

Gary Rhodes died of bleed to the brain, family say

TV celebrity chef collapsed in his residence in Dubai after day of filming new programme



“Spiky haircut, tight trousers, full of energy. And a great chef,” the former Great British Menu judge said.

The fellow celebrity chef Gordon Ramsay **wrote on Twitter**: “We lost a fantastic chef today in Gary Rhodes. He was a chef who put British cuisine on the map.”

Tom Kerridge, formerly Rhodes’ sous chef, tweeted that Rhodes “is one of the greatest British chefs who almost single-handedly put British food on the world stage”.

- Sober, shorter headline. Main photo emphasizes his medal.
- Article is shorter
- Less visual content – just one video and one photo
- More negative space, less clutter.
- Note the twitter icon next to the journalist's byline – allows users to contact the reporter directly
- Neater, more formal style.
- Formal mode of address. Tone is more restrained than Mail.
- Contains biographical information and references to social media tributes from colleagues.
 - Video is 1m 20s. Youtube with Guardian branding. Like all YouTube content, it opens with an advert which changes each time video is played. Video ends with the usual obituary title card: Gary Rhodes 1960-2019
- Video is captioned and subtitled to help users.
- Social media icons are included at the end of the article so readers can share and post their own comments and tributes.
 - Advertising is also prominent around the article – ads for Cirque du Soleil, TagHeuer Watches, Amazon Prime, Vodaphone broadband and coffee machine.
- Short sidebar featuring clickable 'jumps' to most viewed items

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The chef's brother, Chris Rhodes, tweeted that he had “not only lost a brother but a best friend too.

“Gary you will always be by my side, in my thoughts but most of all in my heart,” he wrote.

“The times I have spent with you have been some of the most special of my life. Rest in Peace beloved man - love you always.”

● The headline on this article was amended on 29 November 2019. An earlier version read: Gary Rhodes died of head injury, family confirms.

Topics

Gary Rhodes

Food TV / Food / MasterChef / Restaurants / Television / news

Summary analysis

- Online follows similar codes and conventions to the print version.
- **Mode of address** is more formal and restrained than Mail.
- There is not as much text or visuals but the tone is respectful and the article is informative, suited to the G's **more educated sophisticated liberal demographic**.
- **Digital convergence** is evident: multimedia, cross platform content breaks up the text.
- Although the article itself is similar to one that would be found in the traditional print edition, the page still follows the conventions of digital online news platforms: **clickable** content, **visually attractive** material that suits busy modern audiences, **'dynamic'** content in the form of video as well as text, plus **prominent advertising** which funds these websites.

Traditional print newspapers are struggling to compete with the flexibility, immediacy and visual appeal of online media. Online platforms are now the dominant media form with the Mail Online and the Guardian.com attracting large numbers of views. The conventions of online media can now be seen to be influencing traditional media in terms of print having to offer a wide variety of content apart from news. This will remain the case until the print medium dies out altogether.