

Media - Representation Ideology



In order to consider the representation, you must understand the values and beliefs of the publication. You also need to be aware of the institution behind the story.

Focus on Ideology



https://static.independent.co.uk/s3fs-public/styles/story_medium/ public/thumbnails/image/2016/04/26/21/pp-hillsborough-sun-front.jpg

- The Hillsborough disaster happened 27 years ago.
- 96 football fans were crushed when overcrowding caused stands to collapse.
- The Sun published this front page cover following the event. It accused Liverpool fans of stealing from victims and attacking the police. Its motive was to alleviate police responsibility and place the blame on fans.
- The claims soon began to unravel as the story was entirely fabricated.
- The impact of the paper's ideology was such that shops in Liverpool still refuse to stock the Sun newspaper to this day.



http://ichef.bbci.co.uk/news/560/cpsprodpb/8986/ production/ 89460253 metro27.jpg\

- What do you notice about THE METRO's front cover?
- It was ruled on Tuesday April 26th 2016 that those 96 victims were killed unlawfully and the blame was placed with the police.
- The difference in the ideology between the two newspapers is evident.



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These were the Newspapers published the day after the Hillsborough ruling on 26th April 2016. What do you notice about the stories that are featured?

The Sun newspaper chose to avoid covering the Hillsborough ruling. This is directly linked to the values and beliefs of the newspaper and their involvement in the story.