



concepts-theories to keep in mind

▼ in the readings

- voices: active, passive
- central icons and the opposites, their mentions and focus
- usage of loaded terms/ ornamental adjectives for describing the controversial topics or centre-state issues.
- sources cited, issues talked about in balanced sense? balanced coverage? present of facts
- terms/phrases - entities, people who are trending, events and people involved
- aspects: political, economical, social, cultural, environmental, military, international relations, gender, caste

▼ theories

- boundary of relevance: Boundary of Relevance, beyond which the change is no longer perceived to be relevant, or newsworthy. This boundary may be manipulated by journalists, power elites and communicators seeking to encourage audiences to exclude, or embrace, certain groups: for instance, to distance a home audience from the enemy in time of war, or conversely, to highlight the plight of a distant culture so as to encourage support for aid programs

- journalist Hetherington (1985) states that: "...anything which threatens people's peace, prosperity and well being is news and likely to make headlines".
 - Risk Signals: Whyte-Venables (2012) suggests audiences may interpret news as a risk signal. A 'risk signal' is characterized by two factors, an element of change (or uncertainty) and the relevance of that change to the security of the individual.
 - Laswell - manipulation of representation : spilling over to propaganda. Lasswell's communication model has 5 components which is used as an analysis tool for evaluating the communication process and components. The components are the questions to be asked to get the answers and keep communication going.
 - **Control analysis** helps the sender to have all the power.
 - **Content analysis** is associated to stereotyping and representation of different groups politically. It is also related to the purpose or the ulterior motives of the message.
 - **Media analysis** represents which medium should be used to exercise maximum power against the receivers.
 - **Audience analysis** shows who are the target population to be manipulated or brain-washed.
 - **Effect analysis** is done before the process starts. It is used to predict the effect of message over the target population to be exploited.
- does not include feedback and it ignores the possibility of noise. Without feedback, a communication process can not be fruitful. Lasswell's model is very linear and does not consider barriers in the communication process.
- Laswell's theory of functionalism :
 - surveillance of environment
 - correlation of parts of society
 - transmission of social heritage
 - knowledge gap hypothesis: The knowledge gap hypothesis explains that knowledge, like other forms of wealth, is often differentially distributed throughout a social system. Specifically, the hypothesis predicts that "as the infusion of mass media information into a social system increases, segments of the population with higher

socioeconomic status tend to acquire this information at a faster rate than the lower status segments, so that the gap in knowledge between these segments tends to increase rather than decrease"

- narcotizing dysfunction: Narcotizing dysfunction is a theory that as mass media inundates people on a particular issue they become apathetic to it, substituting knowledge for action.

✓ conditions for news

- **Frequency:** Events that occur suddenly and fit well with the news organization's schedule are more likely to be reported than those that occur gradually or at inconvenient times of day or night. Long-term trends are not likely to receive much coverage.
- **Familiarity:** To do with people or places close to home.
- **Negativity:** Bad news is more newsworthy than good news.
- **Unexpectedness:** If an event is out of the ordinary it will have a greater effect than something that is an everyday occurrence.
- **Unambiguity:** Events whose implications are clear make for better copy than those that are open to more than one interpretation, or where any understanding of the implications depends on first understanding the complex background in which the events take place.
- **Personalization:** Events that can be portrayed as the actions of individuals will be more attractive than one in which there is no such "human interest."
- **Meaningfulness:** This relates to the sense of identification the audience has with the topic. "Cultural proximity" is a factor here—stories concerned with people who speak the same language, look the same, and share the same preoccupations as the audience receive more coverage than those concerned with people who speak different languages, look different and have different preoccupations.
- **Reference to elite nations:** Stories concerned with global powers receive more attention than those concerned with less influential nations.
- **Reference to elite persons:** Stories concerned with the rich, powerful, famous and infamous get more coverage.
- **Conflict:** Opposition of people or forces resulting in a dramatic effect. Stories with conflict are often quite newsworthy.

- **Consonance:** Stories that fit with the media's expectations receive more coverage than those that defy them (and for which they are thus unprepared). Note this appears to conflict with unexpectedness above. However, consonance really refers to the media's readiness to report an item.
- **Continuity:** A story that is already in the news gathers a kind of inertia. This is partly because the media organizations are already in place to report the story, and partly because previous reportage may have made the story more accessible to the public (making it less ambiguous).
- **Composition:** Stories must compete with one another for space in the media. For instance, editors may seek to provide a balance of different types of coverage, so that if there is an excess of foreign news for instance, the least important foreign story may have to make way for an item concerned with the domestic news. In this way the prominence given to a story depends not only on its own news values but also on those of competing stories. (Galtung and Ruge, 1965)
- **Competition:** Commercial or professional competition between media may lead journalists to endorse the news value given to a story by a rival.
- **Co-optation:** A story that is only marginally newsworthy in its own right may be covered if it is related to a major running story.
- **Prefabrication:** A story that is marginal in news terms but written and available may be selected ahead of a much more newsworthy story that must be researched and written from the ground up.
- **Predictability:** An event is more likely to be covered if it has been pre-scheduled. (Bell, 1991)
- **Time constraints:** Traditional news media such as radio, television and daily newspapers have strict deadlines and a short production cycle, which selects for items that can be researched and covered quickly.
- **Logistics:** Although eased by the availability of global communications even from remote regions, the ability to deploy and control production and reporting staff, and functionality of technical resources can determine whether a story is covered. (Schlesinger, 1987)
- **Data:** Media need to back up all of their stories with data in order to remain relevant and reliable. Reporters prefer to look at raw data in order to be able to take an unbiased perspective.

references

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