

RUPERT MURDOCH'S REDTOPS

THE Sun JUST 40p
 Wednesday, June 25, 2014 40p thesun.co.uk

JAWS 2
 Luis 'bite' as Uruguay win
 FC: ENGLAND FLOP AGAIN... PAGES 6,7 & SUNSPORT

OLD BAILEY SENSATION
GREAT DAY FOR RED TOPS
Ex-Sun Editor Rebekah Brooks found not guilty

By NEIL SYSON
 THE Sun's former editor Rebekah Brooks was yesterday cleared of all charges in the phone-hacking trial after an eight-month case costing an estimated £30million. As a string of not guilty verdicts were read to the Old Bailey, she broke down and needed the help of a court nurse and her lawyer to leave the dock. The trial has been one of the longest and most expensive in British criminal history — yet
 Continued on Page Five

In clear . . . Mrs Brooks leaves court yesterday

X FACTOR EXCLUSIVE
 Wacky . . . star Wagner
Bosses' wish list to 'FIX' line-up
 By RICHARD WHITE
 WANNABES battling for a slot on The X Factor face an alleged queue-jumping fix. The show has a "shopping list" of the kind of acts it wants — like wacky Wagner. Talent scouts can then promise the acts a fast-track to the judges' rounds. Ordinary folk seem to be misled by producers.
 Full Story — Page Nine

AWESUMMER
2-FOR-1 SPORTS
800 UK VENUES TO PICK FROM
 VOUCHER: PAGE 24

Credits:



Association for Media Education in Scotland



Derived from original presentation by:
 Rick Instrell
 28 November 2014
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Technical Terms

Masthead in bold italic sans serif displayed 'white on black' (or red in this case!)

'Puff'

Headline in sans serif condensed and 'ranged left' (or 'ragged')

Strapline in lower case sans serif condensed

Headline acts as caption, referring to inside story. Sans serif bold condensed 'caps' with 'centre alignment'.

'Body text' - first para. in sans serif bold condensed, remainder in serif. Byline in sans serif bold condensed.

THE Sun *Image* VIEIRA BLASTS ARSENAL

WIN £50,000 TODAY *Image*



(photo of David Beckham)

TRAVIS BRUV GUARDS QUEEN

BECKS MOHICAN IS A NO-HICAN *Image* But singer snubs him *Image*

TEXT **TEXT** *Image*

Genre Conventions No 1

Genre	Popular	Example of a Front Page
Masthead	Red-tops at left with sans serif text	 The masthead of the Daily Star newspaper. It features a red background with the word 'DAILY' in white and 'STAR' in large, bold, white letters. A yellow circle on the left says '15p CHEAPER THAN THE MIRROR'. To the right, there are headlines: 'EUROPA LEAGUE SEMI-FINAL 1st LEG', 'FC Basel... 1', 'Chelsea... 2', and 'SEE STARSport'. The date 'FRIDAY, APRIL 26, 2013' and the website 'WWW.DAILYSTAR.CO.UK' are at the bottom.
Page size	Tabloid	 The main front page layout. The top half is dominated by the large, bold headline 'KELLY BROOK LOVER BEATS UP BUS!' in white text on a black background. To the right of the headline is a small photo of a man with facial injuries. Below the headline is another photo of a bus crash scene. To the right of the main headline is a large, vertical photograph of Gwyneth Paltrow in a white and green dress. At the bottom right of this photo is the headline 'Cheeky Gwynnie forgets her pants' and 'PICTURE SPECIAL P6'. The date 'FRIDAY, APRIL 26, 2013' and the website 'WWW.DAILYSTAR.CO.UK' are visible at the bottom of the page.

Genre Conventions No 1

Genre	Mid-market	Example of a Front Page
<p>Masthead</p>	<p>Across page (Old English or serif or sans serif)</p>	 <p>The masthead of the Daily Express newspaper is shown, featuring the title 'DAILY EXPRESS' in a large, bold, serif font. Above the title is a red circular badge that says 'STILL 5p CHEAPER THAN THE DAILY MAIL AND TEN TIMES BETTER!'. To the right of the title is a small logo of a knight on horseback. Below the title, it says 'THE WORLD'S GREATEST NEWSPAPER' and 'express.co.uk'. The date 'THURSDAY MAY 7, 2015 55p' is in the top right corner. Below the masthead are three promotional offers: a 'FREE UNIQUE ROYAL SOUVENIR MUG FOR EVERY READER' (worth £11.99), a 'SPECIAL DIET TO IMPROVE MEMORY' (see page 10), and a 'ONE DAY BY DAVID NICHOLLS FOR JUST £1 AT WHSmith' (see page 32).</p>
<p>Page size</p>	<p>Tabloid or broadsheet; broadsheets have ad(s) on front page</p>	 <p>The front page features a large, bold headline: 'VOTE TO KEEP BRITAIN GREAT'. Below the headline are two main bullet points: '● Farage and Ukip boosted by 'very strong' late surge' and '● Labour and SNP would be absolutely disastrous for us all'. To the right of the text is a photograph of Nigel Farage, the leader of the UK Independence Party, smiling and waving. He is wearing a dark suit and a purple campaign badge. Below the photograph is a caption: 'Nigel Farage campaigning yesterday. He told how he had given his all and would carry on till the polls closed'. At the bottom left, there is a byline: 'By Alison Little Deputy Political Editor' and a short article snippet: 'THE UK Independence Party is poised to "significantly and perhaps dramatically" beat poll predictions thanks to a late surge in patriotism, it said last night. Amid warnings of the risks from Labour and the SNP, millions go to vote today in what looks like being the tightest election for generations. And Ukip forecasts that its supporters will keep Britain great by providing a "very strong" share of the ballot. Campaign director Patrick TURN TO PAGE 4'.</p>

Genre Conventions No 1

Genre	Quality	Example of a Front Page
Masthead	Across page (serif or Old English)	
Page size	Tabloid (compact), Berliner or broadsheet; broadsheets/Berliner have ad(s) on front page	

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The Sunday Telegraph

FREE BIRD FEEDER PICK UP FROM HOMEBASE JUST TAKE IN TODAY'S VOUCHER

INSIDE STELLA
Dakota Johnson
on making Fifty Shades of Grey

'Cover-up' scandal in the NHS

- 1,000 patients a month die needlessly
- Ministers order annual review
- Whistleblowers promised protection

Prince Charles: My fears for Britain's internet generation



Cameron hails Great Revival – as Labour donors turn on Miliband

Laura Donnelly and Patrick Sawyer

ONE THOUSAND patients a month are being needlessly killed in NHS hospitals because of staff shortages, the Health Secretary has warned as he announces reforms to end a "cover-up culture".

In an interview with the Sunday Telegraph, Jeremy Hunt announced plans to bring down mortality rates by holding an annual review of a sample of 2,000 deaths at hospitals across the country.

He promised reforms to support whistleblowers who speak out about poor care and said these policies would be his defining moment as Health Secretary and his most important legacy.

On Wednesday, Sir Robert Francis, who led the public inquiry into the Mid Staff scandal, will publish a report last year that the disorganised treatment of NHS doctors and nurses who tried to warn of unsafe care.

Sir Robert's independent review was commissioned by Mr Hunt and concerns that poor care at Mid Staff and other failing hospitals went undetected for years because warnings from staff were suppressed.

Mr Hunt will respond with a package of reforms to improve safety, starting with the annual review of 2,000 deaths to establish how many lives might have been saved with the right care.

He said some data from a smaller study suggests around 12,000 deaths a year in NHS hospitals are being caused by medical errors and failures to monitor patients properly.

The annual review will be used to monitor NHS performance and hospitals will be assigned estimates of how many deaths might have been avoided, given their safety record.

Mr Hunt said the reforms aimed to change the culture of the health service. He said it must learn from what went wrong which have significantly improved their safety record and not tolerate "one in three inquiries into avoidable deaths found that one in three inquiries and Health Service Ombudsman warned that bereaved families who had lost loved ones as a result of poor care were being let down again by the NHS".

He said the key to the change had been encouraging patients to speak out about any possible failures to safety.

"The Health Secretary said the NHS needed urgently to introduce the same process. This is the biggest scandal in global health care. Why have the health services adopted the kinds of standards we now take for granted in the airline and nuclear industry?"

The first data will be shared next year and every hospital chairman will be required to write to the Health Secretary each year explaining their plans to eradicate avoidable deaths.

The reforms come after a long campaign by the Sunday Telegraph, Head Our Hospitals, which in 2009 called for a public inquiry into Mid Staff and a series of NHS targets – both of which were introduced but not followed.

However, a highly critical review of NHS investigations into avoidable deaths found that one in three inquiries into avoidable deaths found that one in three inquiries and Health Service Ombudsman warned that bereaved families who had lost loved ones as a result of poor care were being let down again by the NHS".

Continued on Page 2

Prince Charles: My fears for Britain's internet generation

Lord Haskins, the former chairman of Northern Telecom, who was an adviser to Tony Blair, said the stock market would take flight if Labour would take energy prices as "half-baked" in its proposed energy plan.

Lord Paul of Marylebone, founder of the manufacturing giant Capax, said the government should take the test of "Can you run a business, and provide jobs if it becomes a private business?"

He said he was "shocked" by the escalating row between the Labour leadership and the business community, describing the increasingly bitter dispute as "very wrong".

Labour's ongoing war of words with business leaders has been fuelled by the dramatic warning from the

Cameron hails Great Revival – as Labour donors turn on Miliband

TIM ROSS
Senior Political Correspondent

DAVID CAMERON hails Britain's growing economic recovery as the "Great Revival" while Labour donors express their opposition to Ed Miliband's "half-baked" plans for business.

In one television interview last week, the shadow chancellor, Ed Balls, could not name a single senior business figure who "supported" the party.

This week, Mr Cameron will use a major speech in London to set out his policies aimed to boost enterprise in Britain. In his article below, the Prime Minister says that Britain will have the highest level of enterprise tax in the world.

1000
The number of jobs that Cameron says are being created every day.

compared to the 620 when the rate falls to 20 per cent in April.

"The Great Revival has 1,000 new jobs every single day – more than the rest of Europe put together," he says.

"There is a notion that the recovery is a mirage, and that the economy is a job for everyone who wants it."

Mr Cameron argues that Labour has failed to grasp that without successful businesses, public services will be reduced by the hundreds of thousands of jobs are cut. There are some politicians who think that the economy is a job for everyone who wants it.

Continued on Page 6
David Cameron: Page 2

End of HMRC's £100 fine for late tax returns as penalty is deemed 'too rigid'

TIM ROSS
Senior Political Correspondent

HUNDREDS OF thousands of people will no longer be hit with £100 fines for failing to complete their income tax returns on time, under a new government plan.

HM Revenue & Customs has admitted that its penalty regime may be too rigid, and is drawing up proposals to end fines for taxpayers who miss the deadline "by a day or two".

New rules outlined for public consultation could see people who miss the Government tax deadline by a day or two no longer be hit with automatic £100 fines. More than one million more people were drawn into the complicated process of filling in self-assessment forms after the Government made cuts to Child Benefit for higher-rate taxpayers.

Since 2012, penalties at the higher-rate tax bracket were reduced but the new rules will have a sliding scale of tax changes if they come between the end of the year. Those on more than £100,000 but all their child in the first year of the reforms, 200,000 parents were engaged to have missed the deadline after being drawn into the self-assessment system because they provided false information to complete their returns in late were fined.

However, HMRC has now conceded that the existing system is too rigid.

Continued on Page 2

Honeytrap that led to a jail breakout

KATE MOSELEY
Senior Political Correspondent

SAVING PINK compensation for errors relating to their pensions are eventually short-changed by as much as a third of the amount owed.

A Sunday Telegraph investigation has uncovered almost 100,000 cases where customers' funds were depleted by a computer or human mistakes.

Many of those affected were pensioners who were left out of pocket during retirement. In nearly every case, the

Refund still leaves savers out of pocket

As last four major state compensation calculator refunds for their own mistakes using a lower interest rate than is recommended by the courts and the ombudsman.

Someone underwent a pension in 1970 a year for the past decade has been refunded a third of the £1.6m compensation they received.

Malcolm McLean, a former Conservative MP, says: "In nearly every case, the

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Six Nations

Horse racing

McCoys calls time on a magnificent career

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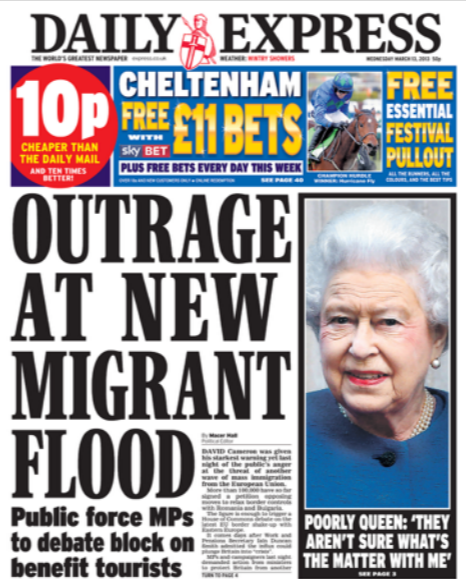

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<p>Page size</p>	<p>Tabloid</p>	<p>Tabloid or broadsheet; broadsheets have ad(s) on front page</p>	<p>Tabloid (compact), Berliner or broadsheet; broadsheets/Berliner have ad(s) on front page</p>
<p>Example</p>	 <p>The image shows the front page of the Daily Star newspaper. The masthead 'DAILY STAR' is in a red box at the top left. The main headline reads 'ASHLEY COLE BEATEN UP BY PLAYBOY BUNNY' with a sub-headline 'Ace punched in face three times'. There is a large photograph of Ashley Cole. Other headlines include 'Sizzling summer SEX guide' and 'Beach victim's omen'.</p>	 <p>The image shows the front page of the Daily Express newspaper. The masthead 'DAILY EXPRESS' is at the top. The main headline is 'OUTRAGE AT NEW MIGRANT FLOOD' with a sub-headline 'Public force MPs to debate block on benefit tourists'. There is a photograph of an elderly woman. Other headlines include '10p CHEAPER THAN THE DAILY MAIL' and 'CHELTENHAM FREE £11 BETS'.</p>	 <p>The image shows the front page of The Daily Telegraph newspaper. The masthead 'The Daily Telegraph' is at the top. The main headline is 'New leak exposes MoD fury at defence cutbacks'. There is a photograph of a woman. Other headlines include 'Allison Pearson Dear Kate, a few words of advice...' and 'Mark Zuckerberg Why Facebook is addicted to speed...'.</p>

Genre Conventions No 2

Genre	Popular	Mid-market	Quality
Front page	1-2 stories with screamer sans serif headline &/or large photo(s); puffs to right of masthead	1-3 stories with screamer serif headline &/or large photo(s); puffs to above &/or below masthead	Text dominates (exc. Scotsman, <i>i</i> newspaper); headlines in serif (exc. Herald)
Front page body	One sentence paragraphs; kicker in bold	One sentence paragraphs; kicker in bold	Long sentences in paragraphs of more than one sentence
Tone	Fun, sensational, titillating, indignant, human interest	Indignant, serious, human/public interest	Serious, public interest

Language Popular vs. Quality

Popular newspapers

- Stories treated using a **personal, individual framework** i.e. everything in the world can be understood in the ways that we understand our lives in families, with friends or at work
- **Informal** language used and reflects how we speak in the **private sphere**
- **Simple language** used with shorter paragraphs (one sentence per paragraph in popular press);
- **Popular culture** references
- Puns, alliteration, nicknames, metaphor

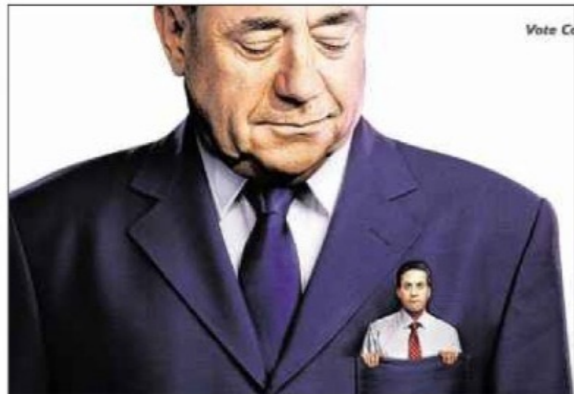
Quality newspapers

- Stories treated using a **public, institutional framework** which is separate from the private domain
- **Formal** language used and reflects how one speaks and writes in the **public sphere**
- **Complex** language use
- **High culture** references
- Metaphor

The Sun/Tabloid Use of English

- Language will **reflect editorial line** and/or **angle**
- **Headlines** often use *present tense* to connote immediacy; **stories** will use *past tense*
- Generally **active** rather than **passive** voice (i.e. "Man bites dog" rather than "The dog was bitten by the man")
- **Figures of speech:** puns, alliteration, onomatopoeia, personification
- **Metaphors:** POLITICS is WAR, PAEDOPHILES are BEASTS
- **Wandering 'we'** – may mean 'We British', 'We ordinary people'
- **News story structure:** headline + lead paragraph (the 5Ws) + explanation (missing Ws & how) + amplification + wrap up (resolution/enigma) (*allows easy sub-edit*)

'WRECKING BALL' PLANS OF ED SNP PALS



Jibe... Tory poster suggesting pact will put Ed in Salmond's pocket

By KEVIN SCHOFIELD
Chief Political Correspondent

DESPERATE Labour chiefs are plotting a German-style permanent alliance with the SNP to hand Ed Miliband the keys to No 10, it emerged yesterday.

Party bosses want to copy a deal that sees Angela Merkel's Christian Democrats work with Bavarian centre-right allies to form a government.

The "wrecking ball" plan emerged as the SNP's Alex Salmond said a pact with Labour was "the most popular option" for most voters north of the Border.

And it followed a Tory poster warning Labour will wreck Britain. The former SNP leader told Channel 5: "It will mean Scotland, for a change, had a real influence over Westminster politics. We've had generations where we've had virtually no influence at all."

"But it looks as if the stars are coming into alignment and Scotland will have a big influence on the future of the next government."

Shadow chancellor Ed Balls yesterday became the latest senior Labour figure to refuse to rule out a deal with Scottish nationalists.

'Everyone in Britain will pay with higher taxes'

He would only say a pact was "not part of our plans". He added: "We don't want one, we don't need one, we're not after one."

The Tories sought to capitalise by publishing a new poster showing a covering Ed Miliband inside the pocket of a giant Mr Salmond.

Tory co-chairman Grant Shapps said: "Once he's in Alex Salmond's pocket weak Ed Miliband will give in to every demand."

Everyone in Britain will pay with higher taxes, spending and debt."

A Lord Ashcroft poll yesterday showed six in ten Brits are unhappy at the prospect of the SNP in government, while just 31 per cent approve.

It came as Scottish Labour sources said last night they were on course to win just three of the 41 seats now held.

In what would be a major humiliation, party insiders fear they will

Labour is plotting Scottish alliance

get ten MPs at most in Scotland. But polls suggest the SNP could win more than 50 MPs, potentially giving them huge influence.

Leader Nicola Sturgeon insists her party will not do a deal with the Tories but said they may prop up an Ed Miliband government.

Mr Shapps added: "With Scottish voters fleeing Ed Miliband faster than Chris Hoy in a velodrome, he knows that a deal with the SNP is his only route to No10."

A Labour spokesman again refused last night to rule out an SNP pact. He said: "We are not wanting and do not seek a coalition. We are fighting to win in every seat and want a Labour majority."

In another sign of Labour chaos over a potential deal, prominent peer Lord Foulkes called on Ed Miliband to rule it out last night.

The ex-minister tweeted: "Every Labour MP & Peer to whom I've spoken thinks we should rule out any kind of deal with the SNP."

What are we waiting for?" Lib Dem leader Nick Clegg insisted there was no way his party would get in bed with the SNP.

The Deputy PM said yesterday: "In the same way we would never countenance putting Ukip in charge of the EU, we wouldn't countenance putting the SNP in charge of a country they want to rip apart."

Labour's top private donor John Mills said he would rather a coalition with the Tories than the SNP or Ukip.

Kevin Schofield@the-sun.co.uk



Battle... for No10 keys



Risk... our mock-up of how Sturgeon could demolish UK

TARTAN BARMY

HOW PARTY'S POLICIES WILL RUIN BRITAIN

1 TRIDENT

THE SNP has consistently voiced its opposition to the renewal of Trident. Scrapping the base would leave the UK defenceless and cost billions of pounds. But up to 11,000 jobs would be lost if the weapons left the Clyde.

2 AUSTERITY

SNP leader Nicola Sturgeon says the UK should ditch public spending cuts. She wants an extra £180 billion on public spending over the next five years.

Critics say this will increase national deficit and send UK debts soaring.

3 DEVO MAX

GIVING Holyrood control of all taxes raised in Scotland is a key demand of the so-called "devo max".

The Treasury would lose 90 per cent of North Sea oil profits but falling prices would give Scotland a £6.5bn shortfall.

4 IMMIGRATION

THE SNP is unashamedly pro-immigration. In their plans for an independent Scotland published last year, they said they wanted to introduce a points-based system to attract more skilled workers from abroad.

5 BENEFITS

THE UK Government's attempts to slash the welfare budget have been slammed by the SNP for hitting the poorest.

They would pile pressure on Labour - who have also criticised the reforms - to water down the changes.

6 EUROPE VOTE

THE SNP is opposed to an in-out referendum on European Union membership.

If the referendum does go ahead, they have said a vote to quit the EU should be vetoed if England, Scotland, Wales or Northern Ireland are against the move.

7 AND LET'S NOT FORGET THAT THEY WANT TO BREAK UP THE UNITED KINGDOM

Four reasons to be fearful

MHAIRI BLACK



THE 20-year-old politics student, who will fight Paisley and Renfrewshire South, used Twitter to boast of boozing antics and how she "f***** hates Celtic".

A YouTube video also showed her wanting to "put the nut" into Labour councillors.

PHILIPPA WHITFORD



THE breast cancer surgeon, standing in Central Ayrshire, was an internet hit during the independence referendum.

A speech she made claiming a 'No' vote would lead to privatisation of the NHS went viral. But her claim a hospital had stopped gullet cancer ops over a lack of cash was "codswallop".

TASMINA SHEIKH



THE SNP is Ms Ahmed Sheikh's third political party. She was a Labour member in the 1990s before standing as a Tory candidate for the Scottish Parliament in 1999.

She finally settled on the Scottish Nationalists and will contest Ochil and South Perthshire.

PETE WISHART



HE is a former member of Scottish rock group, Runrig, and been an MP since the 2008 general election.

In 2008 he told the Commons he had "never felt British in my life". He was also a critic of Team GB Olympic football team, claiming it threatened Scotland's right to field its own side.

'WRECKING BALL' PLANS OF ED SNP PALS

Present Tense?

Past Tense?

Active Voice?

Metaphor?

Figures of Speech?



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Risk... our mock-up of how Sturgeon could demolish UK



Warning... Tory placard

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Bonus Points for casual racism? This is **not** Tasmina Ahmed Sheikh. :-/

Four reasons to be fearful

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The Sun/Tabloid Representation

Stereotyping

- Women as sex objects
- National stereotypes
- Immigrants as scroungers

'Us' v 'Them'

- 'Us' (Britain/UK, the West, ordinary people, the community)
- 'Them' (Europe, terrorists, authority/toffs, criminals)

Notorious *Sun* Headlines



Supporting 'our lads' in the 1982 Falklands conflict



1990: Murdoch consistently opposes European Community because it opposes expansion of his media empire

Union power at *The Sun* in 1984



What was to be published

What was published 14 May 1984

Witty Headlines

SUPER CALEY GO BALLISTIC CELTIC ARE ATROCIOUS

Barnes dragged into the gutter



ELEVEN days ago the guttering on the Lisbon Lions Stand collapsed — last night it was John Barnes' badly-built TEAM that came crashing down around his ears.

Make no mistake, Steve Paterson's men will go down in history — Barnes and his side will go down in infamy.

It was the most glorious night in Super Caley's six-year League history — it was also the blackest evening in the 122 years of once mighty Celtic.

They were outplayed, outthought and outbattered by a team expected to be little more than cannon fodder.

The Parkhead faithful looked on in disbelief as their magabucks idols were played off the park.

As the Highlanders went to their 4,000 fans to kick off the party of all Scottish Cup parties, the remaining Celtic supporters gaped in amazement at the scenes of sheer joy.

Nightmare

They could only have been praying to wake up from the biggest nightmare of their lives.

Then the ones who could summon up the will went to join the agony

PINCH ME ... a disbelieving Marc McCulloch dives on goal hero Wilson



and Berkovic set up two chances — the first for Viduka who did not get the post and the second cracked off a post by Stephen Mait.

A Moravcik shot was saved by Calder and when Viduka pounced on the rebound the big Aussie saw his effort blocked by defender Stuart Colshaw.

There was controversy when Tular Beach went down poisoned after he was elbowed by Ross Tuley but red Douglas McDonald wasn't impressed as Beach lay on the ground clutching his face. Viduka was hauled off at the interval and replaced by Ian Wright who soon had a shot blocked by Rich and Hastings.

When Berkovic and Burchill seemed up again the striker's shot slammed off Calder and the chance was gone, but Inverness bravely took all that the Hoops threw at them — and hit back with a stungamester thud.

Desperate

Regi Blinker brought down Wilson from behind and Siberia showed why he has played 90 consecutive games by easily slinging the ball past Gould to put Celtic in desperate trouble.

Calder slammed the door in Celtic's face with a great save from Colin Healy's dive. But right at the death only a desperate goal-line clearance by Moravcik stopped a header by skip-

CELTIC..... 1 INVERNESS CT..... 3
By Rodger Baillie at Parkhead

2000

THE Sun

£5 OFF SHOPPING AT TESCO

BIN LADEN KILLED IN U.S. RAID

- Hunted to luxury lair
- Used wife as shield
- Bullet in the head
- Body buried at sea



BIN BAGGED

... and more news from the Middle East on page 2

3rd May 2011

Made up stories



13 March 1986



9th December 2010

Made up stories



25 November 2014

Hillsborough

15 April 1989

F. A. Cup Semi-Final

Liverpool vs
Nottingham Forest

Hillsborough
Football Ground,
Sheffield

4 days later...

The Sun: 19th April 1989



THE TRUTH

Some fans picked pockets of victims

Some fans urinated on the brave cops

Some fans beat up PC giving kiss of life

Lies about Hillsborough



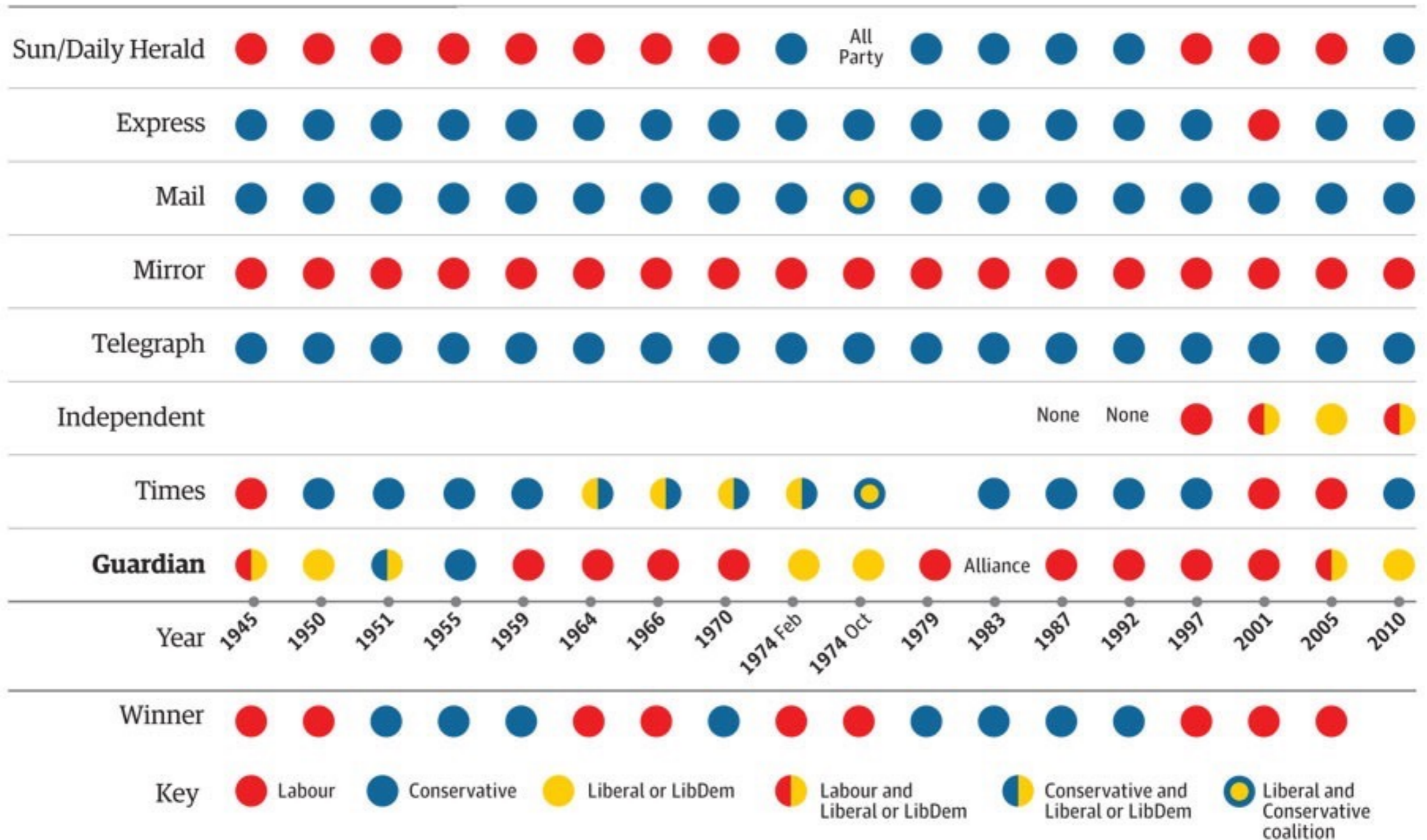
Lies printed about Liverpool fans at Hillsborough disaster 15 April 1989. *The Sun* is still despised by many in Liverpool.



Apology: 23 years later

Political support from newspapers

Main national newspapers' support elections from 1945 - 2010



Source: Twentieth-Century British Political Facts 1900 - 2000 and British Political Facts Since 1979, David and Gareth Butler

Newspaper Circulation Figures (MARCH 2015)

Title	Cover	Avg circ	% change year on	UK/ Scotland	Politics (#GE2015) Main (+Secondary)	Comments
Daily Mirror		897,786	-6.74		Labour Liberal Democrats	
Daily Record		200,127	-10.22		Labour	<i>The Daily Record</i> have seen their sales drop as the SNP has risen in prominence in Scotland.
Daily Star		424,453	-10.91			
The Sun (includes The Scottish Sun)		1,858,067	-10.23		Conservatives SNP	<i>The Scottish Sun</i> supported SNP, <i>The Sun</i> (in Rest of the UK) attacked the SNP
Daily Express		445,245	-8.81		UKIP Conservatives	<i>The Daily Express</i> , and owner Richard Desmond, are UKIP's largest backers.
Daily Mail		1,626,322	-4.78		Conservatives UKIP	<i>The Daily Mail</i> is predicted to overtake <i>The Sun's</i> circulation figures in 2016.
The Daily Telegraph		479,290	-8.37		Conservatives	
Financial Times		213,423	-7.40		Conservatives Liberal Democrats	
The Guardian		174,941	-9.46		Labour Liberal Democrats	<i>The Guardian</i> returned to supporting Labour in 2015 (It supported the LibDems in GE2010)
i		273,853	-6.47		Conservatives Liberal Democrats	<i>The Independent</i> (and <i>i</i>) declared for the Tories. They had claimed to be neutral before the 1997 election, then supported Lab/LibDems. Since being bought by the Lebedevs in 2010 they have become more right-wing.
The Independent		58,751	-8.07		Conservatives Liberal Democrats	
The Times		390,962	-0.88		Conservatives Liberal Democrats	

Political bias



1992 General Election

Labour are widely expected to win after 13 years of Conservative Governments

They lost

Political bias



The Sun headlines 11 and 13 April 1992

Shifting political support



The Scottish Sun changed its support for the SNP when it looked like they were likely to win Scottish elections.

The then First Minister, Alec Salmond met Murdoch and they exchanged emails. Salmond claimed he was lobbying for Scottish jobs at Sky.

Salmond's courting of Murdoch's power follows the pattern of UK PM's: Thatcher, Blair and Cameron.



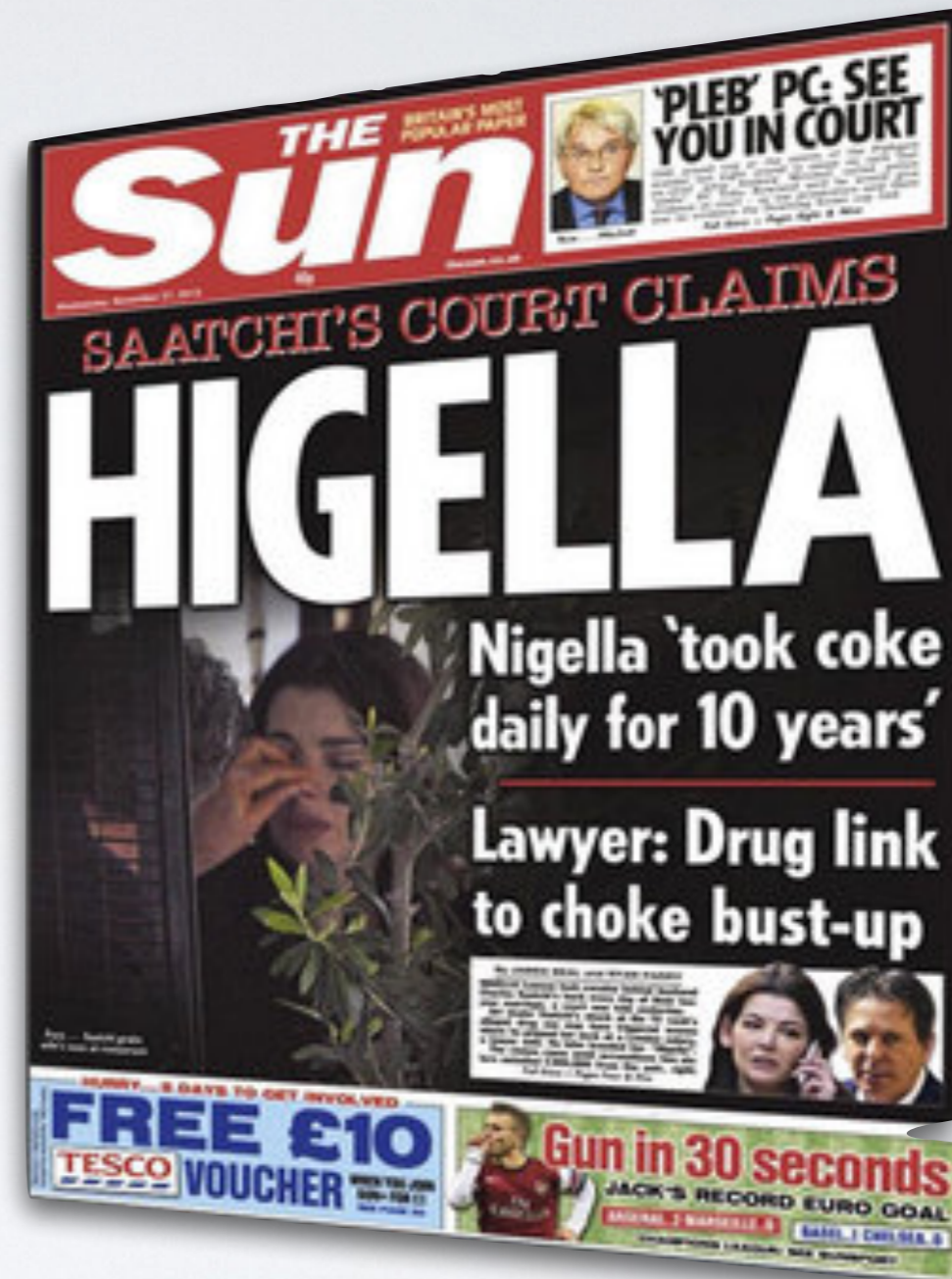
Politicians and *The Sun*



David Cameron, Boris Johnson, Nigel Farage and Ed Miliband pictured with a copy of *The Sun* prior to England's campaign in the 2014 World Cup.

Ed Miliband was widely criticised by Labour supporters especially in Liverpool.

The Sun and The Scottish Sun



27 November 2013: Sometimes front pages are very different in *The Scottish Sun* and *The Sun*

The Sun and The Scottish Sun

THE SCOTTISH Sun CELTIC.1 RED BULL SALZBURG.3 **Salz 'n shake** CELTS LOSE BUT GO THROUGH SEE SUNSPORT

Friday, November 28, 2014 40p thescottishsun.co.uk

ANOTHER INCREDIBLE FOOD DEAL

FREE £5 OF FRUIT, VEG & SALAD **AT M** YOUR VOUCHER: PAGE 3

INSTANT REDEEM **WHEN YOU SPEND £10** **VALID UNTIL SUNDAY** **MORRISONS**

GERS FRAUD PROBE LATEST

JET LAG WHYTE

Tycoon flown back from Mexico

Night in cells..and court today

TAM COWAN: Cactus was on menu... SEE PAGES 42-43

THE Sun JUST 40p **RVP UNDER THREAT** SEE SUNSPORT **SAM QUILTS** EMMERDALE SEE PAGE 11

Friday, November 28, 2014 THE PEOPLE'S PAPER thesun.co.uk

ANOTHER INCREDIBLE FOOD DEAL

FREE £5 OF FRUIT, VEG & SALAD **AT M** YOUR VOUCHER: PAGE 15

INSTANT REDEEM **WHEN YOU SPEND £10** **VALID UNTIL SUNDAY** **MORRISONS**

SUN VICTORY 'TO COST MP £3m'

RIGHT SAID PLEB

Tory Mitchell DID insult cop, rules judge

28 November 2014

2015
ELECTION

The Sun and The Scottish Sun

THE Sun JUST 40p
Thursday, April 30, 2015 BRITAIN'S BEST-SELLING PAPER thesun.co.uk

**BORN THIS DAY:
THE SUN'S
2015 ELECTION
VERDICT**

REASON 1
Keep UK economy on track

REASON 2
Stop SNP running the country

REASON 3
Guarantee referendum on the EU

IT'S A TORY!

Sun SAYS
TODAY, after a gruelling five-year wait and an appalling Labour, The Sun is proud to deliver our choice for the election a week from now. It's the Tories. The Tories who rebuild the economy wrecked by Labour – and transformed lives. The Tories who alone are committed to an EU referendum. The Tories who alone can prevent a nightmarish Labour Government, propped up by the saboteurs of the SNP. **WHY THEY GET OUR VOTE – PAGES 2, 3, 4, 5, 6 & 7**

After fears of hard Labour and a long, painful delivery, the news the nation's been waiting for

THE SCOTTISH Sun JUST 40p
Thursday, April 30, 2015 SCOTLAND'S BEST-SELLING PAPER thescottishsun.co.uk @scottishsun

**MAY THE 7TH BE WITH YOU:
WHY IT'S TIME
TO VOTE SNP**

Sun SAYS
A SHORT time ago in a parliament far, far away... Forces gathered to keep the Union together. Scotland voted No, but there can be no doubt the Referendum changed the nation. And today The Scottish Sun urges our readers to continue that change and vote for Nicola Sturgeon's SNP on May 7. We believe the Nats will fight harder for Scotland's interests at Westminster, offering a new hope for our country. Nicola has been the star of the election campaign north and south of the border. She's a *Continued on Page Two*

STUR WARS
A NEW HOPE

THE SCOTTISH Sun SAYS

Block vote

ONE day the Nats are accused of being in bed with the Tories to keep Cameron in No10.

Now Alex Salmond is the devil incarnate because he's said the SNP will block a Tory minority government – even if they're the biggest party after the UK election.

At least he's consistent. He has always maintained his party will never support the Tories. Meanwhile, the Tories and Labour – instead of winning votes by selling their own policies – continue to pound the Nats, as if they have no right to call the shots at Westminster.

The same forces that fought such a bitter campaign to keep Eck and Co in the system now seem terrified of a party voted in by Scots wielding serious influence. The games are just beginning.

Get used to it.

THE Sun SAYS

SNP nightmare

HOW'S this for an election nightmare?

Six weeks from now the Coalition Government which has fixed the economy, created world-beating growth, zero inflation and extraordinarily low unemployment is kicked out.

A brief Tory minority Government is brought down by the few dozen MPs of the left-wing Scottish Nationalists, a party dedicated to breaking up the UK.

The SNP ushers a shambolic Labour minority led by hapless Ed Miliband into Downing Street as its puppet.

This is not a deranged fantasy. It is now the confident prediction of the SNP's former leader Alex Salmond.

And he admits it means this:

Efforts to balance the books will cease. State borrowing and spending will go back up. So will taxes.

There will be no EU referendum or renegotiation with Brussels.

We will give up trying to curb immigration. Salmond wants **MORE** migrants – and will pay them benefits from day one if they need.

Our nukes would be scrapped.

Who but the SNP thinks all this is a good idea? English voters will be in uproar. But the only thing that seems certain about the election is a big SNP win in Scotland.

If the Tories cannot get the votes to stop them ruling the roost down here, we are in for five years of mayhem and misery.

Pro-SNP

Anti-SNP



BTW: It's not just The Sun!



The Scottish edition of the *Daily Mail* carries a front page plea to the people of Scotland...

Meanwhile, the English edition is saying this:

16 September 2014



BTW: It's not just The Sun!



16 September 2014

Page 3

“Page 3 is the
equivalent of a
Gregg’s sausage roll”

Ruth Whippman
Writer and humorist

DISCUSS

'Monsterring' of Clare Short

In 2004 Labour MP Clare Short criticised The Sun saying she wanted to:

"...take the pornography out of our press ...

"I'd love to ban it. It degrades women and our country."

'FAT, JEALOUS' CLARE SHORT BRANDS PAGE 3 PORN



But our top glamour girls last night hit out at the ex-minister. Nicola, 21, from London, said: "I think what she said is pathetic. Just because she's fat and ugly, doesn't mean to say we all have to cover up."

Flaunt

Pai Corina, 19, from Oxford, added: "Clare Short is jealous of young beautiful women. "Page Three is fun, not porn. Everybody I know loves it, blokes and women alike." Nikkala, 21, from Middlesex, said: "They say, 'If you've got it, flaunt it'. Well, Clare Short obviously can't flaunt it."

HOW SHE'D LOOK

Mission impossible ... we give MP Clare a Page 3 'makeover'

bloggerheads.com

Girls rap MP's bid to outlaw pictures

By DAVID WOODING and TOM WORDEN

KILLJOY MP Clare Short yesterday revived her bid to ban The Sun's Page Three girls — after branding our topless pictures "porn".

She claimed Britain's favourite newspaper was a "mean, misogynist rag" and absurdly added that it is loathed by most women.

Ms Short said she would like to "take the pornography out of our press". She said: "I'd love to ban it. It degrades women and our country."

Our top glamour girls last night hit out at the ex-minister. Nicola, 21, from London, said: "I think what she said is pathetic. Just because she's fat and ugly, doesn't mean to say we all have to cover up."

Flaunt

Pai Corina, 19, from Oxford, added: "Clare Short is jealous of young beautiful women."

"Page Three is fun, not porn. Everybody I know loves it, blokes and women alike."

Nikkala, 21, from Middlesex, said: "They say, 'If you've got it, flaunt it'. Well, Clare Short obviously can't flaunt it."

More than 2,000 Page 3 girls have wowed Sun readers since February 17, 1970.

Ms Short, who quit as Overseas Aid Secretary in protest against the war in Iraq, was jeered in 1997 when she tried to introduce a Commons Bill outlawing Page Three.

Sun (referred her attack at a Westminster lunch, saying: "A survey of Sun readers wives and daughters showed that they believed it degraded them."

"We need to push back the tide of nakedness. You can't take it out of the whole of society but I think you can take it out of the mainstream."

The Sun Sun — Page Eight



HOW SHE LOOKS

Lookalike ... back end of Sun's topless

Short and fat

PAGE THREE girls say their arch-critic Clare Short is just "jealous".

They also call her "fat and ugly". And who are we to disagree with their verdict?

Page Three girls are intelligent, vibrant young women who appear in The Sun out of choice and because they enjoy the job.

Unsurprisingly, millions of our readers — men and women — enjoy looking at them.

If Ms Short ran our world it would be time to move to Mars.

bloggerheads.com The Sun, 14 January 2004



NEWS IN BRIEFS

MICHELLE is furious over MP Clare Short's new rant about banning Page 3. Michelle said: "She should listen to my fans who tell me how much I brighten up their day. She's just a jealous old battleaxe."

Titillating celebrity stories



2004



2011

Royal stories



23 January 2005



23 July 2012

The Sun vs. snobs



21 September 2012



21 November 2014



28 November 2014