

Both newspapers, The Sun and The Mirror, are tabloids which represent the main story about Freddie Starr's death but in different ways.

In Source A, The Sun, Starr is shown in a black and white photograph in a mid-shot, with his body obscured or faded out which suggests that he is now in the past; the use of a filter also connotes a sense of nostalgia, like a celebrity has passed away or we should have fond memories of Starr. Hall would argue that these codes are understood by audiences and that stereotypes of popular celebrities smiling at the camera are repeated conventions that are there so that audiences can understand what is happening and agree with The Sun that he is the 'favourite'. Other conventions of tabloid newspapers help fix meaning are the use of headlines, in this case a pun about joining his hamster. This is an intertextual reference to a famous Sun headline set in the past which could explain why the main image is in black and white, but on closer inspection we could infer that The Sun is trying to attribute his fame through their reporting of him as a celebrity, therefore highlighting that they are experts at representing celebrities over the years.

Other representations that are shown on the paper are of the royal baby, with the colour purple being used as a backdrop to connote luxury and the royals. The use of language, particularly alliteration of Meg Mog also is used to represent The Sun as a fun, tongue in cheek tabloid with a focus on celebrity news and represents Megan as not being very serious about her role as a royal; the shot of Megan stroking her pet cat represents Megan as having a very different ideology to traditional royals. The other story covers sport, in particular a footballer roaring through a close up of his face, which Hall would suggest is stereotypical code of tabloid newspapers to represent sport, in particular football, as exciting in order to appeal to their target audience. However, Hall's theory is not useful to help explain the ideology of the paper or how gender is constructed, it is simply a general theory.

Source B shows a different representation of Starr as someone who was 'troubled'; the use of text above and below images helps represent the story as a tragedy about a larger than life celebrity who should be best remembered as someone who was fun. The choice of shot selected by the producers of the Mirror have shown Freddie in a mid-shot wearing red and staring at the audience, the meaning is anchored by the caption 'In his HeyDay' which suggests happier times. However, the use of a washed out inset image and the word 'Frail' shows a stereotypical representation of what a sick person might look like, in dull colours and low key lighting, which juxtaposes the main, high-key image of Freddie in happier times.

The paper also uses other stereotypical representations of celebrity, including Beckham Banned and 'Sacked Danny', both stories represent celebrities in a more sceptical, negative fashion than in source A. The use of close-ups of celebrities help create meaning and allow audiences to believe that the paper might give audiences a type of emotional attachment. Hall's theory does not allow us to explore the political ideology of the Mirror in its representations, other than the slogan in the mast head which says 'fighting for you' which suggest the paper is a serious tabloid with a focus on negative celebrity stories to make us favour Freddie.

