



For teaching from 2017
For award from 2018 (AS) and 2019
(A level)

AS/A LEVEL MEDIA STUDIES COMPONENT 1, SECTION A SET PRODUCTS RESOURCE BOOKLET

Image Courtesy of The Advertising Archives

No wonder you women buy more **TIDE** than any other washday product!

TIDE'S GOT WHAT WOMEN WANT!

NO SOAP-NO OTHER "SUDS"-NO OTHER WASHING PRODUCT KNOWN-WILL GET YOUR WASH AS **CLEAN** AS **TIDE!**

ONLY **TIDE** DOES ALL THREE:

1. World's CLEANEST wash!

Yes, Tide will get your wash *cleaner* than any other washing product! (Tide, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washday product!

2. World's WHITEST wash!

It's a miracle! In *hardest* water, Tide will get your shirts, sheets, towels whiter—yes, *whiter*—than any soap or any other washing product known!

3. Actually BRIGHTENS colors!

Trust all your washable colors to Tide. With all its terrific cleaning power, Tide is truly *safe* . . . and actually *brightens* soap-dulled colors.



TIDE GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY!

Kiss of the Vampire film poster (1963)

Everett Collection, Inc. / Alamy Stock Photo



Newspapers

Daily Mirror front cover and article – Thursday, November 10, 2016



PRESIDENT TRUMP: U.S. TURNS IN ON ITSELF AT THE BALLOT BOX

AMERICA'S BREXIT

» Fears over loss of jobs and immigrants
» Voters fed up with out-of-touch elite

ON ITSELF AT THE BALLOT BOX



RED, WHITE AND WOOL
Celebrations in front of the White House

HOW AMERICA VOTED (ACCORDING TO EXIT POLLS)

Race	CLINTON	TRUMP	Earnings	CLINTON	TRUMP	Most important candidate quality	CLINTON	TRUMP
White (70%)	37%	58%	Under \$50k (30%)	52%	41%	Cares about me (15%)	58%	35%
Black (12%)	88%	8%	\$50k-\$100k (31%)	46%	50%	Can bring change (39%)	14%	83%
Latino (11%)	65%	29%	Over \$100k (33%)	47%	48%	Right experience (21%)	90%	8%
Asian (4%)	65%	29%				Good judgement (20%)	66%	26%
Other (3%)	56%	37%						



GREAT EXPECTATIONS
At Trump Towers



RHETORIC Trump sounding off
Creating fear is no way to solve crisis

COMMENT

Many people will be shocked by Donald Trump's victory and his nasty and divisive campaign. Trump's election is our latest global wake-up call. We need a real alternative to a failed political and economic system. His victory is an unmistakable rejection of a system that simply isn't working for most people. It has given us escalating inequality and falling living standards. Too many people in the US and Britain have been left behind. In both countries, people feel angry that their communities have been abandoned, and angry at the lack of investment and job opportunities for young people. It's a message we've got to heed. We need a society that is prepared to invest in infrastructure, housing, education and healthcare and in the quality jobs those industries support - a society that is not going to leave anyone behind. Many of Trump's solutions, and the divisive rhetoric around them, are clearly wrong.

FAILED

We need leaders who do not abuse women, or use racist rhetoric, and who do not pit one group of people against another. Donald Trump won by a narrow margin, leaving voters across America divided. He has now got to bring people together. I have no doubt that the decency and common sense of the American people will prevail, and we send our solidarity to a nation of migrants, innovators and dreamers. Everyone has to be included in our political decisions and the way we take those decisions. The solution we offer have to improve the lives of everyone, not set people against each other. Americans have made their choices. The urgent necessity now is for us all to work across continents to tackle our shared global challenges - to secure peace, to take action on climate change and to deliver economic prosperity and justice.



LOST CAUSE Hillary Clinton

Public turned off by legacy of scandals

BY JACK BLANCHARD

THE story of this election was not just that Donald Trump won. Hillary Clinton lost it as well. The "Clinton coalition" of women, Latinos, African-Americans and college-educated liberals simply melted away. Firstly Clinton's win among female voters was not as large as she expected - exit polls suggesting a 12-point lead that was little better than that achieved by Barack Obama. She also did not win nearly as big in Latino areas as she had hoped - allowing Trump to sweep key states like Florida. And African-Americans and young people simply did not turn out in the droves that voted for Obama. The outgoing President won 60% of under-30s' votes in



SHOCK Democrat in NYC 2012, compared to Clinton's 55% this week.

Finally, the white working-class voters who backed Obama in the Northern rust belt states decided Donald Trump would do a better job of improving their lives. Clinton has been in the limelight so long she is now tainted by 30 years of scandals and mistakes - most recently the use of a private email address while she was Secretary of State. Right across America, I met people who should have been natural Democrat supporters - but who were not prepared to come out and vote for her. "I despise both candidates equally," said Michael Morse, 24, an Obama supporter from Wilkes-Barre, Pennsylvania. Ornitha Flamer, a 49-year-old black woman who works for a glass firm, took a similar view. "It's a toss-up," she says. "I really don't like either of them." Bill Baker, a 64-year-old fund manager who has voted both Republican and Democrat in the past, said for the first time in his life he would not be casting his vote in Virginia at all. "I physically can't lick either box and live with my conscience," he told me, shaking his head.

BY JACK BLANCHARD Political Editor in the USA

It started the moment I stepped off the plane.

The guy at US border control glanced at my journalist's visa and told me he was voting Trump.

"Honestly, I'll vote for anyone over her," he said. "I'd have done anything like that with my emails. I would be in jail."

"And she gets off scot-free? Forget about it. Let's give the other guy a chance."

He was the first Trump voter I had ever met. He was certainly not stupid, not even particularly angry at the world. He had a decent job, he was friendly and happy to

chat. But he saw Hillary Clinton as part of a distant, privileged, and crooked establishment - and there was no way he was voting for that.

The parallels with Brexit were immediately obvious. And it was a pattern that would be repeated again and again as I

travelled across America over the next 10

days. This part of the Washington establishment, an elderly Trump supporter called Dave Anderson told me in Williams County, Ohio, a few days later. They have their own way of doing things - but it's all done for themselves.

Watching from Britain, the rise and rise of Donald Trump had seemed incomprehensible.

How could this guy who kept saying these horrendous things - banning Muslims, branding Mexicans rapists, bragging about sexual assault - be neck-and-neck in the polls?

Who on Earth were these crazy people who were voting for him?

The answer, I quickly discovered, is that they are ordinary men and women. Yes they are white, almost exclusively among those I met. But most are not swivel-eyed racists or filled with hatred and fury, or too stupid to understand what they were voting for.

How could they be? There are 29 million of them, just as with Brexit, they

were angry with the status quo. Just as with Brexit, many were deeply worried about immigration and fearful about the direction their country was headed.

And just as with Brexit, the groundswell of support came from the white working and lower-middle classes.

So I drove first to the northern state of Michigan, once the bedrock of America's proud industrial heartland, but now trapped in a long, slow decline.

It had voted Democrat every year since 1992. Trump insisted it was set to swing back his way. He was right. In this case, they

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a Trump rally nervous that his supposedly rabid, journalist-hating supporters might turn on me. What I found was shocking - but only because everyone was so friendly and happy to chat.

There were the hicks and the oddballs, of course. But I met an artist, a mom with her three children, a local businessman

in an expensive suit. And, time and again, those same Brexit-y issues came up. Immigration - in this case linked to the threat of Islamic terrorism. A fear that globalisation was eating jobs - though in this case, they

were moving to China and Mexico. And anger at that hated elite - in this case Washington rather than Brussels.

"It's because Trump is not a politician, he's right there with the people. That's the thing that's so beautiful about it," a young art rep called Reed Turchetti told me after the rally.

Reeling, I headed for Ohio. I drove through farming country and chatted to people as they swept leaves or mowed the lawn or tinkered with their cars.

Almost everyone was voting Trump. Their neighbours and friends were, too.

There is a sense of nostalgia sweeping the US, a pining for the good old days when it ruled the world and did not have to worry about homeland security. It has echoes of that "Age of Empire" rhetoric which prevails every UKIP rally.

"I do like Trump. I like the way he's showing strength," said 70-year-old Tom Smith, a retired photographer from Luzerne County, Pennsylvania. "After the Second World War, we were the strongest nation in the world. Now we're starting to get pretty weak."

Tom's case for voting Trump was about patriotism, plan and simple. Pennsylvania was the final stop on my tour of the American rust belt, a land which once voted Democrat but this week handed the keys to the White House to Donald Trump.

Luzerne County is an old coal-mining area which had not voted Republican in 40 years. But I found voters like Tom, who backed Barack Obama in 2008, were now switching to Donald Trump.

"Yeah [switched], he said, "I don't trust the Clintons. They've been constantly lying off the taxpayer their whole

life." Again and again I heard this refrain. In the eyes of millions of Americans voters, the Clintons are the living embodiment of the Washington political class.

"It's not so much what I like about Trump - it's what I hear about Hillary. She's a liar," said Brandon Underkoffler, who works at a casino in Wilkes-Barre. "So I think we have a better chance with him."

People like Brandon were absolutely key to feeding Trump's victory. He was 38 years old, white, and had never voted before. But the battle between Trump and Clinton had convinced him to register for the first time this year.

Anti-immigration Patriotism. A nostalgic wish for greater jobs. A burning desire to kick a distant political elite.

Donald Trump was the outsider, the upstart in this election just as Vote Leave was in June. The polls and the experts never gave either one a chance.

They were wrong. Where it leads us all now, we can only wait and see.

Jack Blanchard @mirrormag

RISE OF TEFLON DON: PAGES 10&11

Race was an issue & this was a whitelash

PEOPLE are talking about a miracle. I am hearing about a nightmare.

It's hard to be a parent tonight for a lot of us. You tell your kids "don't be a bully". You tell your kids "don't be a bigot". You tell your kids "do your homework and be prepared".

And then you have this outcome and you have people putting children to bed tonight and they're afraid of

breakfast. They're afraid of "how do I explain this to my children?"

I have Muslim friends who are texting me saying "Shall I leave the country?" Families of immigrants are

terrified. This was many things - this was a rebellion against the elites, true, it was a complete reinvention of politics and polls. But it was also something else.

We've talked about income, about class, about region, we haven't talked about race. This was a whitelash. This was a whitelash against a changing

rainy, it was a whitelash against a

black president in part. And that's the part where the pain comes.

And Donald Trump has a responsibility to reassure people that he is going to be the president of all the people who he insulted and offended and brushed aside. We don't want to feel that someone has been elected by throwing away some of us to appeal more deeply to others.

Jack Blanchard @mirrormag

RISE OF TEFLON DON: PAGES 10&11

"We're pretty weak. I like the way Trump's showing strength"

TOM SMITH (LEFT) AND BRANDON UNDERKOFFLER (RIGHT) ARE KEY TO FEEDING TRUMP'S VICTORY

DAILY MIRROR TRANSCRIPT

America's Brexit by Jack Blanchard

Political editor in the USA

(An extract)

It started the moment I stepped off the plane. The guy at US border control glanced at my journalist's visa and told me he was voting Trump. "Honestly I'd vote for anyone over her" he said. "If I'd have done anything like that with my emails I'd be in jail." And she gets off scot free? Forget about it. Let's give the other guy a chance. "He was the first Trump voter I had ever met. He was certainly not stupid, nor even particularly angry at the world. He had a decent job, he was friendly and happy to chat. But he saw Hilary Clinton as part of a distant, privileged and crooked establishment- and there was no way he was voting for that.

The parallels with Brexit were immediately obvious . And it was a pattern that would be repeated again and again as I criss-crossed America over the next 10 days. "He's not part of the Washington establishment", an elderly Trump supporter called Dave Anderson told me in Williams County, Ohio, a few days later. "They have their own way of doing things- but it's all done for themselves." Watching from Britain, the rise and rise of Donald Trump had seemed incomprehensible.

How could this guy who kept saying these horrendous things- banning Muslims, branding Mexican rapists, bragging about sexual assault- be neck- and- neck in the polls?

Who on Earth were these crazy people that were voting for him? The answer, I quickly discovered, is that they are ordinary men and women. Yes they are white, almost exclusively from those I met. But most are not swivel-eyed racists or filled with hatred and fury, or too stupid to understand what they were voting for.

How could they be? There are 59 million of them. Just as with Brexit, they were angry with the status quo. Just as with Brexit many were deeply worried about immigration and fearful about the direction their country was headed.

And just as with Brexit the ground swell of the support came from the white lower- middle classes.

RACE WAS AN ISSUE & THIS WAS A WHITELASH

by Van Jones

CNN Commentator's view as news of Trump win broke

PEOPLE are talking about a miracle. I am hearing about a nightmare. It's hard to be a parent tonight for a lot of us. You tell your kids 'don't be a bully'. You tell your kids, 'don't be a bigot'. You tell your kids 'do your homework and be prepared'.

And then you have this outcome and you have people putting children to bed tonight and they're afraid of breakfast. They're afraid of 'how do I explain this to my children?'. I have Muslim friends texting me saying 'Shall I leave the country?'. Families of immigrants are terrified. This was many things- this was a rebellion against the elites, true, it was a complete reinvention of politics and polls. But it was also something else.

We've talked about income, about class, about region... we haven't talked about race. This was a whitelash. This was a whitelash against a changing country, it was whitelash against a black president in part. And that's the part where the pain comes.

And Donald Trump has a responsibility to reassure people that he is going to be president of all the people he insulted and offended and brushed aside. We don't want to feel that someone has been elected by throwing some of us aside to appeal more deeply to others.

CREATING FEAR IS NO WAY TO SOLVE A CRISIS

by Jeremy Corbyn

Many people were shocked by Donald Trump's victory and his nasty and divisive campaign.

Trump's election is our latest global wake up call. We need a real alternative to a failed political and economic system.

His victory is an unmistakeable rejection of a system that simply isn't working for most people. It has given us escalating inequality and falling living standards.

Too many people in the US and Britain have been left behind.

In both countries, people feel angry that their communities have been abandoned, and angry at the lack of investment and job opportunities for young people. It's a message we've got to heed.

We need a society that is prepared to invest in infrastructure, housing, education and healthcare and in the quality jobs those industries support- a society that is not going to leave anyone behind.

Many of Trump's solutions, and the divisive rhetoric around them, are clearly wrong.

FAILED

We need leaders who do not abuse women, or use racist rhetoric, and who do not pit one group of people against another.

Donald Trump won by a narrow margin, leaving voters across America divided. He has now got to bring people together.

I have no doubt that the sense of democracy will prevail, and we send our solidarity to a nation of migrants, innovators and democrats.

Everyone has to be included in our political decisions and the way we take those decisions.

This truth applies as much in Europe as in the US.

The real alternative to the failed politics of business as usual will be achieved by working together, social justice and economic renewal, rather than sowing fear and division.

The solutions we offer have to improve the lives of everyone, not set people against each other.

Americans have made their choice. The urgent necessity now is for us all to work across continents to tackle our shared global challenges- to secure peace, to take action on climate change and to deliver economic prosperity and justice.

The Times front and back cover – Thursday, November 10, 2016

