

Liina Puustinen  
Journalism Research and Development Centre  
Department of Journalism and Mass Communication  
University of Tampere  
liina.puustinen@helsinki.fi

**Gun on Your Face.  
Audience's Reactions on a News Image of Kauhajoki School Shootings.**

A man with a gun in his hands is pointing at me on a page in the Finnish yellow paper *Ilta-lehti*. It is a story about Matti Saari the school killer of Kauhajoki in September 2008. The picture is taken from his internet page where he had collected photos and videos of himself to illustrate his dreadful intentions: to kill his fellow students at school. Also, the intention of the newspaper was obviously to shock people – were they shocked? The picture was shown to thirty interviewees as part of a larger qualitative interview on reception of news images, and this is a presentation on the reactions of the viewers.