

# مجلة البحوث الإعلامية

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● **Nostalgia from the Perspective of Intertextuality  
in the Newspaper Coverage:**

**The Case of Prince Harry and Meghan Markle**

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● «النوستالجيا» في تغطية الصحف: دراسة حالة على الأمير هاري وميغان  
ماركل في اطار نظرية التناص

● د. فداء محمد

مدرس بقسم الصحافة، كلية الإعلام، جامعة الأهرام الكندية

## Abstract

This study examines the journalist's discursive practices of nostalgia to understand how the newspapers can connect the present with the past lending the past shadows on the present events.

While the study adopts the intertextuality theory, it applies the textual analysis method to analyze the newspaper coverage of Prince Harry and his wife Meghan Markle regarding their decision to leave their senior royal status in the family and regarding their interview with Oprah Winfrey. It aims at discovering the nostalgia in this coverage.

The study will question the amount of coverage that included nostalgia trying to figure out whether the media reflects the past and shapes the public opinion towards the quote that says, "the history repeats itself" which was repeated in the two incidents.

It is known that after Prince Charles married Lady Diana in 1981, the media monitored and recorded every twist in their marriage till her death in 1997 and that is exactly what happened with Prince Harry when he decided to marry Meghan Markle as the media started their coverage at that time with a racist coverage stating that she is biracial as her father is white and her mother is black. In the same context, Harry is always accusing and blaming the media for what is happening in his life since he was a child as they are always interfering and last year, he and his wife opened a lawsuit against the Mail on Sunday newspaper because they published a letter written by Meghan and Harry stated that he feared "history repeating itself. ... I lost my mother and now I watch my wife falling victim to the same powerful forces".

This study will provide some remarks on the relations between newspapers and nostalgia.

Keywords: Nostalgia, Textual Analysis, Prince Harry, Princess Diana

### ملخص الدراسة

تبحث هذه الدراسة في استخدام صحيفتي (The Guardian) البريطانية و (The Globe and Mail) الكندية لأسلوب «النوستالجيا» أو الحنين إلى الماضي في معالجاتها لحالة الأمير هاري وزوجته في خلافتهما وعلاقتهما بالقصر الملكي البريطاني، وكيف ألقى الماضي بظلاله على معالجات الصحف لهذه الوقائع؛ وذلك في محاولة لفهم كيفية استخدام الصحف لهذا التكنيك لربط الماضي بالحاضر كأحد آليات الجذب لجمهور هذه الصحف.

وتتبنى هذه الدراسة نظرية التناص «Intertextuality Theory»، كما تطبق التحليل النصي لعناصر الخطاب الصحفي المقدم في صحف الدراسة عن وقائع تخلي الأمير هاري عن لقبه وتركه للقصر الملكي؛ وذلك في محاولة للبرهنة على مقولة إن «التاريخ يعيد نفسه»، والتي تركزت حولها معالجات صحيفتي الدراسة لهذه الوقائع مستمدة من الحنين إلى الماضي؛ باستدعائها لتفاصيل من حياة الأميرة ديانا آلية لتشكيل اتجاهات الرأي العام نحو وقائع أنية ترتبط بابنها الأمير هاري.

الكلمات المفتاحية:

النوستالجيا، نظرية التناص، الأمير هاري، الأميرة ديانا

## Introduction

Films, music, and advertisements appeal to nostalgia and it calls upon the nostalgic feeling, however, newspapers and the presence of nostalgia was not researched enough and as in (Kompore, 2005) book, it was stated that “the ‘old’, ‘new’ and the ‘newly old’ continue to merge on the TV-time machine” which indicate that nostalgia’s presence can cause a huge impact on the audiences and readers whatever the medium was.

The theologian and philosopher Ralph Harper in 1966 attributed nostalgia to the process of identity formation. Not only this but the relationship between nostalgia and identity formation was studied in the context of memory studies as it was in (Assmann, 2006), (Lowenthal, 1986) and according to (Davis, 1979) in his book, nostalgia is one of the techniques we apply to re-construct our identities in the context of present fears, discontents, anxieties, and uncertainties.

The nostalgic shot of the past mirrors a different mode of narrating history. In the nostalgia research, the idea of self contains evoking the image of a past self in a person’s memory.

Although much effort has been consumed on studying many sites of discourse, little attention has been directed at the media’s work of nostalgia. Nostalgia is important because it shapes patterns for the representation of the incidents that are written in the newspapers.

Media will function as a method of virtually accessing the past and therefore as being a crucial resource for cultural memory. Accordingly, they often create the requirement for a “nostalgic perspective on things past (and present)” as presented in (Schrey, 2014) chapter in *Media and Nostalgia: Yearning for the Past, Present and Future Book*.

In examining the relationship between nostalgia and newspapers, we should consider how news discourse is related to memory, that is why this study examines how British The Guardian and Canadian The Globe and the Mail newspapers used nostalgic discourse – if present – to construct Prince Harry and his wife Meghan Markle in the context of Princess Diana life.

The researcher is going to apply on Prince Harry and his wife Meghan Markle as a case study considering the role of nostalgia in the newspaper's discourse.

### **Research Problem**

It is not known that the news discourse includes nostalgia like the presence of bias in some of the articles. It is a challenging question to identify if the news discourse or text is nostalgic. The research problem lies in finding out if nostalgia is infused in the news discourse accidentally or is it a technique used by journalists because of certain factors.

The study will question the amount of coverage that included nostalgia trying to figure out whether the media reflects the past and shapes the public opinion towards the quote that says, “the history repeats itself” which was repeated in the two incidents under study in this research.

### **Research Objectives**

The current study aims to:

- 1- Show how news discourse reminds and brings together different intertextual resources understood in the forms of discourses.
- 2- Show how the flows and groupings of these intertextual relations in specific contexts draw specific understandings of specific characters with their identities and memories.
- 3- Explore how the two newspapers used the nostalgia as a technique – if found – through their construction of Prince Harry and Meghan Markle representation over the two incidents under study.
- 4- Identify if the nostalgia is present in all the news discourse or only in specific discourse trying to find out whether it is a technique or is it a frame.

## Literature Review

### Media and Nostalgia

The research sought to identify a gap in the literature review regarding the presence of nostalgia in the news discourse as the existing literature on this topic fails to address this point as the study explores how the newspapers worked as memory and nostalgia through their construction of Prince Harry and his wife Meghan Markle story during the two-incident period under study.

Newspapers were rarely researched in their relationship to nostalgia's presence in its discourse. In (Buozis, Rooney, & Creech, 2018) study, the researcher examined the existence of nostalgia as a representational strategy. One of the key important points of this study was to highlight for the readers that there is a link between nostalgia and understanding of journalism as a "field given form through the malleable workings of discourses that can be substantiated, excavated, and ultimately critiqued". Findings showed that the nostalgic discourses used in the journalism field presented that they can generate a structure of a meaning that persevere in the face of shifting environments.

In addition to (Li, 2016) study, the researcher examined the Chinese journalists' usage of nostalgic discourse in the newspapers at times of transition and catastrophe to find out how the newspapers portray the "historical juncture" where there was the golden age of Chinese journalism through using the textual analysis. Results revealed that presenting the past by narrating old stories made people comfort each other creating a "nostalgic community". Also, results showed that the nostalgic discourse for the golden age "chants a requiem for both China's press reform and the decline of traditional media".

Other researchers studied the effect of nostalgic discourse on the readers investigating if this type of discourse triggers their emotions or not such as (Chung, 2016) study. It examined specifically the nostalgic discourse as a "multi-dimensional construct triggered by consumed media content". The researcher developed a scale to measure the effect of nostalgia and found that people feel more positive when the media uses the nostalgia noting that four factors affect the nostalgia used by the media which are perceived nostalgia, sharing, recalling related others and intention for further consumption. Also, (Vaena, 2013) study

addressed the usage of the immigrants in Sweden to the media and its effect on their feeling of nostalgia questioning the media's role in the "process of remembrance". The results discovered that the nostalgic feelings lost their place to the ICT rapidity. The relationship between both of them was found opposing.

Advertisers could make a commercial that features an old hit song to create nostalgic feelings, that's why nostalgia in advertising researches are more familiar than newspapers or television such as (Phahle, 2014) study where it examined if nostalgia can play a role in increasing the readiness of the people to buy new products. It was revealed that nostalgia works out this role by "nostalgic virtual verbal socialization". Advertising studies highlighted the reasons for evoking customer nostalgia such as in (Hakoköngäs, 2016) study who investigated whether the childhood and motherhood presence in the advertisements can evoke nostalgia. Findings presented that the collective memory is not limited to historical events only. Also, the study recommended that there is a "need to pay more attention to the use of nostalgia and references to history in public discourse".

While in television studies which were linked to nostalgia was the study of (Edwards, 2019) who highlighted the presence of nostalgia in the Reality television representation of rural lives where it showed that nostalgia is "a particularly important mode through which television texts negotiate the conditions of late capitalist experience".

Instagram was also connected in a way or another to nostalgia as (Nguyen, 2017) study questioned the availability of the concepts of digital nostalgia and legitimacy joined into the Instagram interface focusing on "human and computer interaction to study digital nostalgia and mediated authenticity on Instagram". Findings showed that most of the interviews that were conducted proved that Instagram users return to their old pictures to remind themselves of them as they feel nostalgic about their past. Also, Facebook posts were addressed in (Davalos, Merchant, Rose, Lessley, & Teredesia, 2015) study analyzed nostalgia on Facebook by using content analysis and cluster analysis tool. It was revealed that significant evidence of nostalgic expression on Facebook occurred. Nostalgia was mainly presented in topics related to families, life stories, and previous incidents and events.

(Kalinina, 2016) the study addressed the relationship between the media and nostalgia dividing this relationship into two. Some researchers believe that the media's role is cumulative as it tells us what's new and ends up by telling us a piece of background information for the previous events related to the new incident. In this process, nostalgia is the "collective remembering" which in turn "enables the process of identity formation". On the other hand, the study highlighted that the other researchers who believe that media plays the role of being an "agent that disrupts, not enables, memory and history" as Frederic Jameson in 1998 blamed the media for causing "historical amnesia".

In few studies, nostalgia was not addressed clearly, but those studies tried to find out the relationship between the media and the formation of the individual and collective memory such as (French, 2011) study where it highlighted that the media does not play the main role in defining the cultures in its reconstruction of the collective memory "it is certainly the case that the media play a key but not determining cultural role in ongoing reconstructions of collective memory". Moreover, in the (Santos, 2016) study, the newspapers (Zimbabwe's The Sunday Mail and The Standard newspapers) were examined to find out whether if they played a role in constructing the country's national identity between 1999 and 2013 by using social memory. It was found that the newspapers worked out as memory sites and social memory usage portrayed the reflection of the tension between indigenist and universalist imaginaries of belonging constituting the African conundrum.

### **Theoretical Framework**

The current study will depend on the Intertextuality Theory since it allows us to fully understand the text through considering the previous related texts and the whole context as it assumes that "a text cannot exist as a self-sufficient whole, and so, that it does not function as a closed system" (Alfaro, 1996).

The study will adopt the intertextuality theory which is related to Mikhail Bakhtin's theory of dialogue, Ferdinand de Saussure, and Roland Barthes theories.

Swiss linguist (Saussure, 1966) in 1917 argued that language is a collection of signs that are systematically connected. That is why Saussure believed that due to this connection the sign's meanings are

defined when you understand all the other signs. That means one sign cannot be understood alone and that sign's relation interprets the meaning.

However, Bakhtin's theory of dialogism and heteroglossia (is a translation of the Russian term *raznorechie* – refers to the simultaneous use of different kinds of forms or signs; and the tensions and conflicts among those signs, based on the sociohistorical associations they carry with them) lies at the core of Julia Kristeva's theory of intertextuality as Bakhtin called attention to the dialogic nature of language.

It was Julia Kristeva, the ancestor of intertextuality in the 1960s when she started inserting the term "intertextuality" in her researches. She never believed that the language of the text is objective. In 1980, Kristeva highlighted that "the construction of any text is regarded as a mosaic of citations; every text is absorbing and transforming from the other one".

The text according to Kristeva is never read as an independent object, however, it must be read in the context of the previous discourses and texts.

According to (Fowler, 1991), allusion has the role of affecting the reader's precise knowledge pattern. The standards, ethics, and ideas connected with the pattern are presented at the same time by quoting intertext.

Nowadays, intertextuality is widespread in discourse analysis studies, however, previously, intertextuality research was restricted to literary critique only.

### **Methodology**

This study applies the textual analysis method which was developed by Stuart Hall to analyze the newspaper coverage of Prince Harry and his wife Meghan Markle. The textual analysis is a process of decoding through reading the signs included in the texts. By using textual analysis, the researcher will be able to understand how meaning is drawn from news texts.

Discourse analysis is a form of textual analysis. The textual analysis differs from content analysis in that it is an interpretative method

that enables the scholar to take account of all features and characteristics of the content.

### **Research Sample**

In this study, the researcher will focus specifically on the British The Guardian and Canadian The Globe and the Mail newspapers reports of two events that mark moments in Prince Harry and his wife Meghan Markle's life. The first regarding their decision to leave their senior royal status in the family and the other regarding their interview with Oprah Winfrey.

The two newspapers are chosen because of their importance. As the largest newspaper in the UK, the importance of The Guardian hardly needs any discussion here. The Globe and the Mail are chosen for the basic reason that it has been the most widely read newspaper in Canada since its first publication in 1936.

A Canadian newspaper was chosen too because the Duke of Sussex has arrived in Canada as that was their first step for a new life away from royal duties.

This study uses purposive sampling to select not only the newspapers under study, but also articles from each of these newspapers. Purposive sampling is concerned with “the selection of units [...] with direct reference to the research questions being asked” according to (Bryman, 2012).

### **Research Questions**

The study tries through these research questions to find out whether invoking Diana's story means escaping from or evading the present reality? Or does it provide a framework to make sense of the present or a cultural resource to predict the future?

- 1- Is nostalgia present in the news discourse?
- 2- Is nostalgia a technique or is it a frame – if it was present in the discourse?
- 3- How did the nostalgic discourse – if it was present – connected the personal recollections of Prince Harry and Meghan Markle to the collective memory of Princess Diana?
- 4- Is nostalgic discourse used to coronate prominent figures?
- 5- Is nostalgic discourse used to criticize the present?

6- Is nostalgic discourse used to legitimize personal choices?

7- Is nostalgic discourse used to embrace the future?

### Research Results

There are obvious comparisons to be drawn between how the newspapers covered Prince Harry and Meghan Markle in comparison to their coverage to Lady Diana before and after her death and recalling her now at the present discourse means that nostalgia is present in the news discourse.

Nostalgia was present in the news discourse of The British Guardian newspaper who usually recalls the memories of Lady Diana (Harry's mother) when addressing any case related to her son Prince Harry and his wife Meghan Markle.

In a piece entitled "Hard Megxit: UK papers revel in Harry and Meghan's royal dismissal", Lady Diana, Princess of Wales was present in the discourse where the journalist referred to Andrew Morton who wrote her biography saying that the loss of HRH titles did not affect Diana before when she got divorced from Prince Charles because she already spent 16 years in the royal stage, which is on the contrary to the couples which may be affected by their decision "Meghan has been part of that scene for just a couple".

The recalling for Diana on The Guardian newspaper was not only in the major events, but also in the minor ones as using the HRH after stepping down which is "they have not been stripped of them, unlike Harry's mother Diana, Princess of Wales following her divorce" and this was published in the piece entitled "Royal couple sought a half-in half-out deal, but are 'out'". Even in the piece entitled "", one of the sources – Elaine Lui, a presenter for the Canadian television network CTV and a blogger for LaineyGossip.com – was attributed comparing both situations of Princess Diana when leaving and getting a divorce and Prince Harry when he stepped down in the terms of popularity. Lui said that "if anything, the Duke and Duchess are even more famous and intriguing to people now than they were six months ago." Princess Diana was also without a title, she says – "and it didn't stop her from maintaining her status as the most famous woman in the world".

The Duke of Sussex Prince Harry and Princess of Wales Diana have so much in common as the Guardian newspaper journalists usually

described as in the piece entitled “Harry and Meghan’s conscious uncoupling from the royal family”. First, he was characterized by having “true to the best of his mother’s spirit” although they believe that he is held “responsible for his mother’s death”.

The Guardian newspaper blames Prince Harry for being held responsible for his mother’s death, however, he usually blamed the media for being held responsible for his mother’s death and for what is happening from them now towards his wife Meghan Markle. Although, any reader who will match the lines will be as if witnessing history again while watching Meghan Markle's battle with the media and again because it is leaving a negative impact on Prince Harry. This means that the descriptions used from the newspaper are just as if they are reversing the facts that everyone knows it. Prince Harry and Meghan Markle were facing intense media coverage that surrounded them since they were together and it hurt them and was expressed in the piece entitled “Harry and Meghan legal warning latest twist in royal paparazzi feud” where the journalist reported that the “tensions between the Duke of Sussex and the press go back to the death of his mother”. In addition, the journalist described that the problem between the paparazzi and Prince Harry is historical.

Princess of Wales Diana was usually recalled when addressing Harry. Hugh Grant stated in an interview that “I’m rather on Harry’s side. The tabloid Press effectively murdered his mother, now they’re tearing his wife to pieces” explaining that Prince Harry is a man whose job is to protect his family from the paparazzi in the piece entitled “Hugh Grant defends Prince Harry: 'The tabloids effectively murdered his mother'”. In this text, Hugh reminded the people of the late Princess Diana and how the paparazzi dealt with her death.

And it was confirmed in the piece entitled “Prince Harry and Meghan to step back from royal family”, that Prince Harry was aware of his wife’s sufferings and he is afraid that “history repeating itself” evoking what happened with his late mother quoted saying “I lost my mother and now I watch my wife falling victim to the same powerful forces”.

History repeating itself existed in many and many of The Guardian newspaper articles especially after the Oprah Winfrey interview. One of those pieces was entitled “‘I didn't want to be alive anymore’: Harry and

Meghan describe racism and royal animosity in Oprah interview” it was present in the sequence of Harry’s decreasing the pressure on his wife because of the media and the royal palace which she could not survive knowing that he “ensure that the tragedy that had engulfed his mother, Princess Diana, would not repeat itself”. Another was present in the piece entitled “Meghan: MP behind the letter of solidarity calls for action on press bullying” when Holly Lynch, the Labour MP was discussing and sharing that she understands Prince Harry in his fears “history repeating itself about the treatment of his mother, Princess Diana”.

Over the years, Prince Harry has been known to break royal protocol, this time at a piece entitled “Prince Harry and Meghan 'defied Queen' overstatement release” this was addressed when the couples decided to leave the royal family which was compared to Diana’s decision to “stepping back from 50 of her charities without consulting anybody”. One of her notable acts of rebellion was to decide without any consultation and her son is the same according to how the media is representing him. Also, information about his inheritance from his mother was addressed in the article.

The inheritance topic was discussed in detail in the newspaper after their interview with Oprah Winfrey in many articles. In a piece entitled “Meghan and Harry: 12 things we learned from the Oprah special”, it was reported that the palace money was cut and “the only other money he has left, he said, is what was left to him by Princess Diana”. Also, in the piece entitled “‘I didn’t want to be alive anymore’: Harry and Meghan describe racism and royal animosity in Oprah interview”, the same topic was addressed when Prince Harry was talking about their moving from their country as the only money he depended on was “the money he had inherited directly from his mother that enabled them to set up a home”.

Although the couples are stepping down because of the media’s interference, they keep criticizing them and this was reported in The Guardian newspaper piece entitled “‘Rogue royals’? Pundits furious over Harry and Meghan's step back” who devoted their newspaper to publish a collection for the negative comments posted on the social media, broadcasted on the radio or even written in other newspapers where the couples were attacked for taking such a decision. The broadcaster and former Mirror editor, Piers Morgan described them as “the two most

spoiled brats in history” believing that the death of Diana does not give them the “license to treat the Queen so appallingly”.

Even after she stepped down, in the pieces titled “Harry and Meghan in new privacy row – just hours after Canada reunion”, “Media treatment of Meghan and Harry racist, say Labour candidates”, “Prince Harry and Meghan to step back from royal family” and “Prince Harry arrives in Canada to join Meghan and Archie”, Princess Diana was recalled in the discourse when it was reported that Meghan Markle “began legal proceedings against the publisher of the Mail” newspaper because they published letters she sent to her father which is not their right where at the same time Prince Harry issued a statement comparing what’s happening from the media towards his wife is exactly what was happening towards his late mother.

Many and many have compared the couple's interview with Oprah Winfrey with the crucial details to that of Princess Diana related to her struggles with depression, her decisions of stepping down, and her relationship breakdown.

At the first glance, we can say that Princess Diana was recalled forcibly in the news discourse because Prince Harry and his wife Meghan Markle talked about her, so the newspapers should report about it on the contrary to the previous incident of their stepping down where the newspapers recalled her memories by their decision.

After the interview, one of the sources – Penny Junor, biographer of both the late Princess of Wales and Prince Charles – which was quoted in the Guardian newspaper article entitled “Harry and Meghan stir public debate ahead of Oprah interview” labeled Meghan Markle as similar to Princess Diana “Meghan is like Diana in so far as she is a divisive figure without necessarily intending to be”.

In the piece entitled “Harry and Meghan interview: Duke of Sussex describes 'toxic environment' of royal life - as it happened”, it was reported that Meghan Markle talked about her depression and that she called one of Diana’s friends to help her after she refused to receive any help from the Royal family.

Many debates occurred some of them comparing Prince Harry and Meghan Markle’s interview with Oprah Winfrey with that interview Diana did in 1995 with journalist Martin Bashir in Kensington Palace for

the television program “Panorama”. It seemed that Diana and her son Harry believed that their power lies in blowing the walls off the royal palace and running away. This comparison seemed to find its way on The Guardian newspapers articles such as the article entitled “Oprah with Meghan and Harry review — just give in and watch” where the caption of the photograph published with the article recalled Diana’s 1995 interview “Many of us watching will remember the 1995 interview with Harry’s mother, Diana’. Photograph: Joe Pugliese/Harpo Productions/PA”. Also, the article included that Diana as a “further ghost” is always present when Harry shows up reminding the readers with the memory of the interview Diana had with Bashir where it “gave with the same hope of, if not rewriting history, at least giving us a parallel text to read”. In addition, to comparing the future thinking about whether they may succeed or not “whether they will succeed in the mission better than Diana did remains to be seen”. This was also addressed in the piece entitled “The monarchy: so what are they for?” describing it as “Diana’s infamous Panorama interview 25 years ago” and in the piece entitled “The week in TV: Oprah with Meghan and Harry; The One and more”, Princess Diana’s interview was recalled, but this time it was described as “look like a tight-lipped model of restraint”.

Princess Diana was rarely recalled in the Canadian Globe and Mail newspaper in both incidents.

Canada was present as it is the origin of the newspaper and where the couple headed after leaving England in a piece entitled “Prince Harry to keep ROM lifetime membership” where they recalled Diana’s memory by reminding the readers of Harry’s first visit to Canada with his late mother and father Prince Charles at 1991 when he was 7 years old.

Also, she was recalled at the pieces entitled “Prince Harry makes first public appearance since royal split” and “Prince Harry, Meghan issue warning over harassment by paparazzi photographers” where they remembered the common bullying that Princess Diana Meghan Markle faced.

In addition to attribution to a source former Royal chef Darren McGrady in a piece entitled “Prince Harry, Meghan facing criticism in Britain over plan to step back from Royal duties” where he wrote on his Twitter that if Princess Diana was alive, she wouldn’t have been happy

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with that decision “Even in her darkest hour [Prince Harry’s mother] Princess Diana respected The Queen. She would have been so mad with Harry right now”.

One of the few articles where she was present after their interview with Oprah Winfrey was entitled “Meghan and Harry’s Oprah interview sparks calls for probe of Royal Family racism” where the journalist quoted a source – Mark Borkowski, a London-based public-relations consultant – saying that it seemed that nothing changed in the Royal Palace where the “way of life that actually led a woman to consider suicide”.

### **Conclusion**

Advertisement and Television use nostalgia as a strategy to influence the emotional feelings of audiences and to elicit more favorable audiences’ responses than do non-nostalgic content, and in this research the textual analysis above confirms the power of nostalgia in the news discourses in constructing information. The results of the analysis expose the power of news discourse to evoke the collective memories of a collective past in a country. Nostalgia can be transmitted through discourses.

The most important finding to arise from this research is that the power of nostalgia news discourse is shaped and influenced by the journalists themselves.

The present research has explored how news discourse is used for evoking nostalgia. The relationship between media and nostalgia has been proved to be present in the news discourse but not in all newspapers and not always. That means if it is present, it is present for a purpose. It is present for several factors one of them is that the nostalgic discourse will be used with the prominent figure that is heroic but will not coronate to a prominent figure. It is present too either to compare the present with the past and to show the extent of similarity and difference or to criticize the present. The nostalgic discourse is not used to legitimize personal choices or to even embrace the future, however, it can wish or do not wish to repeat what happened in the past when recalling the nostalgic incident.

Another factor that may explain if nostalgia technique is present, it is present for a purpose is that the British consumers, in general, prefer the nostalgic discourse as “nearly a tenth ‘almost always’ think fondly of

the past” according to (Rose & Brophy). This explains why the British newspaper used nostalgia however the Canadian newspaper did not.

It can be concluded that news discourse evoked nostalgia and it can be divided into three categories which are past stories, positive and negative emotions to the prominent figures, and physiological reactions which was not present directly in the incidents studied in this research, but it was revealed from between the lines of the discourse as Prince Harry was like his mother Princess Diana and previously it was noted at the time of their wedding when they described his actions “biting his lip” to her actions and at the times of his charity work which he inherited from his mother. Prince Harry feels there are parallels between what Princess Diana went through and what his wife went through. Also, this can be analyzed in the context of the historical events as Princess Diana reported in “Diana, her true story in her own words” book where she asked (Morton, 2011) to write down her own biography “The Princess had told friends that spiritually their marriage ended the day Prince Harry was born in 1984” and maybe that is why the media used to shed light that Harry is “responsible for his mother’s death” which was previously stated in one of the articles published in The Guardian newspaper.

It is also concluded that evoking Diana’s story and invading it in the present reality reminds all the readers of what happened in the past and maybe this is a newspaper technique used to grab the attention of the readers to read the article as she is a prominent figure who many would still like to read about. The nostalgic discourse does not mean escaping from evading the present reality.

The results of the research confirm the assumption of the Intertextuality theory, that the language in which the text is written does not bear meaning on its own, but the true meaning of the text is acquired and lies in the mind of the reader who reads this text in light of his own cognitive and mental patterns. From this point, journalists in the British newspaper were keen to exploit this when summoning details from Princess Diana’s life to reconstruct them on Prince Harry’s life, based on the feelings associated in the minds of British newspaper readers with Princess Diana, they may withdraw against Harry, whether these feelings are positive or negative. However, this was not clear in the other newspaper, perhaps due to the different nature of the readers and the nature of their relationship to the case study presented (Princess Diana).

To sum up, nostalgia is a technique, not a frame when it is present in the news discourse as the recalling and restoration of a prominent figure occur in the text is a technique, not a frame. The frame presents a fact in a specific way but does not recall any stories or incidents from the past.

The research revealed that nostalgia can be detected in the news text exactly as detecting the bias in the news text by matching the present text with the previous recalled text which “provides a strategy for making precise comparisons and performing principled investigations” according to (Mozer, Miratrix, Kaufman, & Anastasopoulos, 2019), then you pair them together and finally measure the similarities and differences between the two stories that were compared in the same text in order to find out the reasons behind the presence of nostalgia in the news discourse.

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