



MOMENT MCINTYRE MUGGED

TAKE MY WATCH AND GO!



Shock... star yesterday

Moped thugs had hammer & knife



No joke... thief forces McIntyre to hand over watch as his son looks on

PICTURE EXCLUSIVE

By PATRICK GIBSON and NEIL SYMON

THIS is the moment hammer and bolt-wielding moped thugs demanded the £15,000 watch from Michael McIntyre's wrist as his horrified son looked on. Exclusive footage obtained by The Sun shows two black-clad riders menacing the 42-year-old comic moments after smashing the window of his £125,000 Range Rover on the school run. Clearly shaken, Michael hands the timepiece to one thief, who then rejoins his accomplice on the bike and the pair speed off. Full story - Pages Four and Five

The Sun's lead is about the mugging of the comic Michael McIntyre. The **narrative** is given drama and excitement by the use of the large screaming **headline in 72 point serif typeface**. The huge white font forms a contrast with the black background with its **connotations** of gloom and tragedy. **This binary opposition (Levi-Strauss)** is also echoed by the visual white-black contrast in the images (white shirt vs black moped figures and the black Range Rover). The visual layout is rather cluttered and chaotic with **superimposed images and text**. One of the images is slightly **canted**, adding to the disorientating feel of the front page. The framed photo reminds us of an old fashioned album, and this forms a contrast with the advert for the royal album at the top. There are strong **connotations** of tradition and stability which contrast with the chaos of the crime depicted here. The Sun could be making a point about the establishment and its power being threatened by a criminal elements in society. This reflects **Stanley Cohen's ideas about Moral Panics**. The criminals are described in the sub-headline as 'thugs' creating a strong sense of the divisions in society. Words and images create a strong sense of an **intended hegemonic reading (Hall)** – there is no doubt what the newspaper's editors want us to think.

The Sun clearly is creating an **'us and them' narrative**. This reinforces division between more undesirable elements in society and those with money, status and power. This is clearly shown by some of **contrasting signifiers** in the images – the big car, the moped and the vulnerable-looking victim framed in a **tight cropped close-up**.

Another interesting aspect is the **masthead** of this edition which, unusually, only covers part of the page (3 columns). The other part is covered by an advert for more pictures of the royal family, inviting the readers to buy and look inside the paper. This means that they will be exposed to more adverts. This confirms the view that one of the **main aims of the media industry is to deliver audiences to advertisers**. In a way, this is also the effect of the cleverly constructed narrative of the Sun's lead story **with its jumpline which invites readers into the paper**.

The Sun has a clear **patriotic agenda** – this is confirmed by the strapline below the masthead 'For A Greater Britain'. It appeals to largely white, working class (C2D) mainstreamers and supports Conservative policies. The constructed representations of the front page confirm the **values of the Sun and its owners Murdoch's News Corporation**.