

Theorist: Galtung and Ruge

- NEWS VALUES
- In 1965, media researchers **Galtung & Ruge** analysed international news stories to find out what factors they had in common, and what factors placed them at the top of the news agenda worldwide. They came up with the following list of news values. - a kind of scoring system - a story which scores highly on each value is certain to come at the start of a TV news bulletin, or make the front page of a newspaper. Journalists and editors also draw heavily on their experience - of what an audience expects, of what stories have had a major impact on public consciousness in the past, of what is important - and each news organisation will have their own system of setting a news agenda.

News Value	Description
Negativity	Bad news - involving death, tragedy, bankruptcy, violence, damage, natural disasters, political upheaval or simply extreme weather conditions - is always rated above 'positive' stories (royal weddings, celebrations etc)
Closeness to home (Proximity)	Audiences supposedly relate more to stories that are close to them geographically, or involve people from their country, or those that are reported that way(eg '12 Hong Kongers aboard Australia Crash Plane'). News gatekeepers must consider carefully how meaningful a story will be to their particular audience
Recency	Newspapers are very competitive about breaking news - about revealing stories as they happen. 24 hour news channels such as CNN and BBC World also rate this value very highly. However, as we have seen with the events of September 11, stories may take a while to develop, and become coherent, so recency is not always the best value to rate.
Currency	This is almost opposite to recency, in that stories that have been in the public eye for some time already are deemed valuable. Therefore a story - for instance about the abduction and murder of a child - may run for weeks and weeks, even if nothing new really happens.
Continuity	Events that are likely to have a continuing impact (a war, a two week sports tournament) have a high value when the story breaks, as they will develop into an ongoing narrative which will get audiences to 'tune in tomorrow'.
Uniqueness	'Dog Bites Man' is not a story. 'Man Bites Dog' is. Any story which covers a unique or unusual event (two-headed elephant born to Birmingham woman) has news values

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