

# 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 wined by producers.  
 Full Story — Page Nine

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

Credits:



Derived from original presentation by:  
 Rick Instrell  
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[www.deep-learning.co.uk](http://www.deep-learning.co.uk)  
[info@deep-learning.co.uk](mailto:info@deep-learning.co.uk)

# 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**

# 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 contains '15p' and '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 website 'WWW.DAILYSTAR.CO.UK' are at the bottom.
Page size	Tabloid	 The front page of the Daily Star newspaper. The main headline is 'KELLY BROOK LOVER BEATS UP BUS!' in large, bold, white letters on a black background. To the right of the headline is a photo of a man with facial injuries. Below the headline is a photo of a bus crash. At the bottom right, there is a large photo of Gwyneth Paltrow in a green and black dress, with the headline 'Cheeky Gwynnie forgets her pants' and 'PICTURE SPECIAL P6'. The text 'HARD HANS: Danny had a few cuts and bruises after his crash with the bus, below' is visible next to the injured man's photo. The text 'TELLY babe Kelly Brook's lover Danny Cipriani was hit by a double-decker - and the bus came off worse. Witnesses said the rugby bad boy had a "miracle escape" after the head-on smash during a pub crawl. An onlooker said: "The bus suffered far more damage than he did." Full story: Page 5' is visible next to the bus crash photo.


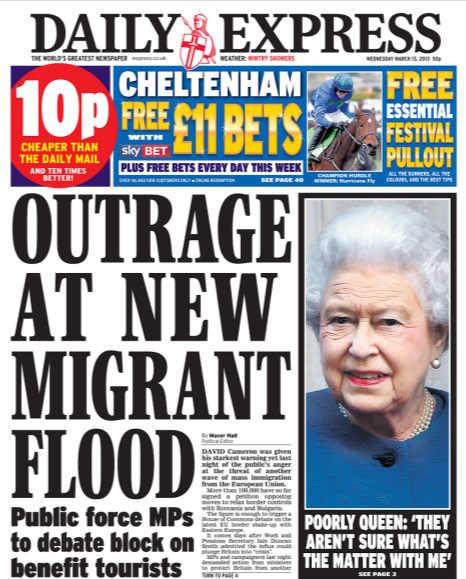

# Genre Conventions No 1

Genre	Mid-market	Example of a Front Page
<p><b>Masthead</b></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 with '5p' and 'STILL CHEAPER THAN THE DAILY MAIL AND TEN TIMES BETTER!'. Below the title is the tagline 'THE WORLD'S GREATEST NEWSPAPER' and the website 'express.co.uk'. To the right of the title is a small crest and the weather 'WEATHER: MOSTLY FINE'. 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><b>Page size</b></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'. A photograph of Nigel Farage, wearing a pinstriped suit and a campaign badge, is shown waving and holding a white mug. The caption below the photo reads: '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	

# Genre Conventions No 1

Genre	Popular	Mid-market	Quality
<p><b>Masthead</b></p>	<p>Red-tops at left with sans serif text</p>	<p>Across page (Old English or serif or sans serif)</p>	<p>Across page (serif or Old English)</p>
<p><b>Page size</b></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><b>Example</b></p>			

# Genre Conventions No 2

Genre	Popular	Mid-market	Quality
<b>Front page</b>	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)
<b>Front page body</b>	One sentence paragraphs; kicker in bold	One sentence paragraphs; kicker in bold	Long sentences in paragraphs of more than one sentence
<b>Tone</b>	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

## 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.



Jibe... Tory poster suggesting pact will put Ed Miliband 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 cowering 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."

A Ipsos Mori 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 the 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



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

# TARTAN BARMY

Bonus Points for casual racism?

This is **not** Tasmina Ahmed Sheikh.

:-/

## 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 "\*\*\*\*\* 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 2001 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.

Present Tense?

Past Tense?

Active Voice?

Metaphor?

Figures of Speech?

# *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 magalwerks 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 also got 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 ref 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 coolly slotting 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



766 people own a dog in the City of Cambridge

# 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

# The Sun: 19th April 1989



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

# Lies about Hillsborough



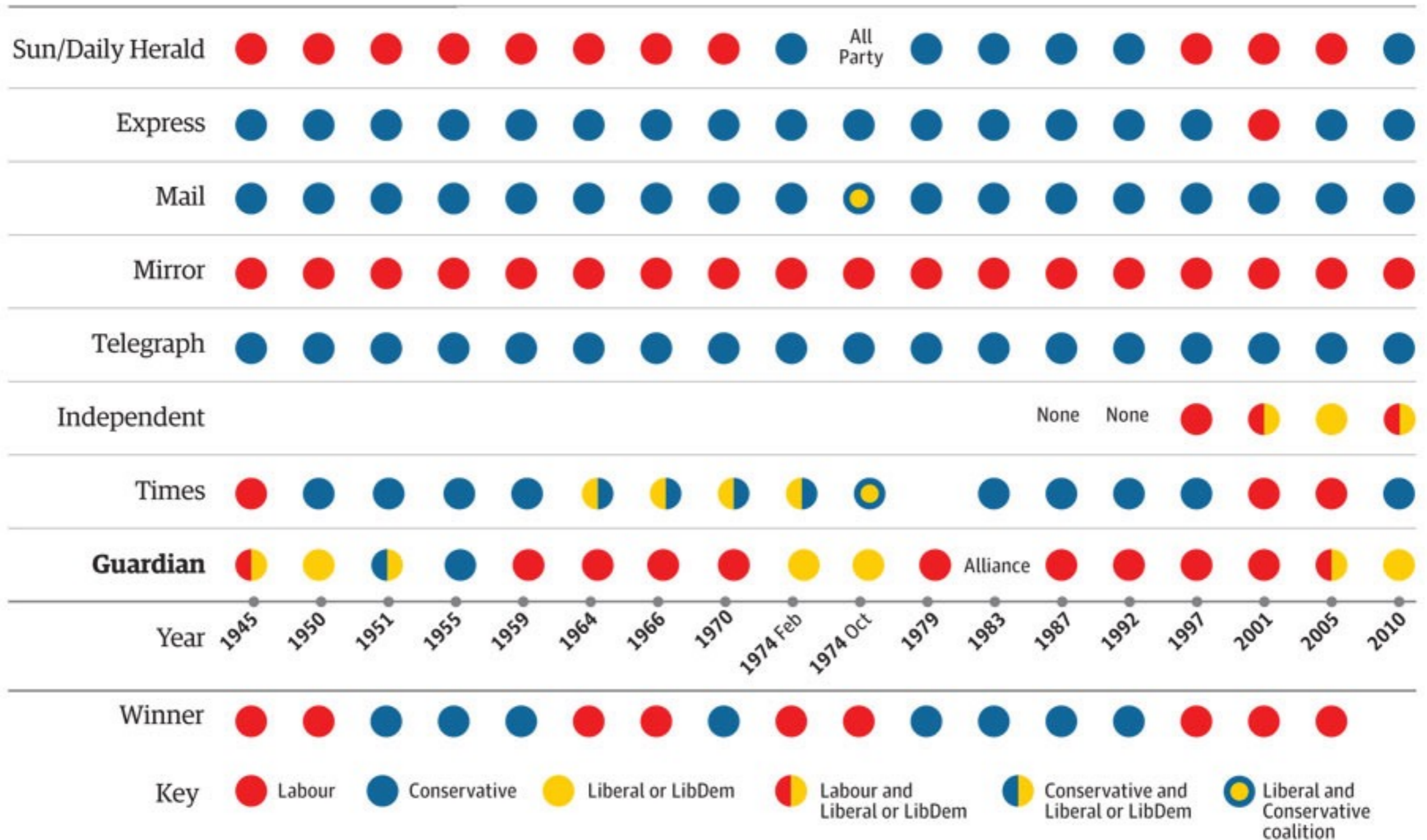
Lies printed about Liverpool fans at Hillsborough disaster 15 April 1989. *The Sun* is still despised by many in Liverpool.



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 <b>SNP</b>	<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/LibdDems. 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



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.





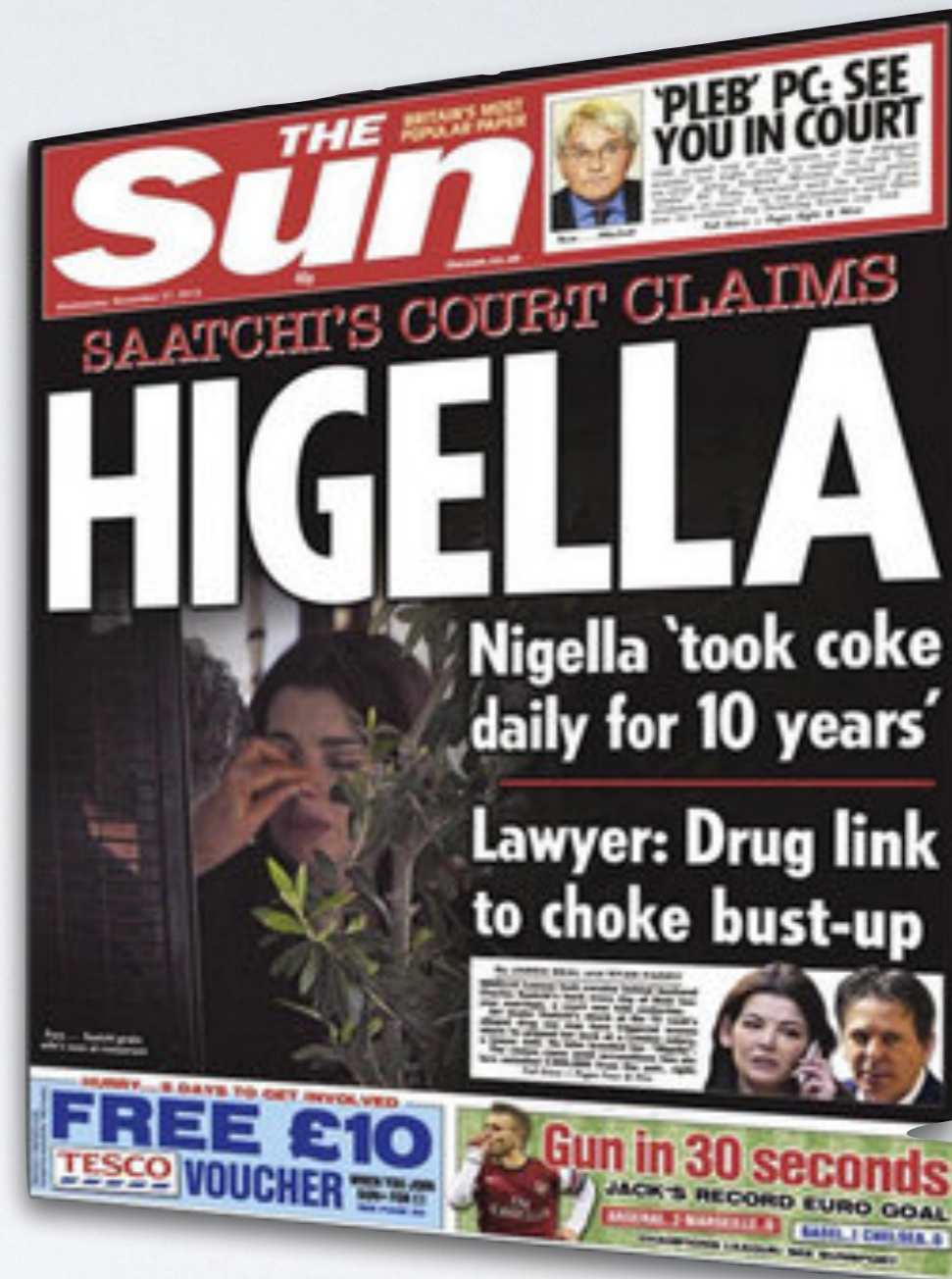
# Politicians and *The Sun*



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** **AT M** **YOUR VOUCHER: PAGE 3**

**OF FRUIT, VEG & SALAD**

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

**GERS FRAUD PROBE LATEST**

**JET LAG**  
**WHYTE**

By **CONOR MURPHY**  
CONOR Whyte was found guilty last night after being arrested late on a flight from Mexico to Scotland. Former Rangers owner Whyte was held when he attempted to fly to Glasgow on Wednesday. He is due to face Glasgow Sheriff Court on fraud charges today. A Crown Office spokesman said: "It was of 40 to be available after the arrest of an alleged suspect." Full Story - Pages 16 and 17

**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** **AT M** **YOUR VOUCHER: PAGE 15**

**OF FRUIT, VEG & SALAD**

**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**

Clash... CCTV of cops and MP  
By TOM NEWTON DUNN  
TORY Andrew Mitchell faced a legal bill of up to £3million last night after losing his libel claim against The Sun. A High Court judge ruled the MP, 58, did call a Downing St cop a "pleb" in 2012. Full Story - Pages 2, 3, 4 & 5

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 rebuilt 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!



16 September 2014

# Page 3

Get yer coat...  
you've clicked!

“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 "cheap, vulgar" tabloid and said 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."

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."

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 leered 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

# 'Monsterring' of David Mellor



25 September 1992

Conservative minister David Mellor commissioned the Calcutt Report (1990) into Press standards and declared the Press was:

"...drinking in the Last Chance Saloon"



25 November 2014

# Attacks on BBC



Murdoch wants the license fee to be abolished — so his papers target the BBC

What's the old saying, again?

People in glass houses  
shouldn't throw bricks...



BBC  
PANORAMA

HACKING:  
POWER, CORRUPTION & LIES





# Fake Sheikh stories



2003: Case collapsed



2010: 'Cash for access'

# Fake Sheikh stories

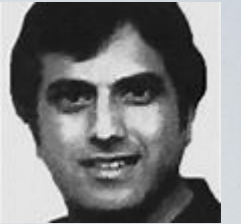


2010: Award-winning scoop



2014: Case dismissed by the judge

# Mazher Mahmood



- Mazher Mahmood (*aka the Fake Sheikh*) is an investigative journalist who worked for *News OfThe World (NOTW)* and the *Sun on Sunday*
- Often poses as an Arab sheikh in sting operations where he acts as an agent provocateur
- Won British Press Awards reporter of the year in 1999 and 2011
- Over 100 arrests made from his investigations
- But often uses weak and vulnerable targets in order to reveal very little of genuine public benefit e.g. young, naive people such as Tulisa Contostavlos; immigrants such as the "gang" entrapped into a supposed ploy to kidnap Victoria Beckham

# Mazher Mahmood



- In 2014 a case against Tulisa Contostavlos collapsed with the judge believing Mahmood had perjured himself; he was suspended from *The Sun on Sunday*
- A *BBC Panorama* documentary broadcast in Nov 2014 exposed his methods
- Despite his suspension News UK funded Mahmood's legal action against the BBC to try to halt the *Panorama* broadcast





# The News of the World



Murdoch replaced *NOTW* with a Sunday edition of *The Sun* on 25 February 2012.

He promised that *The Sun on Sunday* would be :

...fearless, outspoken, mischievous, fun and

**ethical**

10 July 2011: Murdoch closed the *NOTW*... due to advertisers withdrawing ads

# Private Eye on hacking trial



Satirical magazine *Private Eye* is a prominent critic of the Murdoch empire

# What happened next...



## **Rebekah Brooks**

Editor of *NOTW* from 2000-2003, editor of *The Sun* from 2003-2009.

Cleared of hacking June 2014.



# What happened next....



## James Murdoch

Rupert Murdoch's youngest son.  
CEO of News Corp during hacking  
period.

UK Parliamentary report said  
Murdoch had '**showed wilful  
ignorance of the extent of phone-  
hacking**' and found him '**guilty of  
an astonishing lack of curiosity**'  
over the issue.

Now CEO 21st Century Fox

# What happened next...

## **Andy Coulson**

Editor of *NOTW* 2003-2007.

Resigned 2007 when a *NOTW* journalist was jailed for phone hacking.

Became PM David Cameron's spin doctor in 2010. Had to resign 2011.

Jailed for hacking June 2014.



# August 28th, 2015

August 28, 2015 5:54 pm

## Rebekah Brooks returns as News Corp's UK chief executive

Matthew Garrahan in New York and Henry Mance in London

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Rebekah Brooks

Rebekah Brooks is returning to [News Corp](#) as chief executive of its UK division, a year after being [cleared](#) of all charges related to the phone-hacking scandal, according to people familiar with the matter.

Her return to the job she quit four years ago at the height of the scandal could be announced as soon as early September,

people familiar with the situation said. Her appointment is part of a reshuffle of News Corp's UK operations which will include the departure of Mike Darcey, chief executive of News UK, and the appointment of a new editor of *The Sun*, Britain's best-selling tabloid.

News > Media > Press Frontpage >

## Rebekah Brooks return to News UK described as a 'massive two fingers' to phone-hacking victims



Fury as she returns to the helm

Rebekah Brooks returns...



# **BBC NEWS**

## HILLSBOROUGH NEWSFLASH

*BBC, UK*

*tx: 15/04/1989*

[https://www.youtube.com/watch?v=W2jCm\\_oWnHo](https://www.youtube.com/watch?v=W2jCm_oWnHo)

# **PANORAMA**

HACKING: POWER, CORRUPTION AND LIES

*BBC, UK*

*tx: 25/06/14*

[https://www.youtube.com/watch?v=dPm4r7ZT\\_FE](https://www.youtube.com/watch?v=dPm4r7ZT_FE)

# PANORAMA

THE FAKE SHEIKH EXPOSED

BBC, UK

tx: 12/11/14

*NB: The programme was briefly postponed following an attempted legal challenge.*

See <http://www.theguardian.com/media/2014/nov/12/panorama-expose-fake-sheikh-mazher-mahmood> for details

YouTube: <http://youtu.be/6fAbQiWTUsA>

Vimeo *(better quality)*: <http://vimeo.com/112810763>