

Faculty of communication and information sciences

Second year /gps: 44+45

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News values

We've seven determinants of news: impact, the unusual, prominence, conflict, timeliness and currency .the first three are the most important, the other four extend or diminish the news value of an event by their presence or absence:

1/Impact: The facts and events that have the greatest effect on the audience are the most newsworthy .For example doctor's strike has more impact than baker's strike because the number of people whose lives will be influenced by this event is greater.

2/Bizarreness :(the unusual): a classical example of this: if a dog bites a man is not news but if a man bites a dog is news.

3/Prominence: another important determinant .People are inquisitive and enjoy reading about the personal lives of famous people. People in the public eye have a higher news value than obscure people.

4/Conflict(Controversy) :Conflict underlies our lives ;there are internal conflicts we are all familiar with .Conflicts exist at all levels of life ;between reason and pleasure ,teenagers with their consciences ,adults with their responsibilities...Arguments ,debate ,fights and strife all increase the news value .Over conflict is newsworthy.

5/Timeliness: readers and listeners always want to know the latest, what is happening now .the more recent the news, the greater its news value .what occurs today has greater impact than an event that occurred a week ago.

6/Proximity: the closer to home the better. People feel attached to those like themselves with whom they share common interests.

Note: Sometimes we have some prominent events, but their impact diminishes because of the lack of the proximity to readers.

7/Currency :What people talk about ;what in people's minds ,makes news .People want to know more details about important stories that have around a long time but never written about in detail.

Other news values:

Usefulness :(how can i use the information?) News that help the audience answer questions and solve problems in their daily lives.

Human interest (emotion): take into account human interests that touch our emotions.

News values in the third world:

Educational value: make readers knowledgeable rather than merely informed.

Development: news is progress. News instructs.