Los Angeles Times

Los Angeles Times

A California Times Publication

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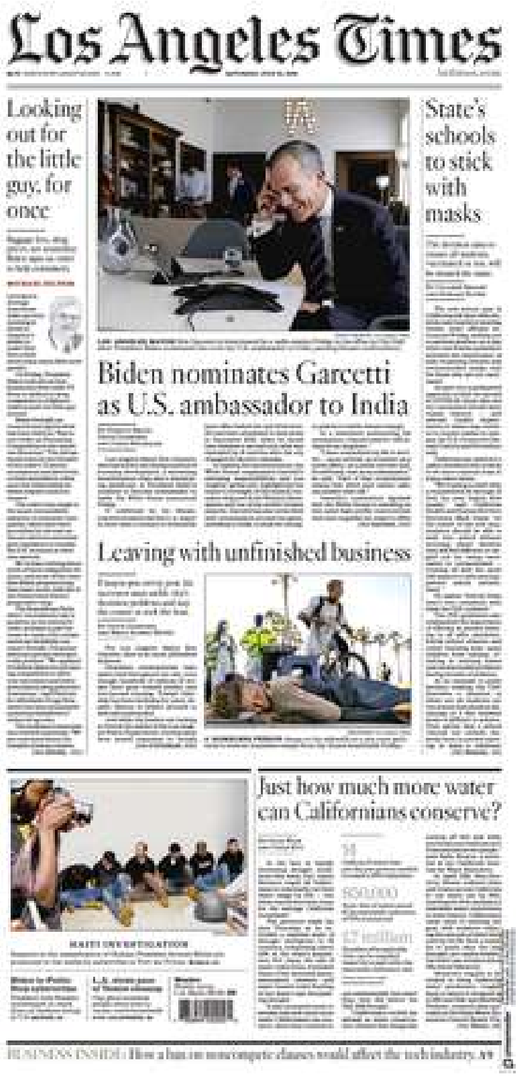
The Los Angeles Times is a regional American daily newspaper that started publishing in Los Angeles, California in 1881. Based in the Greater Los Angeles area city of El Segundo since 2018 it is the sixth-largest newspaper by circulation in the United States, as well as the largest newspaper in the western United States. Owned by Patrick Soon-Shiong and published by California Times, the paper has won more than 40 Pulitzer Prizes.



Los Angeles Times

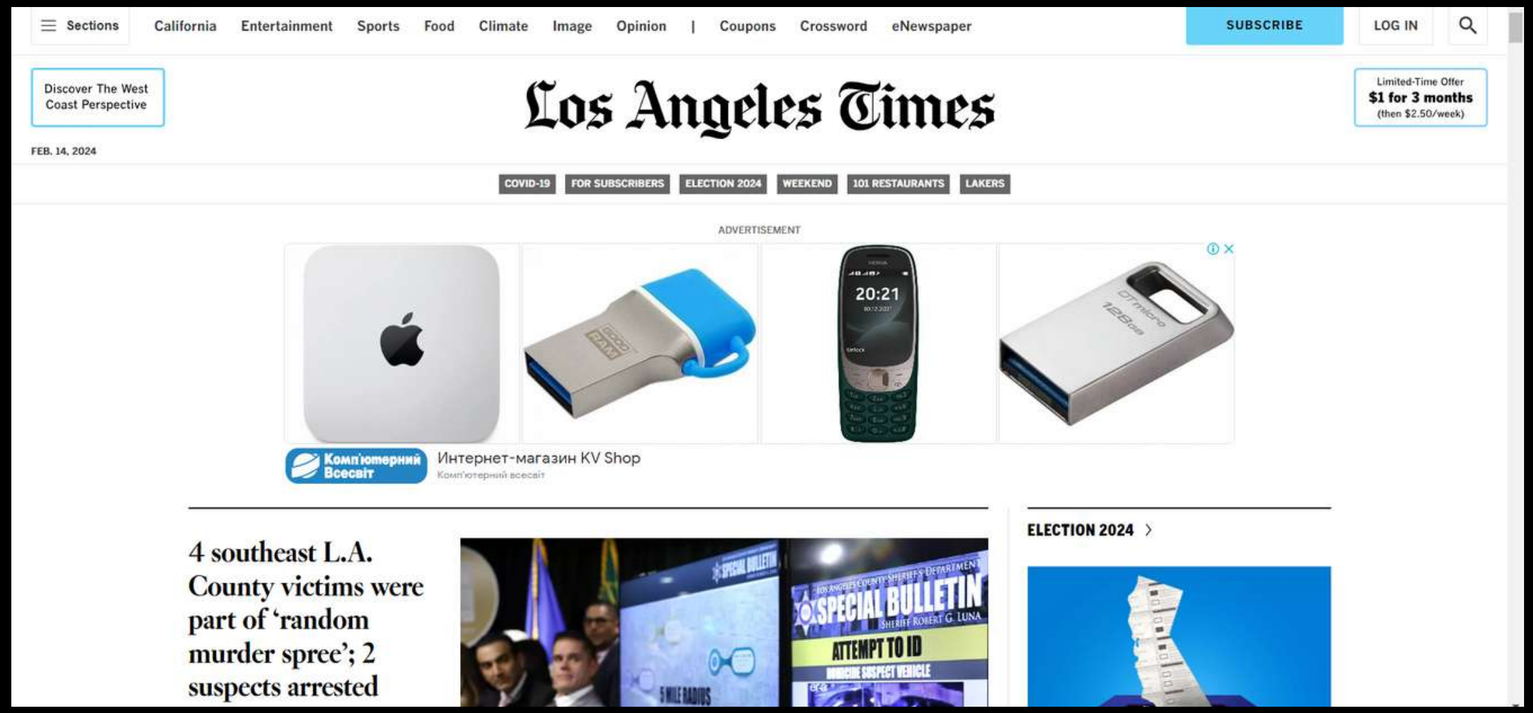
Looking out for the little guy, for once

State's schools to stick with masks

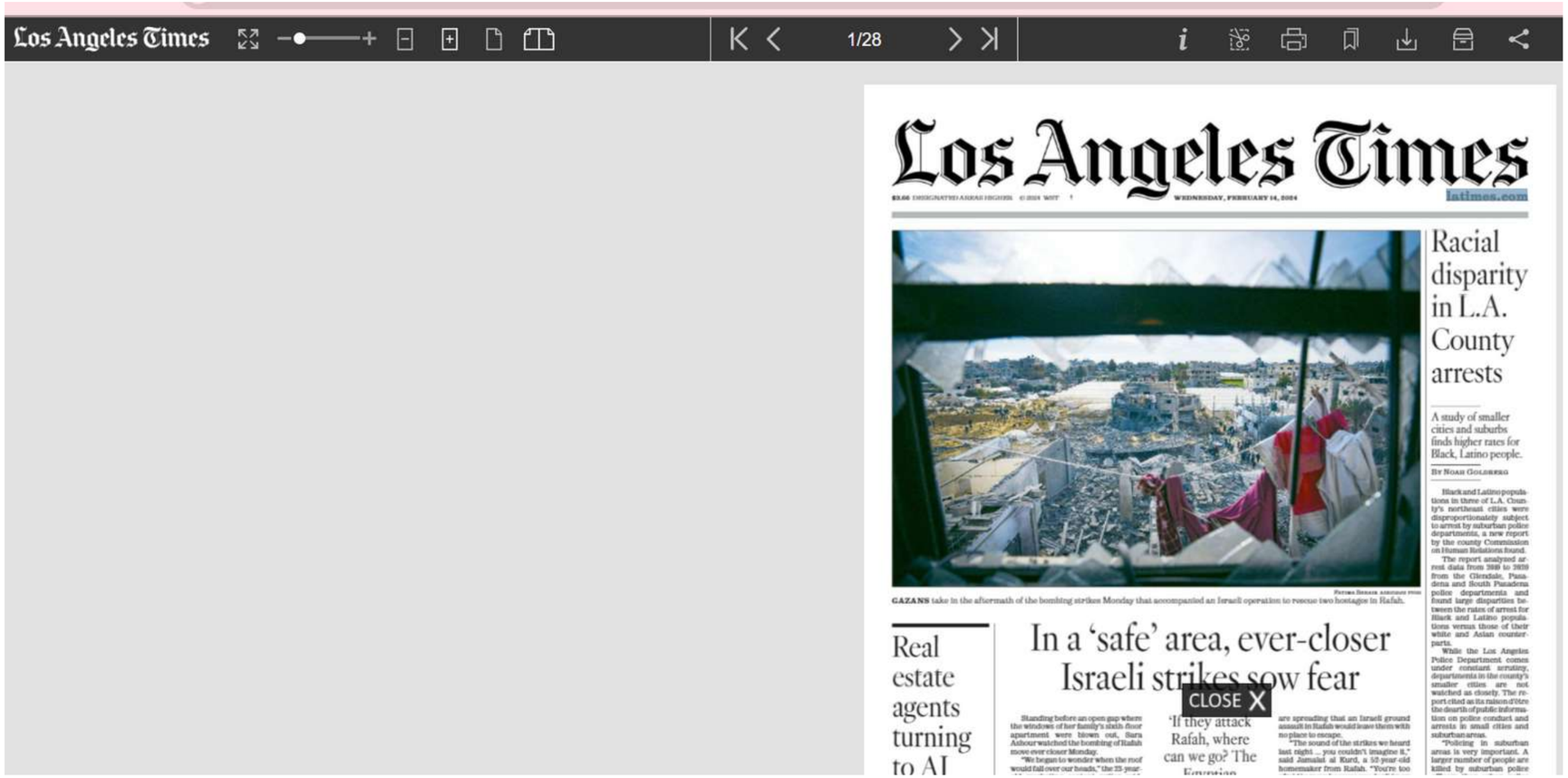
Biden nominates Garcetti as U.S. ambassador to India

Leaving with unfinished business

Just how much more water can Californians conserve?

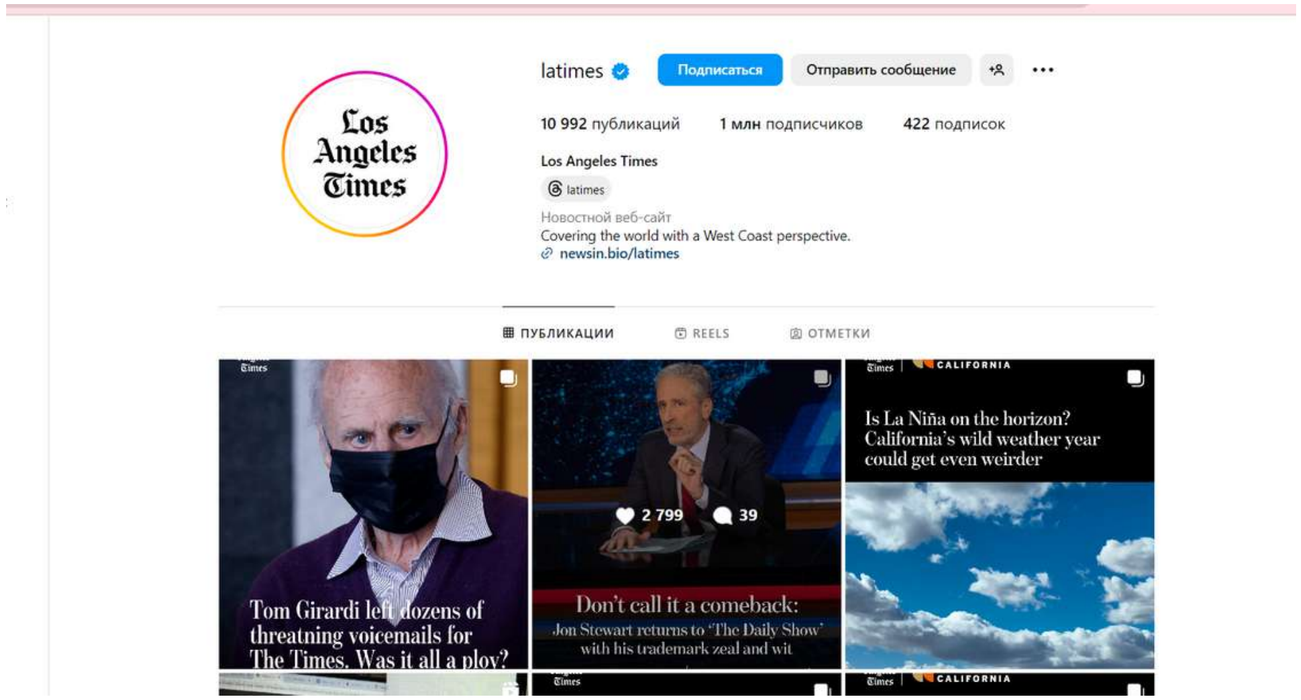


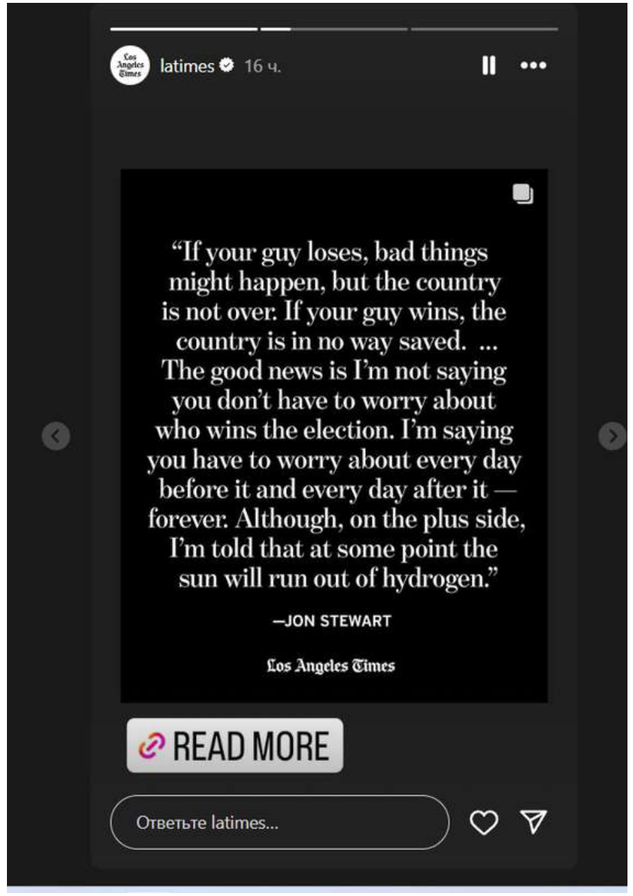
The newspaper's website has sections (for example, news about California, sports, food, etc.), and the latest news that was covered in the paper version of the newspaper is published. There is also an opportunity to register on the site and read or even subscribe to the newspaper's social networks.



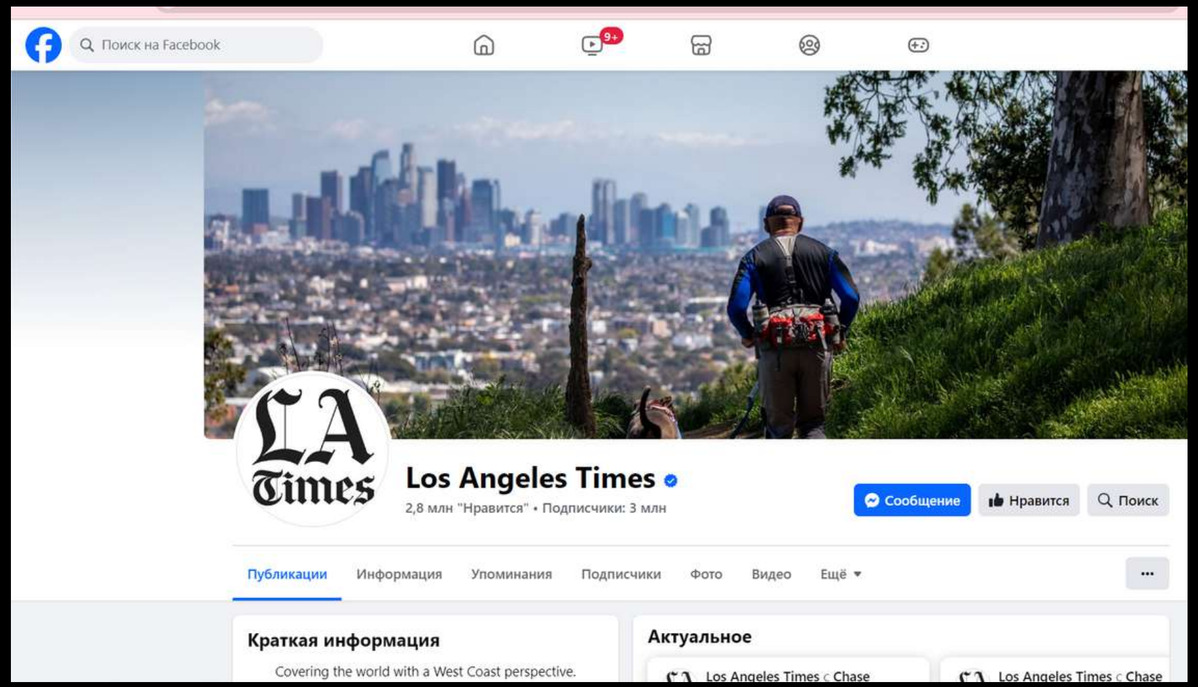
The editors of the newspaper make it possible to purchase a subscription to the electronic version of the newspaper, which is located on a separate website of the newspaper, which can be browsed, downloaded, printed, etc. Functionality is concise and convenient.

We analyzed the page on Facebook and Instagram





The newspaper's Instagram page is popular. The newspaper often makes publications, i.e. regular publications, stories of various quotes and useful posts are published. All these published news can be found on the newspaper's website.



The group mainly shares posts from the site

The Facebook page contains contact information (phone number, e-mail, etc.) and brief information about the newspaper. Different news are published on Facebook than on Instagram or other social networks. In our opinion, this contributes to the greater involvement of the audience in various social networks. The editors of the newspaper also share useful posts in the newspaper group.

So, we came to the conclusion that the newspaper under study is very popular, because it has many followers on Instagram. The newspaper has its own website with an electronic version of the newspaper, has social networks: Instagram, Facebook, Twitter, etc., where posts are regularly published

Thank you!