible in the *Daily Mail*.**
- **What can examining the advertisements used in the *Daily Mail* tell us about the role of women in society?**
- **Explain how and why the paper’s attitude towards suffrage changes following World War One.**
- **Explore the *Daily Mail*’s attitude towards feminism.**

Other useful search terms: women page, femail, marriage, gender equality, female readers, fashion, recipe, love, womens votes, woman suffrage, suffragette, Pankhurst. <sup>1</sup>

---

<sup>1</sup> Pro Tip! You can find additional search terms by using the ‘Topic Finder’ tool. The tool shows you the terms that are most often found in the text with your search term, so is an excellent way of discovering new avenues for subsequent iterations of your search.

---

## World War One

Having styled itself as 'the paper that foretold the war', the *Daily Mail* entered the war with a combination of patriotic superiority and Christian faith. Though it was frequently critical of government decisions it consistently supported Britain's troops, emphasising their bravery.

- **Discuss the ways in which key events are covered by the newspaper (e.g. the Somme).**
- **Explain how the *Daily Mail's* use of language reflects its attitudes towards the war.**
- **Describe the influence of the *Daily Mail's* reporting on government decisions. What examples can you find?**
- **Evaluate the impact of the *Daily Mail's* reporting on its readers. Did different audiences (e.g. soldiers; wives at home etc.) react differently?**
- **Examine the lasting legacy of World War One and its impact on later decades.**
- **Compare the reporting on World War One to the coverage of other conflicts.**

Other useful search terms: soldier, British Army, military, battle, Germany, Flanders, trenches, victory.

---

## Stephen Lawrence Murder

On 22 April 1993, Stephen Lawrence was murdered in a racially motivated attack in South London. Presenting itself as the newspaper that campaigned for justice, the *Daily Mail* worked for years to keep the case in the public eye, starting with a bold cover story that accused the suspects of the murder and following the story through to the conviction of Lawrence's killers in 2011.

- Describe the development of the Stephen Lawrence case using the articles in the *Daily Mail*.
- Explain the impact of the *Daily Mail's* reporting on the Stephen Lawrence case.
- Illustrate the impact of campaigning journalism on social and policy changes. What other examples can you find?
- Judge the extent to which the *Daily Mail's* claims regarding the Stephen Lawrence campaign can be corroborated – what role did the newspaper really play? To what extent do the desires expressed in its reporting line up with actual outcomes?
- Assess the impact of the Stephen Lawrence case on race and racism in the United Kingdom.

Other useful search terms: police, metropolitan police, departments racism, Stephen Lawrence inquiry, Norris, Dobson, Acourt, justice, Lawrence gang, murder case, racial violence, Eltham.

## CASE STUDY

This case study provides an example of the sorts of material found in the *Daily Mail*. For newspapers, it is especially important to compare reporting on the same story across multiple newspapers, to gain a full understanding of the topic in question. As such, this case study also uses material from the *Mirror* as a counterpoint to the examples from the *Daily Mail*.

These sources will show you how the source material found in the *Daily Mail* relates to some of the considerations discussed above. They will also introduce you to the kinds of specific questions you can use to interrogate, compare and contrast individual sources. If you are interested in the topics discussed in this case study, at the end you will find suggestions for how to investigate further.

This case study can also be used as a teaching tool. They can be used to help educators explain using digital primary sources to new users. Together with the instructions above (“Basic Search and Filtering”),

they can help in explaining to new users how to navigate a digital archive. They also provide clear examples of the source materials in the *Daily Mail*, and the kinds of critical thinking that need to be applied to these sources.

The Miners' Strike: The *Daily Mail*

March 1984 to March 1985 saw major industrial action, led by Arthur Scargill of the National Union of Mineworkers, which attempted to prevent the closure of collieries. The strike was against the National Coal Board, and was opposed by Prime Minister Margaret Thatcher, who wanted to reduce the power of trade unions.

The *Daily Mail* was a committed supporter of Thatcher. Its editorial line supported the status quo and the decisions of the government, and firmly opposed the Labour Party, its left-wing supporters, and the National Union of Mineworkers. This right-wing stance is visible in its coverage of the Miner's Strike.

**Daily Mail**  
WEDNESDAY, APRIL 4, 1984 18p

FOUR WAYS TO WIN A MILLION Page 30

**SMASH THE SYSTEM—THAT'S THE REAL PURPOSE OF THE MINERS' STRIKE**

**SCARGILL'S WAR ON DEMOCRACY**

**WHY is the heart being torn out of the National Union of Mineworkers?**

**Daily Mail COMMENT**

union and labour movement to take positive advantage of a unique opportunity to defend our class and roll back the machinery of oppression, exploitation and deep-seated human misery.

**Struggle**

anybody who believes the simple answer is "it closes" is a dope.

**Anarchy**

How can Mr. Neil Kinnock continue to stand and say nothing?

**More miners are back at work**

**RUSSIAN ROULETTE**

"Contents." *Daily Mail*, 4 Apr. 1984, p. [1]. *Daily Mail Historical Archive, 1896-2004*, <https://link.gale.com/apps/doc/EE1861748801/DMHA?u=webdemo&sid=DMHA&xid=9ea267e>. Accessed 10 Sept. 2020.

- Discuss what we can learn about the Miners' Strike from this article.
- Explain what this article tells us about the *Daily Mail*?
- Examine the picture this article paints about the miners, the government and Arthur Scargill, respectively – what does it tell us?
- Assess the use of language, headings and imagery in this article, and the affect that they have on the reader.

More on this topic...

Arthur Scargill; Miners Union; coal board; Yorkshire miners, labour unions, British coal; pit disaster; trade union; miners' leaders; mining industry; Orgreave.

The Miners' Strike: The Mirror

Now compare the reporting of the event in the articles above with the following article from the *Mirror*.

**The wrong reason**

**Scargill set for total shutdown**

**Mirror Comment**

**Police girl in terror**

**Panic hits pound**

**New hope for Tebbit's wife**

**Don't back IRA, Howe tells US**

**WEATHER**

- **Discuss what we can learn about the Miners' Strike from this article.**
- **Explain what this article tells us about the Mirror?**
- **Examine the picture this article paints about the miners, the government and Arthur Scargill, respectively – what does it tell us?**
- **Compare and contrast the reporting across the two newspapers. Discuss the ways in which their editorial bias is visible in their reporting.**
- **Compare the similarities in reporting across the two newspapers. Assess whether this helps us to understand the event.**
- **Using these sources, evaluate the importance of using multiple newspapers within your research.**

*More on this topic...*

To continue exploring this topic, consider looking at the reporting on the Miner's Strike from other newspapers, such as the Times and the Telegraph. *How do they compare to what you have already looked at?* A good place to start is by browsing the March 1984-March 1985 issues of various newspapers.

# CITATION

CITATION GOES HERE